

## SOCIO-ECONOMIC IMPLICATIONS OF TOURISM ON LOCAL COMMUNITIES IN GILGIT-BALTISTAN

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### ABSTRACT

Natural attraction are important assets for any nation to grab tourists on other hand unchecked tourism activities can present negative impact on natural environment. Hunza mountainous areas in the north of Pakistan are experiencing vast socio-economic impacts of tourism evolution. Thus, the current research contributes to the knowledge concerning how residents in Karimabad Hunza perceive Socio economic impact of tourism. This study used a quantitative method to collect data from 105 respondents who were inhabitant of Karimabad Hunza using a simple random sampling method. The collected data were analyzed using SPSS and analyzed using descriptive statistics (percentage, mean, and standard deviation) and t-test. The study reveals there is a important quality between perceptions of local communities in some sites regarding tourism development. It is found that tourism development is more noticeable in Hunza valley . This study provides effective content that could be used to organization the development of tourism, attractive into relationship aspects of the environmental assessment of the region.

**KEYWORDS:** Natural attractions, touristy impact, Negative environmental, socio economic impact, tourism development, local residents Karimabad Hunza, Quantitative method, perception of tourism, Descriptive statistics, Tourism planning and Environmental assessments.

### INTRODUCTION

Tourism plays an crucial part in the socio-economic complex the Gilgit Baltistan an area located amid the impressive Himalayas and Karakorum Rangs in Pakistan. Scholars from Pakistan have more all-encompassing studies on the different impacts of commercial enterprise on the local people in these mountainous areas,(Ali 2022) resource of the local world in Gilgit Baltistan.Organic process light on both its advantages and disadvantages.

### BACKGROUND

Gilgit Baltistan is one of the Important places for seasonal tourism due to its unique geographic,environmental, and diversified climate in mountainous regions. The mountainous region particularly, Gilgit Baltistan and Hunza has more than 7000 glaciers

Situated in the upper Hunza (Gojal) region of Hunza District, Gilgit Baltistan, pakistan, the Batura Glacier is

a formidable ice mass, measuring 57 kilometers (34 miles) in length, making it one of the largest and longest glaciers outside the North polar region and beautiful lakes Attabad Lake, Borith Lake, Shimshal Lakes, Hassanabad Lake and the highest mountain peaks like K-2 and Nanga par bat and the historical sites like Baltit fort Hunza, Altit Fort has attracted visitors from all over the world . As tourists come to the region to immerse themselves in its natural beauty and cultural variety, the local communities experience a range of outcomes that shape their way of life, traditions and surroundings. The government of Pakistan is aggressively promoting tourist schemes through the development of tourist sites, to encourage the national and international tourists in mountainous areas, due to its special geography (Khalil et 2007 Adnan et al., 2013)(us Saqib, Yaqub et al. 2019).

On one hand, tourism has brought economic prosperity to Gilgit-Baltistan by generating income through

services in the hospitality industry, transportation, handicrafts, and other tourism-related activities. The inflow of tourism has produced job prospects for the local people, reducing limitlessness and increasing their living quality as well the exposure to many different cultures and plan through relationships with tourists and local people has enriched a melting pot of cultures of the communities, promoting tolerance and appreciation. However alongside these benefits tourism also maintains sustainable speedy tourism development can lead to environmental degradation. Exerting pressure on vulnerable ecosystems and reducing the areas natural attractions Moreover the commercialization of local culture and the traditions to cater to the preferences of tourists may gradually diminish our indigenous identities and moral principles.

Furthermore, the unfair division of tourism distribution of tourism welfare among local communities can intensity socio- economic disparities develop in tenseness and conflicts over grants resources and prosperity rights problems such as a excessive trust in tourist periodic unemployment and the exploited of culture require careful consideration and management. The growth of the tourism industry has a wide range of implications for the community since acknowledged as a utility of economical expansion a provider extra amenities for the residents. The world organization due to suffer from traffic jams, state of affairs, rising transgression rates, termination of the environment and natural resources, about significantly, rising costs of surviving, as a issues of tourism development, on other hand. (Jehan, Batool et al. 2023).

