

Effects of Eco-Tourism on Local Community in District Chitral Lower of Pakistan

Kinza Azmat¹, Malik Muhammad Shafi², Shah Fahad³, Mahnoor Naushad⁴,
Fazal Hanan⁵ and Naushad Khan⁶

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Abstract

Ecotourism plays an important role in the development of rural areas. It generates rural employment and improves the socioeconomic condition of the local community. This study was initiated to assess the effects of eco-tourism on the local community in Chitral Lower district, Pakistan, and to identify various effects and problems for the promotion of eco-tourism in the study area. A total of 230 sample respondents from three villages were randomly selected. Data were collected with the help of questionnaires, random surveys, and interviews with key informants and observations. Through descriptive statistics and binary logistic regression, data were analyzed. From the coefficients of the logistic regression model, only four independent variables, namely income, education, lodging facility, and tour guide facility, had a statistically significant relationship with ecotourism. Having a high level of education gives community members a variety of opportunities to engage in high-value and high-paying ecotourism activities to increase their income level. Having proper lodging and tour guide facilities increases the engagement of tourists and visitors. Therefore, the findings clearly indicate that more education, income opportunities, lodging facilities, and availability of tour guides facilities will help increase eco-tourism in the area. This study recommends that to govern and manage the eco-tourism areas, in order to reach their full potential and provide long-term benefits to the local community, the government should explore the potential ecotourism benefits and create appropriate policies to furnish the ecotourism while security provisions to the community also help in the ecotourism improvement.

Keywords: Eco-Tourism, Local Community, Chitral Lower District

Introduction

Worldwide, ecotourism is defined as chaos, environmental and cultural sensitivity, as well as financing for conservation and scientific study, the protection of fragile and ancient ecosystems, the benefit of rural populations, and the promotion of development in disadvantaged nations. Satisfying and educating discriminating travelers, and some believe establishing world peace is one strategy to raise environmental consciousness and social conscience in the travel industry (Honey, 1999). There are so many factors: culture, peace, security, developed infrastructure of the

¹Institute of Development Studies, The University of Agriculture, Peshawar.

²Institute of Development Studies, The University of Agriculture, Peshawar.

³Department of Rural Sociology, The University of Agriculture, Peshawar.

⁴Institute of Development Studies, The University of Agriculture, Peshawar.

⁵Department of Sociology, FATA University FR Kohat.

⁶Institute of Development Studies, The University of Agriculture, Peshawar. Email: knaushad@gmail.com



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world, visa facilities, natural beautification, attitude of the people, tourist number, quarantine, world population, education, income level, the price level of different commodities in the world, different languages and fare of hotel, etc. are the well-known factors which affect the tourism industry positively and negatively in the world (Khan et al., 2020). The demand for nature-based tourism increases due to dissatisfaction with popular tourism and increased interest in the environment. At a certain time, affluent countries have realized that in comparison to alternatives such as agriculture and forestry, nature-based tourism constitutes an important source of foreign funds, is detrimental, and needs more resources (Honey, 1999). Some of these countries have recognized ecotourism as a means of achieving ecological restoration goals by the mid-1980s. Lascuráin is credited with the first formal description of ecotourism, which stated: "To specifically learn, appreciate, and enjoy nature, landscapes and their wildlife, traveling to Regions of relatively undisturbed or uncontaminated nature, and considering the existing (historical and ongoing) cultural representations in these areas" (Lascuráin, 1987).

However, ecotourism organizations (including The Nature Conservancy) agree on the definition of ecotourism proposed by the World Conservation Union (IUCN), which was established in 1996 that visits to natural areas to enjoy nature (as well as any associated unique influences, both ancient and modern) that encourage environmental protection, have a lower absorption effect, and can provide for productively effective social-economic participation of various folks are all examples of ecologically sound travel.

