

IMPACT OF TOURISM ON LOCAL CULTURE: A CASE STUDY OF RAWALAKOT DISTRICT, PAKISTAN

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Abstract: The present study is quantitative study by nature wise the study was conduct in Azaad Kashmir in Rawalkot to explore impact of tourism on local culture of Rawalkot the targeted area was Toli Pir, Banjosa Lake, Gurdwara and Nergola waterfalls these are very attractive spots for tourism in Kashmir. I have personally collected data through interview schedule from respondents. Natives of the spots were our respondents. The research topic is unique Impact of Tourism on Local Culture because no one can do any research or other related work before this. After conducted the research we explore different culture were mixed with Kashmir culture due to tourism, crime rate is also increased due to tourism some of positive impacts of tourism are people have upgrade their life standard, natives got jobs, increased local investment and natives have got employment opportunities, while local handicrafts and local artist were also promoted due to tourism. Main findings of the research are listed, 58.1% respondents were agreed that we learn different languages, 76.3% respondents were agreed that handicrafts were promoted through tourism, while 70% respondents agreed about that we learn different cultures due to tourism.

Index Terms — Tourism, Local Culture, Societal Construct, Socio-Economic, Climate Change

1. INTRODUCTION

Tourism is the events of individuals traveling to and staying for recreation,

company or any other purposes in areas outside their usual area. Tourism is a vibrant and competitive sector that requires the

capacity to continually adapt to the evolving requirements and wishes in clients, as client satisfaction, safety and entertainment are the aim of tourism companies in particular.

1.1 Tourism and Culture

Cultural tourism is a societal construct and the issue of identifying cultural tourism is highlighted by tourism notion. For example, when you consider culture as part of any facet of human existence, you can suppose that everything is cultural and, consequently, cultural tourism are somehow. This wide and holistic strategy is not particularly helpful, however, to define those cultural values that are essential for tourists and vice versa. Cultural tourism is something fresh or postmodern.

1.2. Impact of Tourism On Culture

The sum of every conduction standard and structure, commonly expressed by a social group, is described as culture "(Usunier, 1996). In societies, the person, however the organization is usually the most basic element of culture.

A. Positive Impacts

The beneficial effects were quoted as:

- Improved morality, environment and relations (69 percent)
- Employees ready to reach an additional mile (61 percent)

- Better client service, client satisfaction and retention of customers (60 percent)
- Improved personalized performance and output (55 percent)

B. Negative impacts

Negative: alienation or the sense of being left out and unsuitable for a society which can lead to presumed moral adverse behavior, including suicide A likely loss of a healthy understanding of individual identity, An abusive arrest or identity forced into a person that would lead you to what some people might call "brainwashing," excusing and justifying behavior and views that dangerous.

1.3. Tourism and culture in the World

In specific, third world nations, tourism is commonly regarded as an big factor in socio-economic growth. However, the extent to which financial and social progress is associated with the growth of a tourism industry continues the topic of intense discussion, despite a near-universal acceptance of tourism's development potential. In the developing world, Tourism and growth provides a thorough overview of the connection to tourism growth. The focus was on the less developing world and on the position of tourism in growth and the difficulties facing destinations in achieving

tourism growth. Tourism aims at promoting the growth of the region. process on tourism scheduling and growth; links among tourism and its communities; management implications of the trends in tourist demand, and use; and assessment of tourism's consequences to target settings, markets and societies.

1.4. Tourism in Asia

Asian tourism contributes to the growth of the firm's economy or operation in the region, with effect from other trends. In visitor figures and intra-regional markets there has been continued growth, a conducive political climate and an enhanced infrastructure. However, the profile and interests of tourists are more and more varied. In just the hospitality or tourism sectors, technology has also been an important factor while human resources continue to be one of greatest problems in Asia.

1.5. Culture of Tourism

This article discusses the composition of mutual tourism and defines five wide classes of variables which could influence tourism flows as a whole. This assessment of tourism is essential because, although free trade blocks like the European Union and the North American Trade deal are

increasingly moving toward more multilateralism, diplomats and commerce remain on a nation-to-nation basis. Bilateralism is also crucial because in moments increasing capitalism, nations have decreased capacity to regulate imports of tourism.