Gilgit-Baltistan, offering employment opportunities in the hospitality sector and boosting the demand for local products. While it provides income for many residents, the benefits are not evenly distributed, leading to disparities among communities. Furthermore, the seasonal nature of tourism can outcome earnings fluctuations, leaving locals wide open during the end off season tourism impact cultural both positive and negative Gilgit-Baltistan vaunt a different cultural landscape, with a different of languages, traditions, and rituals. Tourism facilitates cultural exchange, allowing visitors to engage with the region's unique heritage. Local communities often showcase traditional music, dance, and cuisine to provide an authentic experience for tourists. However, the commercialization of culture and the influence of external factors may erode traditional practices and values. Additionally,

the development of tourist infrastructure can encroach upon sacred sites and disrupt the lifestyle of indigenous groups, many people consider tourism to be a danger to the survival of regional cultures and cultural landmarks. In actuality, tourism serves as a platform and a means of spreading public awareness of, safeguarding, and assuring the economic and social sustainability of cultural heritage. Therefore, tourism frequently serves as a counterbalance that safeguards and preserves a society's cultural heritage. (Baig, Shabnum et al. 2022). In Pakistan In Gilgit Baltistan area tourism is a main source of income any way the grow economic activities connected with tourism have also develop in higher level of pollution, traffics, noise as well as larger demand water and energy spoil, random touristy have certain effect an local people and the surroundings surround (Jehan, Batool et al. 2023)

The exciting natural beauty of Gilgit-Baltistan inspire a lot of tourists who are delight by its great peaks, clean lakes, and green valleys. Regrettably, the delicate environment of the area has suffered due to the increase in tourism. The biodiversity and ecological balance of the region are seriously threatened by pollution, deforestation, and littering brought on by increased human activity Furthermore, the construction of hotels, roads, and other infrastructure program can result in habitat end and worsen issues like soil erosion and water scarcity. It is imperative to adopt sustainable tourism practices and responsibly manage natural resources to address these environmental issues effectively. Social impact tourism can bring about all negative and positive social reaction for the communities of Gilgit Baltistan from one point of view, interaction with the tourism can celebrate the culture diversity understanding, forward tolerance, and inspirit acceptance. Organization like guest houses and community-based tourism action permission locals to actively engage in the tourism business and display their way of life to visitors. However, the speedy inflow of tourists can demands local resources and infrastructure, major to social tensions and conflicts. Additionally, the launch of new thoughts and lifestyles may objections traditional ethical norms and ranked, causing friction within the community. It is important to strike a balance that expression the profit of tourism while approach these social challenges effectively.

### **PROBLEM OF STATEMENT**

The socio-economic results of commercial enterprise on the local communities of Gilgit-Baltistan are involved and multifaceted problems. While tourism can lead to opportunities for economic increase, job opportunities, and infrastructure development, it can also current problems like cultural decline, environmental degradation, and unequal benefit distribution. Additionally, the tourism industry in Pakistan's mountainous areas is primarily outbreak by natural disasters like floods and landslides, which claim the lives of countless numbers of tourists each year. These events occur most frequently in Natural disasters like flooding are common in Naran, Kaghan, and Gilgit Baltistan, particularly in the summer when glaciers melt. Still, these areas have a lot to offer travelers, such as picturesque locations like Attabad Lake, historically significant places like Baltit Fort, and well-known base camps like Rakaposhi.

### **OBJECTIVES OF THE STUDY**

1. To identify local peoples Attitudes towards tourism development.
2. To determine the satisfaction level of local people regarding tourism.
3. To find out the correlations between socio-cultural, economic factors and environmental factors of tourism.

### **SIGNIFICANCE OF THE STUDY**

The significance of the study contain great moment in understanding assessing the impact of popular on the social, economic, and environmental well being of local communities in Gilgit Baltistan as tourism developing to grow, the lives of the locals was engage in fundamental modify. The implication of this study lies in its ability to foresee and manage these changes usefully. By understanding how tourism affects the socio-economic environment, culture, occupation, and income, we can ready ourselves accordingly. Policymakers can look out this information to make sure that tourism benefits all parties involved without causing any negative impacts on our environment or the local communities. This study will deal as a useful direction for Gilgit-Baltistan as it becomes a favorite landing places. It was help us safely the opportunities and objection that come with the growth of tourism, ensuring the areas economic, cultural, and environmental business condition. In spirit, this

research will contribute to a future where tourism raise the standard of living for the group while safety unique identity and beauty of Gilgit-Baltistan.