A subset of localized tourism is ecotourism, focused on biodiversity, which thus, in theory, might help to preserve the environment while also providing financial advantages and empowerment to local communities. International non-governmental organizations (INGOs) and governments have embraced ecotourism as a type of Integrated Conservation and Development (ICD) strategy around the world during the last decade. As a result, assessing the impacts observed by inhabitants in local communities engaging in ecotourism, particularly in developing nations, has become critical (Jenny, 2005). Pakistan has so many natural areas for tourism. Pakistan is abundant in Natural resources. Areas like Swat, Gilgit Baltistan, Dir, Kashmir, and Chitral are worth seeing. A lot of tourists visit these areas during the summer season as well as winter. Due to the high number of tourists in these areas, the mushroom growth of hotels and other artificial facilities is disturbing the ecosystem of these areas, which could destroy the beauty of these beautiful places. Too much-scattered garbage is disturbing nature very badly. In Chitral and the Northern Areas, the economic advantages of ecotourism are currently highly encouraging. They never came across somebody who was against ecotourism. No one wanted to stop ecotourism, but some people wanted to change visitor behavior. Villages that were once hostile to tourism are now striving to make improvements in order to attract visitors. Nagyr is an excellent example of this, with newly paved roads, new hotels under development, and communities working together to make tourists feel more welcome (John & O'Neil, 1996). The ninth most important source of foreign exchange earnings in Pakistan is ecotourism, according to the data from the Department of Tourism, The Ministry of Sports and Tourism of Pakistan. In Chitral and Northern regions, the main destination for the majority of overseas tourists, it can be one of the largest sources of foreign exchange earnings and one of the most important economic elements. Villagers soon notice that they have no other industries except ecotourism, which offers a wide range of employment opportunities but mostly seasonal ones (John & O'Neil, 1996). Success in the tourism industry leads to large-scale change or a dangerous situation for the ecosystem and the environment. In recent years, protection and sustainable development have been extensively censured and cross-examined as a tool of the environment (Honey, 1999; Wall, 1997).

For this reason, ecotourism is becoming more important than tourism. Tourists, travelers, researchers, stakeholders, and many other organizations, companies, and tourism departments now care more about the ecosystem. Exploring the beauty of nature without disturbing any environment makes the ecosystem friendly to other tourists. Israr et al. (2006) investigated that streams, rivers, mountains, and glaciers are the attractive parts of the northern area that attract tourists to their side. They spend money which helps the ecotourism community of the region. Climbing is also part of the attraction to this community. Keeping the above view the present study was arranged to investigate the effects of ecotourism on the local community in the lower Chitral District.

Methodology

The research was carried out in the district of Chitral, which is one of the 35 districts of Khyber Pakhtunkhwa. Chitral District is the largest district in Pakistan's Khyber-Pakhtunkhwa province, covering an area of 14,850 km². In 2018, it was split into Upper Chitral District and Lower Chitral District. For the study, the lower Chitral district was selected. Garum Chashma, Golin, and Sheikhanande villages were randomly chosen from the Chitral District. The total population of these villages was 4594; the Garm Chashma population was 350, Golin 1794, while the population of Sheikhanande was 2450. Due to limited time and funds, through Ume Sekaran table (2003) 230 out of 4594 were selected as a sample. Then, through proportional allocation methodology, 230 were distributed among the villages. The detail is given below in table 1.

Table 1: Sampled distribution of village in the study area

District	Villages	Total no. of people	Sample Size
Chitral	Garum Chashma	350	17
	Golin	1794	90
	Sheikhanande	2450	123
	Total	4594	230

As a primary source, cross-sectional data was collected with the help of well-structured questionnaires. The questionnaires were given to the heads of households, tourist, tour guide and local people in the sampled communities in order to collect all relevant and correct data according to objectives of the study. Data was edited and entered into the computer for data analysis. Descriptive Statistics and Logistic regression model was run for analysis. The model equation is given below:-

$$Y_i = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 D_1 + \beta_6 D_2 + \beta_7 D_3 + \beta_8 D_4 + \epsilon_i \dots \dots \dots (1)$$

Where:

Y_i is an actual dependent variable i-e Effect of Eco Tourism.

X_1 is an Age Continuous (years)

X_2 is an Education Level Continuous (years)

X_3 is a Household Size Continuous (number)

X_4 is an Income Continuous (years)

D_1 is an Occupation (Dummy, 1 if government, 0 otherwise)

D_2 is a Gender (Dummy, 1 if male, 0 otherwise)

D_3 is a Tour Guide Facility (Dummy, 1 if yes 0 otherwise)

D_4 is a Lodging Facility (Dummy, 1 if yes 0 otherwise)

α_1 is a Constant

β_s are the coefficients

\mathcal{E}_i is an Error Term

Results and Discussion

The results and discussion is divided into two sections namely general and empirical whose detail is given below:

General Description

In order to build a policy for the continued betterment of the current issue, policy makers can learn helpful information from a variety of general features. Information on the research area's sampled respondents is provided in this section. For an appropriate and significant data from the study area, a proper survey was carried out. During the survey, various inquiries regarding the impact of ecotourism in Chitral Lower district were made. This section has explored to examine the outcomes of independent variables such as age, education, household size, income, source of occupation etc.