1.6. Objectives of the Study

1. Socio economic characteristics of the respondents.
2. To check out the impact of tourism on culture.
3. To find out the effect of tourism on socio economic status of the respondents.
4. To draw some conclusions and make some suggestions.

2. Conceptual Framework

A conceptual framework is the mechanism for validating and informing scientific research projects of convictions, expectations, ideas, assumptions and theories. It is also an significant component of the development of studies. It is a visual product, actually, which has a tabular description. In this report, Figure 1 presents the conceptual structure of the research which offers comprehensive data on socioeconomic factors, context variables, autonomous variables and dependent variables. The conceptual framework of the

research demonstrates the graphical connection and the alteration of factors among dependency and independence.

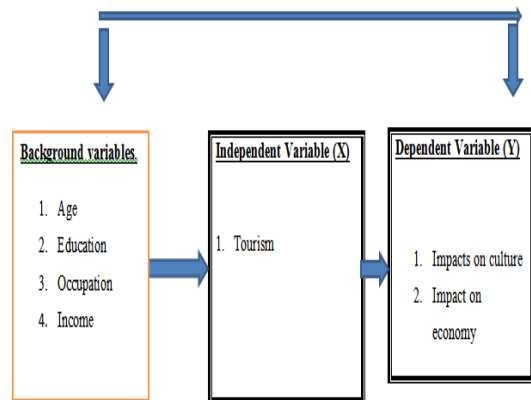


Figure 1: Conceptual Framework

3. REVIEW OF LITRATURE

The aim of this research was to investigate its community's perceptions of the advantages and disadvantages of cultural tourism along a picturesque pathway that commemorates the host culture. In contexts of their perceptions of the benefits of live by the way, two groups of residents were compared between Hispanic and non-Hispanic and how the cultural patrimony designated for them to be preserved should be preserved (while the terms Hispanic or Chicano are often interchangeable, in the former study the former is used). That's not one of broad ethnic or racial identity, but one of a distinct geographical zone, its civilization outlined in this article; it is therefore fully integrated in a sense of

location. Scenic pathways were created for both travelers and residents of local communities. Its goals stated for picturesque paths include protecting its natural beauty, celebrating American diversity, improving tourism along picturesque paths, and offering local communities financial growth possibilities (Senate 1989; US Department of Transport 1996). The role this industries play in contributing to something like a culture has not yet been analyzed completely although comprehensive theology is available on the advantages of leisure and hospitality (Driver, 1996; Kraus, 1997; Sefton, 1995; Stein, 1994). Cultural services had already traditionally been employed was enhance stability (Johnson, 1986). There has already been little study on certain possible benefits to local populations from tourism. Advantages are here described as a situation that is enhanced. Another case research by Esman (1984) among the Cajun in Louisiana expands on this notion of racial conservation. This study discovered that tourism had a profound effect on their ethnic pride and their sense of purpose through participant observation. Similar to the individuals of San Luis Valley in Colorado, the Cajuns vary from the dominant society, although they are still deemed American.

4. MATERIAL AND METHODS

The methodology relates to the various steps taken by the researcher along with the following logic (Kumar, 2008). According to Draper (2004), this involves examining the philosophical principles that guide both the way research is conducted and the type of approach used to collect and analyze data. Methodological commitments are closely linked to the researcher's epistemological attitude and have a limiting impact on the types of methods used to collect and analyze data (Willig, 2001).

4.1 Data Analysis

After gathering info from the comparison population, the main data was inserted into the computer using the Statistical Package for Social Sciences (SPSS).

4.2 Data Processing

After the information was collected, the primary data were identified numerically. Computing is a procedure where data is structured according to classifications and distinct symbols are allocated to each item, based on its section.