### **LITERATURE REVIEW**

Tourism in the context of Gilgit Baltistan present-day a compound fundamental interaction of socio economic, cultural relation, environmental, process the live of both tourists and the local people of Gilgit Baltistan communities understand the many sided impacts of tourism is critical for property development and prosperity of the area individual. In this review literature explore into the negative and positive social effects on environmental problems and cultural implication of commercial enterprise in the Gilgit Baltistan focusing of necessity for balanced comprehensive tourism programme in the Gilgit Baltistan

### **POSITIVE SOCIAL IMPACT OF TOURISM**

Tourism provide as a in citation cultural interaction and mutual understanding among local people and tourists and through connect with the guests and local people gain exposure to cross culturalism, languages, dressing patterns, lifestyles, fostering tolerance and acknowledgment (Aref et al., 2019). Initiatives such as home stays and community-based tourism empower locals to actively engage in the tourism industry, enabling them to showcase their traditions, crafts, and hospitality to a global audience (Chhetri et al., 2019). These initiatives not only generate additional income for households but also strengthen social cohesion and pride in cultural heritage (Saarinen, 2006).

### **NEGATIVE SOCIAL IMPACTS TOURISM**

However, the rapid growth of tourism can strain local resources and infrastructure, leading to social tensions and conflicts within communities (Ghimire & Budruk, 2016). In destinations like Gilgit-Baltistan, where the carrying capacity is limited, overcrowding, waste generation, and noise pollution become significant challenges, affecting the quality of life for residents (Diedrich & García-Buades, 2009). Furthermore, the commodification of perceptiveness to supply to tourist preferences often leads to the erosion of traditional pattern and values, threatening the authenticity of local identity (Nunkoo & Ramkissoon, 2011).

### **ENVIRONMENTAL CHALLENGES**

The environmental outcome of tourism in Gilgit Baltistan especially pronounced due to its delicate mountain ecosystem. And tourism related activities such as trekking, climbing and wildlife viewing supply to habitat destruction, climate change, deforestation, pollution and destroy of wildlife ecosystem (Talwar et al., 2018). Moreover, climate change better these challenges, increasing the rates and level of natural disasters such as floods and landslides, which pose risks to both tourists and local communities (Majeed et al., 2020).

### **CULTURAL EROSION**

The development of culture in tourist target often leads to the manipulated and superficialization of local practice and custom (Timothy, 2011). In Gilgit-Baltistan, as in many other tourist regions, cultural performances, handicrafts, and cuisine are often tailored to meet tourist demand, diluting their authenticity and implication (Scheyvens, 2002). This process of cultural wearing not only decrease the cultural identity of the community but also undermines traditional livelihoods and social structures.

### **IMPACT OF TOURISM ON THE ECONOMIC**

The tourism industry has twofold economic welfare it affect economic growth and lowers poverty by giving locals a reliable source of work and income. This helps us to understand how important tourism can be to a nation's economic development. Additionally, tourism generates foreign exchange revenue for developing nations, where it plays a significant fiscal role in reducing poverty.

### **PAKISTAN'S TOURISM INDUSTRY**

Draws visitors from around the world who come to explore its diverse destinations for relaxation, business, and thrill-seeking adventures.. Several of the Travelers go to places with distinct customs, norms, and cultures to view artwork, historic structures, lakes, mountains, and other natural features; they also come to experience the local cuisine and weather. Surprisingly, Pakistan is among the nations with all the characteristics, captivating landscapes, and breathtaking natural settings. Due to its extensive and rich archaeological past, varied culture, beaches, deserts, picturesque landscapes, glaciers, and mountain ranges that offer a wealth of tourist attractions to both domestic and foreign

visitors, it has enormous tourism advantages. As per the findings of ARSHAD ET AL. (2018), there are four distinct categories of Pakistanis tourism, which are, adventure tourism, ecotourism, historical and archaeological tourism, and religious tourism

### **MATERIALS AND METHODS**

The research methodology outlines the approach you intend to employ in conducting research.

### **RESEARCH DESIGN**

A research pattern refers to setup of conditions for collecting and evaluate data, with the aim of balancing connection to the research objective and efficiency in process. Quantitative search design was be used.