Age of the Respondents

Age signifies an individual's maturity in making decisions for the present and future. It demonstrates that a person's age and their life planning are inextricably linked. The age of the sampled respondents is illustrated in the table 2 given below. The majority of respondents 72% were between the ages of 20 and 29, with 41 percent being from Sheikhanandeh (Bumburet), 26 percent from Golin, and 4 percent from Garum Chashma. The minimum 2% respondents were from the age group of above 50, 1 percent from Golin and, 1 percent respondent from Sheikhanandeh (Bumburet). Age probably varies depending on the type of ecotourism. The level of interest may vary slightly by age. Cini and Saayman (2014) told that young people 18 to 29 years spend more money in the park while above spend less in the park. So, young people play great role in ecotourism development. Similar condition is also existed in district lower Chitral. The young people spend more in the park than the above 29 age, so it is necessary for the community to make the environment best for the young people for enhancement of tourism.

Table 2: Distribution of the sampled respondents on the basis of age in the study area

Name of Village	Age_group								Total	
	20-29		30-39		40-49		Above 50			
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age
Garum Chashma	10	4	6	3	1	1	-	-	17	8
Golin	59	26	26	11	3	2	2	1	90	40
Sheikhanandeh (bumburet)	96	41	23	9	2	1	2	1	123	52
Total	165	71	55	23	6	4	4	2	230	100

Education of the Respondents

Table 3 below shows the level of education in the study region. Over all among three villages high literacy rate was observed in Sheikhanandeh (Bumburet) with 53 percent. Graduated respondents made up the majority of them, which accounting for 37% of the total. In Garum Chashma village 17 respondents were interviewed and the data was collected, out of which total of 7 percent were literate, 2 percent of the sampled respondents were in higher education, 4 percent of them were

graduate and 1 percent of them were postgraduate. In Golin village 90 respondents were surveyed out where 40 percent were literate, 1 percent of the sampled respondents were in primary, 1 percent in secondary, 21 percent of them was in higher education, 2 percent an undergraduate, 11 percent were graduates, and the remaining 4 percent of them were in postgraduate. In Sheikhanandeh (Bumburet) total sampled respondents were 123 out of which 53 percent were literate while 13 percent of them were in higher education, 4 percent were an undergraduate, 22 percent respondents were graduate, 14 percent of them were postgraduate. Sander (2012) told that education is the essential factor in ecotourism development and without education the development of ecotourism is impossible. Education gives awareness to the community while they communicate very well in the tourism spot. They also communicate in English with foreigners. They know better than the illiterate. Education has significant relationship with the ecotourism. Education is the factor which pulls the people to tourism places and furnish the ecotourism.

Table 3: Distribution of the sampled respondents on the basis of Education

Name of Village	Education level												Total	
	Primary		Secondary		Higher education		Under graduate		Graduate		Post graduate			
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age
Garum chasma	-	-	-	-	5	2	-	-	10	4	2	1	17	7
Golin	1	1	1	1	48	21	3	2	28	11	9	4	90	40
Sheikhanandeh (bumburet)	-	-	-	-	29	13	10	4	50	22	34	14	123	53
Total	1	1	1	1	82	36	13	6	88	37	45	19	230	100

Household Size of the Sampled Respondents

The number of people in a family or group is indicated in table 4. The sampled respondents' size were separated into four categories: 5 or less than 5 people, 6-10 people, 11-15 people, and 16 or more than 16 people. The majority of the 63% of the total sampled respondents had a family size of 6-10 people. While those who have 16 or more than 16 have 1 percent of the population. The data shows that in Garum Chashma, 2 percent of the sampled respondents had a household size of 5 or less than 5, 5 percent in a household size of 6-10, and 1 percent in a household size of 11-15. In Golin, 7 percent of the selected respondents has a family of 5 or less than 5 members, 26 percent had a family of 6-10 members, 5 percent has a family of 11-15 members, and 1 percent has family of 16 or more than 16. In Sheikhanandeh (Bumburet), 11 percent of the survey participants had a household size of 5 or less than 5, 32 percent has a household size of 6-10, and 10 percent has a household size of 11-15. Household size also link with the ecotourism. Bradbury et al. (2014) argued that household size has a stronger linkage with the ecotourism. When household size increases which occupies less land for their houses while when decrease then it want more area for houses? They build new houses for their children which occupy the agriculture land and affect the agriculture production negatively while in the long run create the food crisis in the country. Similar situation is also existed in the study area. Due to population pressure new houses in the area is constructed which affect the tourism spot of the area and disturb the green belt and agriculture of the study area.