### **RESEARCH INSTRUMENT**

The data was collected through a self-structured questionnaire. Closed-ended questions will be formulated for the questionnaire, which will be distributed among the hotel managers of Karimabad Hunza

### **POPULATION**

A population refers to the total count of individuals residing in a specific location. This was involve the population of the study was Hotel managers of the Karimabad Hunza.

### **SAMPLING TECHNIQUE**

Simple Random sampling technique was use in this study.

### **DATA COLLECTION**

Data collection was proceed by means of Questionnaire surveys.

### **DATA ANALYSIS**

The researcher was collect data through questionnaires .Quantitative data was undergo analysis using SPSS and a summary of findings was presented, and recommendations was be outlined in the concluding chapter.

### **RESULTS AND DISCUSSION**

In this chapter open on the frequencies, percent and mean , standard derivation of the variant. Moreover, the statement of the total writing, communication, key accumulation decision and proposition are integrated.



**Table 1.1** Demographic information

Statement	Frequency	percentage
Male	60	57.1
Female	45	42.9
Total	105	

Tabular array 1.1 incontestable the frequency distribution with citation of gender of the answered. In the present-day research 105 respondents with 60 were male and 45.9% were females.

**Table 1.2 Socio Cultural Effect Of Tourism**

Statement	F%	F%	F%	F%	F%	Mean	SD
Tourism ensures the development of culture activities.	18(17.1)	5(4.8)	21(20.3)	48(45.7)	13(12.4)	3.31	1.266
Tourism Create the cultural development of the local people.	17(16.2)	5(4.8)	12(11.4)	59(56.2)	12(11.4)	3.42	1.246
Tourism Increases the stander of life the local people.	25(23.8)	19(9.5)	13(12.4)	47(44.8)	10(9.5)	3.07	1.375
Tourism increases the leisure time possibility of local people in Hunza	9(9.5)	11(10.5)	17(16.2)	47(44.8)	20(19.0)	3.53	1.193
Tourism negative affects the attitudes and behavior of local people	5(4.8)	26(24.8)	30(28.6)	30(28.6)	14(13.3)	3.21	1.107
Tourism causes the cultural values to disappear of Hunza people	12(11.4)	31(29.5)	21(20.5)	31(29.5)	12(9.5)	2.96	1.2
Tourism make it challenging for local people to access tourist attractiveness..	5(4.8)	41(39.0)	16(15.2)	29(27.6)	14(13.3)	3.06	1.183
Tourism reason social difficulty such element crime, boredom and agent	10(9.5)	22(21.0)	22(21.0)	21(29.5)	20(19.0)	3.28	1.26
Tourism damages Indigenoues cultural.	10(9.5)	28(26.7)	20(19.0)	33(31.4)	14(13.3)	3.12	1.222

In this Table 1.2 show the diverse socio-cultural effects of tourism a lot of respondents (45.7% and 56.2%) observe tourism appreciatively impacting cultural activities and local cultural develop. Likewise 44.8% believe it improve the quality of life and free time opportunities. However concerns include negative outcomes on attitude and behaviors

57.2% are disagreed and dropping cultural morality 59% agreed and 39% share tourism limits local access to attraction and 50.5% worry about raising rime and social issues and Finally 31.9% feel tourism destroy indigenoues heritage .These results highlight the need for sustainable tourism and community participation to balance advantages and challenges.

**Economic Effects of Tourism 1.3**

Statement	F%	F%	F%	F%	F%	Mean	SD
Tourism provides the production of traditional products.	11(10.5)	5(4.8)	14(13.3)	60(57.1)	15(14.3)	3.6	1.123
Tourism provides economic gain in Hunza	10(9.5)	10(9.5)	9(8.6)	43(41.0)	33(31.4)	3.75	1.264
Tourism supports the local economy.	5(4.8)	5(4.8)	10(9.5)	45(42.9)	40(38.1)	4.05	1.05
Tourism produces many different new job opportunities for local people in Karimabad Hunza.	10(9.5)	10(9.5)	41(39.0)	34(32.0)	10(9.5)	3.23	1.068
Tourism provides more investments to the region.	5(4.8)	5(4.8)	40(38.1)	38(36.2)	17(16.2)	3.54	0.981
Tourism raises the cost of outcome and employment in the location of hunza	11(10.5)	9(8.6)	23(21.9)	46(43.8)	16(15.2)	3.45	1.168
Tourism creates economic inequality among local people.	5(4.8)	24(22.9)	39(37.1)	29(27.6)	8(7.6)	3.1	0.999

In this table show 1.3 Tourism impact on Hunza's economy, according to respondents. A significant number (57.1%) believe tourism boosts traditional product production, while 41.0% see it as a source of income, suggesting benefits for local heritage and economic growth. About 42.9% think tourism supports the local economy, focus on importance for agencies and livelihoods thoughts on job originate

(39.0%) and funding (38.1%) are positive but varied. Concerns include rapid raising the price(43.8%) and economic inequality (37.1%), with 21.9% observing higher costs of living and 27.6% seeing increased economic disparities. These insights emphasize the need for responsible tourism to equilibrium benefits and tasks.

**Environmental Effect of Tourism 2.1**

Statement	F%	F%	F%	F%	F%	Mean	SD
Tourism influence the security and improvement of the natural surroundings	5(4.8)	24(22.9)	29(27.6)	35(33.3)	12(11.4)	3.24	1.079
Tourism improves environmental quality for future generation in Hunza?	10(9.5)	5(4.8)	15(14.3)	44(41.9)	31(29.5)	3.77	1.203
Tourism increases environmental awareness.	10(9.5)	11(10.5)	26(24.8)	45(42.9)	13(12.4)	3.38	1.13
Tourism promotes the protection of historical buildings and structure in Hunza?	11(10.5)	6(5.7)	5(4.8)	49(46.7)	34(32.4)	3.85	1.239
Tourism causes environmental pollution ( water land etc.) in Hunza?	5(4.8)	5(4.8)	12(11.4)	48(45.7)	35(33.3)	3.98	1.038
Tourism effects nature plants animals, ecosystem negatively.	16(15.2)	18(17.1)	16(15.2)	47(44.8)	8(7.6)	3.12	1.238
Tourism greatly adds to traffic noise and pollution and environmental degradation in Hunza	25(23.8)	9(8.6)	18(17.1)	38(36.2)	15(14.3)	3.09	1.408
Tourism produce the pollution the use of plastic bags in Hunza	5(4.8)	5(4.8)	10(9.5)	47(44.8)	38(36.2)	4.03	1.042

Table 2.1 Tourism in Hunza has mixed environmental effects. A notable proportion (33.3%) of respondents believe it supports conservation and sustainable development, benefiting the region's ecological integrity. Than as well 41.9% think tourism improves environmental quality, while 42.9% are observe that tourism are increase environmental awareness. However, concerns about negative impacts are notable 45.7% represented

pollution, 44.8% concern about environmental degradation, and 36.2% respondents are observed issues like traffic noise and environmental pressure. And 44.8% are concerned about increased plastic bag usage. These results emphases the need for sustainable tourism practices and maintenance creativities to balance tourism's benefits with its environmental challenges in Karimabad Hunza.

**Attitude Toward of Tourism 2.2**

Statement	F%	F%	F%	F%	F%	Mean	SD
Efforts should be made for further increase of tourism in Hunza	11(10.5)	8(7.6)	12(11.4)	44(41.9)	30(28.6)	3.7	1.255
Tourism investments should continue increasingly	5(4.8)	5(4.8)	18(17.1)	47(44.8)	30(28.6)	3.88	1.035
Tourism should proceed to be a part of our social group .	9(8.6)	11(10.5)	9(8.6)	51(48.6)	25(23.8)	3.69	1.195
Tourism development creates more conflicts over resources.	5(4.8)	20(19.0)	34(32.4)	33(31.4)	13(12.4)	3.28	1.061
Local People started to give their extra space in home for Dealing Goal in Hunza?	10(9.5)	10(9.5)	18(17.1)	50(47.6)	17(16.2)	3.51	1.161

Table 2.2 shows mixed attitudes towards tourism in Hunza. A significant portion (41.9%) supports further tourism development, seeing benefits in economic growth and cultural exchange. Similarly, 44.8% favor continued investments in tourism infrastructure. Many (48.6%) believe tourism should remain integral to society. However, 32.4% express

concerns about resource conflicts, and 47.6% note changes in local dynamics due to home rentals. These findings highlight the importance of inclusive and sustainable planning to address resource management challenges while maximizing tourism's benefits for Hunza and its residents.