Table 4: Distribution of the sampled respondents on the basis of household size

Name of Village	Household_size_group								Total	
	5 or less than 5		6-10		11-15		16 or above 16			
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age
Garum chashma	4	2	11	5	2	1	-	-	17	8
Golin	16	7	61	26	11	5	2	1	90	39
Sheikhanandeh (bumburate)	25	11	74	32	24	10	-	-	123	53
Total	45	20	146	63	37	16	2	1	230	100

Occupation of the Respondents

The survey study offers details on the respondents' sampled occupations. The occupational group of the sampled respondents is shown by the data in table 5 which includes both government and non-government respondents. As table 9 shows that majority 63% of the sampled respondents belong to nongovernment sector i.e. farming, labour, mechanic, conductor, tutor, tailor etc. as their main occupation. where 3% of Garum Chashma, 26% of Golin and 24% of Sheikhanandeh (Bumburet) have non-government jobs. While 37% of the sampled respondents had Government jobs, in which 4% of Garum Chashma, 13% of Golin and 20% of Sheikhanandeh (Bumburet) working as a government employees.

Table 5: Distribution of the sampled respondents on the basis of occupation

Name of Village	Government		Nongovernment		Total	
	No.	%age	No.	%age	No.	%age
Garum chashma	10	4	7	3	17	7
Golin	30	13	60	26	90	39
Sheikhanandeh(bumburate)	46	20	77	34	123	54
Total	86	37	144	63	230	100

Income of the Sampled Respondents

Table 6 demonstrates the income of the total sampled respondents in group range. Maximum 51% of the total sampled respondents has income in the range of 16000-30000, 24 percent of them were having income in the range of 31000-45000, while 13 percent of them were having income in the range of Rs15000 or less than Rs.15000, 4 percent have income between 46000-60000 and 61000-75000, and 2 percent of the total sampled respondents were having the income range in 76000-90000 and above 90000. Lim (1997) claimed that income and transport had important relationship with the ecotourism. When income of the people increases then the ecotourism also affect positively of the study area. They go to tourism spot they invest their money in the business which push their family income however in the long run bring prosperity in the study area. So income play great role in ecotourism development in the study area which push their education, house status and health status of the study area.

Table 6: Distribution of the Sampled Respondents on the Basis of Income

Name of Village	Income group														Total	
	Rs.15000		Rs.16000-30000		Rs.31000-45000		Rs.46000-60000		Rs.61000-75000		76000-90000		Above Rs90000		No.	%age
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age		
Garum chashma	1	1	4	2	7	3	-	-	-	-	1	1	4	2	17	9
Golin	13	5	53	23	23	10	-	-	-	-	1	1	-	-	90	39
Sheikhanandeh	15	6	61	25	25	11	10	4	8	4	3	1	1	1	123	52
Total	29	13	118	51	55	24	10	4	8	4	5	2	5	2	230	100

Feedback of Sampled Respondents about the Impact of Eco Tourism on Environment

The sampled respondents were asked if eco-tourism has an impact on the surrounding environment and nature. According to table 87 percent of the sampled respondents, ecotourism has a positive impact on the environment, as shown in table 7, while 13 percent of those surveyed claimed that ecotourism have no positive effects on the environment. Raquel (May, 31, 2023) investigated that ecotourism play great role in the cleanness of the environment. Ecotourism is the process where the people travel to natural places. They care of these places for the future generation. They escape the environment from the pollution for attraction of more people, for survival of their life. They also create security which attracts the people to their site. So ecotourism is used for cleanness of environment.

Table 7: Distribution of the sample respondents on the basis of the feedback on impact of ecotourism on environment

Name of Village	Impact of Eco Tourism on Environment						Total	
	No			Yes			No.	%age
	No.	%age	No.	%age	No.	%age		
Garum Chashma	3	1	14	6	17	7		
Golin	11	5	79	35	90	40		
Sheikhanandeh	17	7	106	46	123	53		
Total	31	13	199	87	230	100		

Feedback of Sampled Respondents about the Impact of Eco Tourism on Culture

Table 8 shows that 92 percent of the total sampled respondents said "Yes", because according to them Eco Tourism has both positive and negative impact on culture. Similarly, 20 percent of the respondents said "No" there is no effect of ecotourism on culture. According to scientific literature, ecotourism has both beneficial and bad effects on the local way of life and culture. Shahzalal, (2016) explained that ecotourism has both positive and negative impact on the local culture. Some culture trait they lose while some trait they gain. There mix type culture come to tourism spot through diffusion of the culture. Some characteristic they absorb in their culture while some they lose, so in next generation the new culture raised which is the mixture of the all culture. Similar condition is also existed in the study area. Through this way the local area people become modern.