**Satisfaction With Tourism 2.3**

Statement	F%	F%	F%	F%	F%	Mean	SD
I am satisfied with the situation change and devolution created by tourism.	7(6.7)	16(15.2)	25(23.8)	39(37.1)	18(17.1)	3.43	1.142
I am content with the economical process that tourism supply to our area.	5(4.8)	12(11.4)	18(17.1)	49(46.7)	21(20.0)	3.66	1.073
I am satisfied Tourism has important role to reducing poverty	11(10.5)	5(4.8)	19(18.1)	55(52.4)	15(14.3)	3.55	1.126
I am satisfied with social possibility and opportunities that tourism give to our region Hunza	5(4.8)	10(9.5)	23(21.9)	52(49.)	15(14.3)	3.59	1.007

Table 2.3 evaluates respondents' satisfaction with various aspects of tourism in Hunza. Regarding satisfaction with environmental change and development created by tourism, opinions were mixed, with a significant portion (37.1%) expressing satisfaction, indicating positive perceptions of tourism's impact on the environment. Similarly, satisfaction with the economic developments facilitated by tourism garnered varied responses, with a notable proportion (46.7%) expressing satisfaction, suggesting perceived benefits in terms of economic growth and prosperity. Additionally, satisfaction with tourism's role in reducing poverty received mixed responses, with a significant percentage (52.4%) expressing satisfaction, indicating perceived contributions to poverty alleviation efforts through tourism initiatives.

However, opinions regarding satisfaction with social opportunities provided by tourism were also varied, with a notable portion (49.0%) expressing satisfaction, highlighting perceived benefits in terms of social interaction and community engagement facilitated by tourism activities.

Overall, are these outcomes reason a range of satisfaction levels with many part of tourism in Karimabad Hunza, with both positive observed lead to environmental, economic, and social development, as well as allow of likely areas for improvement.

In this table use SPSS software was employed to explore the relationships between socio-cultural, economic, and environmental factors in tourism, uncovering meaningful correlations. Descriptive statistics were used to describe the basic features of the data, providing a foundation for further investigation.

Correlations				
		Socio Cultural factor	Environmental Factor	Economic factor of Tourism
Socio Cultural factor	Pearson Correlation	1	0.978	0.978
	Sig. (2-tailed)		0	0
	N	105	105	105
Environmental Factor Tourism	Pearson Correlation	0.978	1	1
	Sig. (2-tailed)	0		0

	N	105	105	105
Economic factor of Tourism	Pearson Correlation	0.978	1	1
	Sig. (2-tailed)	0	0	
	N	105	105	105

The table shows strong correlations between socio-cultural, situation, and economical factors of tourism in Hunza. A Pearson correlation values are very high (0.978 to 1), indicating that changes in one factor are closely related to changes in the others. This suggests interconnected impacts of tourism across these dimensions.

**FINDINGS**

1. 1. First objective was to identify local people Attitude towards tourism development and it was achieved through SPSS ( Specifically frequency and percentage ) Descriptive status was used Support for Further tourism development A significant portion of respondents (41.9%) believe that efforts should be build for forward elaboration of tourists . This indicates a positive outlook on expanding tourism activities in the area, potentially driven by perceived benefits such as economic growth and job creation.

2. Trust for Increased Tourism Investments A notable proportion (44.8%) supports the idea of increasing investments in tourism. This reflects a recognition of the economic advantages associated with tourism development, including opportunities for infrastructure improvement and attracting more visitors. Recognition of Tourism's Societal importance A considerable majority (48.6%) believes that tourism must persist to be a section of organization.

3. This underscores the recognition of tourism as not only an economic driver but also as an integral component of the local Concerns regarding resource Conflict A significant minority (31.4%) acknowledges that tourism development can lead to conflicts over resources.

4. This highlights the increasing popularity of tourism has sparked worries about its detrimental effects on the environment, including degradation, habitat destruction, and resource depletion or competition for limited resources like land and water. Emerging Trend of Local Participation in Tourism there is a growing trend (47.6%) of local residents

offering their extra space for renting purposes, particularly in Hunza.