Table 8: Distribution of the sample respondents on the basis of the feedback on impact of ecotourism on culture in the Study area

Name of Village	Impact of Eco tourism on Culture					
	No		Yes		Total	
	No.	%age	No.	%age	No.	%age
Garum chashma	-	-	17	7	17	7
Golin	8	3	82	36	90	39
Sheikhanandeh (bumburet)	12	5	111	49	123	54
Total	20	8	210	92	230	100

Feedback of Sampled Respondents about the Impact of Eco Tourism on Land Utilization

Table 9 illustrates the feedback of the sampled respondents about the impact of ecotourism on land utilization, 76 percent of the total sampled respondent's response was good, 20 percent was moderate, while 4 percent was having bad response. Pandya et al. (2022) investigated that ecotourism has change the shape of the local area. Before there was agriculture land and forest but now it changed to shops, park and road. On one side employment were generated in that zone while latter on agriculture land were converted into non agriculture activities. Land owner have established their own enterprise center. So due to ecotourism completely the shape of the area was changed. So ecotourism has huge advantages while it has also disadvantages in the long run.

Table 9: Distribution of the Sample Respondents on the Basis of Feedback on Impact of Eco Tourism on Land Utilization in the study area

Name of Village	Impact of Eco tourism on land Utilization						Total	
	Bad		Good		Moderate		No.	%age
	No.	%age	No.	%age	No.	%age	No.	%age
Garum chashma	3	1	10	4	4	2	17	7
Golin	4	2	71	31	15	7	90	40
Sheikhanandeh	3	1	95	41	25	11	123	53
Total	10	4	176	76	44	20	230	100

Opinion of Respondents about Increased Pollution due to Ecotourism

Due to alarming rise in pollution as well as increase in ecotourism, the ecosystem of nature has been disturbed. Due to which mostly the eye catching tourists spot also been destroyed in the north regions. Table 10 shows that maximum (88%) of the total sampled respondents opinion was that increase in tourism rise the pollution. While 12 percent of the respondents said that not only due to tourism the pollution has increased but there are other changes too occurred in the area. Baloch et al (2023) study revealed that ecotourism has benefited the community of the world. They have started business there and have earned more money. They enjoyed the life while ecotourism has destroyed the ecosystem of the area and pollute the environment due to population pressure. The people came there and they left the waste material and made the environment unfavorable. Similar situation was also observed in lower Chitral district. The people have enjoyed the life while destroyed the ecosystem of the area. So it is necessary for government to care of this disturbance in the study area.

Table 10: Distribution of the sampled respondents on the basis opinion of respondents about increased pollution due to ecotourism in the study area

Name of Village	Pollution increased by Tourism				Total	
	No		Yes			
	No.	%age	No.	%age	No.	%age
Garum Chashma	-	-	17	8	17	8
Golin	10	4	80	35	90	39
Sheikhanandeh (Bumburet)	19	8	104	45	123	53
Total	29	12	201	88	230	100

Empirical Result

Binary Logistic Regression Model Analysis

The connection between the categorical target variable and one or more independent factors is measured using logistic regression. When there are just two alternative outcomes for a desired variable, it can be helpful (in other words, it is binary). In order to predict the target variable classes, binary logistic regression classification uses one or more predictor variables that may be continuous or categorical. With the help of this technique, it is possible to pinpoint crucial variables (Xi) that have an impact on the dependent variable (Y) as well as the nature of their interactions. Table 11 declares that how many independent variables were having statistically significant relationship with ecotourism. From the coefficients of the logistic regression model, only four independent variables namely income, education, lodging facility, and tour guiding facility show a statistically significant relationship with the ecotourism. These four variables had a statistically significant direct cause-effect relationship with the effect of ecotourism in Chitral Lower district. While the other independent variables like age, household size, and gender has no significant relationship and has no effect on ecotourism.

For income, the finding indicates that the rise in eco-friendly tourism to the Northern areas of Pakistan, source of income opportunities increase for the local host community. Which also generate good revenue through ecotourism industry? Similarly, the finding indicates that as higher the level of education, increase in knowledge and information regarding ecotourism and to protect the natural beauty of the land. As the level of education increases, the benefits obtained from ecotourism activities equally increase and vice versa. This could be attributed to the fact that more educated persons have the possibility of serving as interpreters as well as tour guides, making them to have more benefits from ecotourism activities than their less educated counterparts.

However lodging, the findings predict that maintenance and development of eco-lodges, eco-friendly hotels, proper accommodation, roads and tracks in and around the study area increases ecotourism. It also decreased the damage to the surrounding, by providing food facility, shelter and other necessities. This will lessen the stress of movement to the area, encouraging many more tourists to be able to visit the area at all seasons. For tour guide facility, the findings indicate that an ecotourism guide often works with eco-conscious tourists and enlightens them on particular regions of the world as well as regional environmental problems. They instruct them how to adopt sustainable practices. A good communicator is must for an ecotourism guide. Xu et al. (2023) told that age has no significant relationship with ecotourism when age increasing it cannot affect the ecotourism trend while green recovery affect the trend of ecotourism. Similar situation is also observed in the study area. Lim (1997) claimed that income had important relationship with the ecotourism. Similar situation is also in the study area. The income has significant relationship with ecotourism. So when income increasing it pushes the ecotourism in the study area. So income play

great role in enhancement of ecotourism. Yamada (2011) investigated that tour guide is important fun for ecotourism improvement. Tour guide is trained by government agency and then they help the tourist in the place of tourism. They enjoy the tour and they also told to other people of their countries to come to their into their countries and the tour guide also gives awareness to the tourist in Japan. In the present study the tour guide has important role in the development of ecotourism. This is also mentioned in table 11 that tour guide has significant relationship with the ecotourism. Ramírez and Santana (2019) investigated that education has great role in the development of ecotourism. Through education they get awareness and they very easily speak with the people which belong to other countries of the world. It can do dialogue between communities, stakeholders, citizens and eco tourist. The present study has also clarified that education has significant relationship with the ecotourism in the study area. Without education the development of the ecotourism is impossible. Similarly lodging facilities have also positive relationship with the ecotourism.

Table 11: Different Variables Effects on Ecotourism in the Study area

Variables	Coef.	Wald	Sig.	Exp(B)
Age	.000	.000	.994	1.000
Household Size	-.048	.260	.610	.953
Income	.000	5.132	.023	1.000
Occupation	Non Govt	-.003	.000	.997
	Govt	.542	.230	.632
Gender (Female)	-.799	1.162	.281	.450
Tour guide facility (Yes)	6.289	2.887	.049	.002
Lodging facility (Yes)	1.419	1.603	.026	.242
Education	1.676	20.993	.000	5.342
Constant	-15.763	8.847	.003	.000

Conclusion and Recommendations

The study concludes that ecotourism is a secondary source of income, and it contributes between 26 and 50 percent of the local economy. Education, income, lodging and tour guide helps in promotion of eco-tourism. Moreover, ecotourism has both positive and negative influence on environment, culture, and land utilization while age, household size and type of occupation have no significant effect on eco-tourism. Therefore, the findings clearly indicates that more education, income opportunities, lodging facilities and availability of tour guides facility will help in increase eco-tourism in the area. Protecting the nature enhance the environment friendly activities, reduces the alarming conditions towards the wildlife, flora and fauna of the country while it will help in reducing the pollution, poverty which bring healthy activities in the area. The solid waste left by the tourists poses a huge threat to the local ecology and can harm the region's reputation on all popular trek routes and major tourist destinations. On the basis of problems the study recommend as government should explore the ecotourism potential benefits and create appropriate policies to execute them; Ministry of tourism in Pakistan enforced a general policy for the development of tourism, it is essential that each region, which has its own particular requirements, have a decentralized mechanism for developing its own tourism policy that is in line with those requirements and the broader framework of federal policy; to govern and manage the ecotourism, protected areas must create a planning and framework in order to reach its full potential and

provide long-term benefits; conservation NGOs', ecotourism planners and managers with a set of criteria to help them make decisions about ecotourism management and development; provide facilities to the tourist that is ecofriendly otherwise it will destroy beauty of Northern areas. Therefore, the government should have to plan proper and useful strategies for development of ecotourism; The local population and NGO's should be involved in monitoring and supervising the entire operation while on the main trekking routes, which are situated in villages and outside of towns; A participatory approach should be incorporated at every step in development of ecotourism, where the local people should be taken in confidence.

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