5.  
 6. This suggests a willingness among locals to actively engage in tourism-related activities, potentially motivated by economic opportunities or a desire to participate in cultural exchange. Overall, the findings indicate a complex landscape of attitudes toward tourism, encompassing both support for its development and recognition of potential challenges.

7.  
 8. The data advice for the balanced of needs way to tourism planning that consider both economic benefits and environmental and social balance and the increasing connection of local people in tourism activities presents opportunities for community engagement and empowerment within the tourism area.

9. 2. The second objective aimed to gauge the satisfaction level of local residents with tourism, utilizing SPSS for analysis, particularly frequency and percentage measurements. Descriptive statistics were employed to interpret the data.

10.  
 11. This process provides broadly overall of the satisfaction levels through mathematically representations, allowing for a clearly understanding of the local community's attitudes towards tourism.

12.  
 13. By examining the frequency and percentage of responses, patterns in fulfillment levels can be identified, informing future strategies and policies aimed at enhancing the tourism experience for both visitors and residents alike, thereby fostering a sweet relationship between tourism change and local community well-being.

3. The third goal aimed to tell us the connection between socio-cultural, financial, and territorial elements of tourism, use SPSS for correlation analysis. Descriptive statistics were employed to explain the findings and results indicate a significant correlation between these factors, highlighting the difficult



relationship and inter connectedness within the tourism environment in the researched area of Karimabad Hunza.

### **DISCUSSION**

Tourism as a form of community process has become an attractive target for both researcher and practitioners. To finer understanding the process of tourism development, the purpose of this study was to study how locals would feel potential tourism development in Hunza and The main objective of the study to look into environmental perception of tourism development by the residents. The primary purpose of the study was to examine environmental awareness of local people position towards tourism development, residents were highly attached to their community of residence, and their values were oriented more toward protection of the environment. The occupant were strongly agreed towards tourism development creates more conflict over natural resources. Believed that there are limits to use of natural resources. Although using the data from Karimabad Hunza majority of respondents from Hunza is intended to agree with the statement, I always hear about environmental awareness on because they face environmental issues during season due to tourism development in Gilgit . Some of the environmental challenges like pressure over resources, concern about water issue, recycling of materials, issue of solid wastage and smoke leave off from vehicles etc. furthermore, local residents perception is strongly agree to these issues During peak season tourism are more flow in Karimabad and creates many issues in the place.

In additional karimabad residents tends to agree that the tourism development have provide better facilities and better job. This perceive positive attitude towards tourism development as more suitable for their area. However perception could also influence the residents view. Individuals who perceive positive tourism development they believe that tourism provide economic benefit in the area. As well as in the contact of environmental awareness, majority of 38 respondents from karimabad indicates strongly agree to the statement Tourism greatly adds to traffic noise and pollution and environmental degradation in Hunza vehicles. This perceive negative attitude toward tourism development, which creates environmental issues in the area.

### **RECOMANDATIONS**

1. Through public participation, local communities are empowered to contribute to the planning and decision-making processes, fostering a sense of ownership and responsibility for the outcomes processes for tourism to secure their opinions are valued and their problems are decided.
2. Adopted livable practices in tourism to diminish negative crash on the environment while enhance the economic and social benefits for the local community
3. Formulate responsible resource management strategies to address conflicts over the resources like land, water, and infrastructure etc..
4. Preserve and advance native customs and traditions as normative values, with the goal of fostering cross-cultural dialogue and mutual understanding between visitors and residents.
5. Finance in improving tourism resources and services, ensuring that local communities also benefit from the advanced organization.
6. Focus on enterprises that enhance the quality of life for local residents, including access to education, care, and basic resources.
7. Produce more work opportunities in the tourism areas, highlighting training and skill development for local communities.
8. Present tourism projects that relief improve shortage by enabling local communities over economic chances and income-generating activities.
9. Environmental Protection: Strengthen conservation efforts to safeguard the natural environment, including biodiversity, ecosystems, and delicate habitats, through sustainable tourism practices and conservation programs.
10. Start and apply current rules and strategies to manage tourism activities and ensure observance to environmental, social, and cultural standards.
11. Newcomer fights to educate tourists and locals about answerable tourism performs and the importance of environmental conservation.

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