4.3 Frequency Distribution

In the frequency distribution, the number of people involved is reflected numerically so that the responses are easy and easy to assess. The second load was due to a widespread organization being allocated to

the event. In the data classifications, varied ratios were used to provide the data in an equivalent form. The proportions were determined according to the previous equation:

$$\text{Percentage} = \frac{f}{N} \times 100 \dots \dots \dots (1)$$

Where,

P = Percentage

N = Total Number of cases

f = Frequency

4.4 Bivariate Analysis

The second stage of the descriptive information analysis is the bivariate evaluation. The link among two variables characterizes this phase of statistical analysis. Two factors in the studies referred to by X and y apply to the dependent variable and the independent variables. Bivariate assessment is the present investigation into the impact distinct socio-economic and economic factors on the schooling of individuals. Socio-economic and societal variables are autonomous in research, while the effect on schooling on individuals relies on different variables. The connection between two factors is mainly assessed using two main bivariate tests.

- i. Chi Square Test
- ii. GAMA Test

i. Chi – Square

The connection between independent and dependent variables that were optimistic was checked by Chi-square. The quadrature of chi was calculated as follows:

Formula:

$$X^2 = \sum \frac{(fo - fe)^2}{fe} \dots \dots \dots (2)$$

Where,

O = Observed value

E = Expected value

Σ = Total sum

This study is capable of concluding and rejecting a hypothesis to learning a significance of a linkage among independent and dependent variables but has created a hypothesis. In comparison to the significance level of the table value of 0.05, the value calculating the Chi-square test is measured. if the calculated cost is less than the cost of the stack. Therefore, no any important connections were observed between independent or dependent variables.

ii. Gamma Test

The Chi-square test just shows the nature of the relation, although it is necessary to change the position of the relation. As with the research, it is essential to know whether socioeconomic factors affect the impact of the education of participants or whether other variables exist. A gamma experiment

or gamma statistics are used to assess the link route. The gamma score differs from favorable to adverse 1 and the orientation of the sample result is defined by using the previous formula calculated.

4.5 Field experience

In this research the researcher encountered some obstacles during field information collection and some of them are given below:

Most of the male respondents were not properly supported.

Some of the students were not very enthusiastic as they thought of any kind of public assistance.

1. Most of the participants lived in difficult areas where transportation is not fair, so I was tired.
2. Most participants were criticized for being change their culture due to tourism.
3. Respondents huge portion have said that tourism is a main occupation in Rawalakot only few respondents were not favors the tourism.
4. An enormous proportion of participants belonged to the agriculture sectors because of the current costliness they are also tired of government.

5. Most of the respondents were executed because they are expected any kind financial help from government.

4.6 Conceptualization and Operationalization

Mr. Kail and Mr. Davis (1995) noted that the social and economic characteristics are interrelated, but not single-dimensional attitudes. It concerns those in community who are linked to others. It involves a number of complicated ideas in various dimensions that I associate with by various researchers. The previous indices have been used to define the socio-economic status in the present studies.

1. Age
2. Sex
3. Marital status
4. Education
5. Type of family
6. Income

4.7 Age

Age is one of the most significant indices of present research's socio-economic features. This relates to the amount of years since participants were born. The participants' era was split into previous classifications in the present studies.

- I. 18 - 25 Years
- II. 26 - 30Years
- III. 31 – 40 Years

- IV. 41 – 45 Years

- V. 46 above

4.8 Sex

Sex concerns a person's cultural positions and duties. It was the same as in the present gender categories.

- I. Male
- II. Female
- III. Other

4.9 Marital Status

Family is a fundamental unit of society, since societies are spread across households to connect men and women by means of the marriage system, and every society has its own marriage system dependent on religion. Just like in current research, the marriage classification has also been categorized.

- i. Married
- ii. Unmarried
- iii. Engaged
- iv. Widow/widower

4.10 Education level

Education is considered as one of the key variables affecting the person's understanding, character and conduct. It is defined as emotional impacts on the individual conduct of attempt to adjust to prevailing patterns of communications or organization (Gold and Kalbe, 1965). Academic training is an enlightenment journey to school; university the training

was split into scholarly and vocational training. There is education.

- i. literate
- ii. illiterate
- iii. Matric
- iv. Inter
- v. Graduation above

5. RESULTS AND DISSCUSSION

Data assessment or interpretation is the key steps in carrying out academic research. Without this, generalization and prediction, which is essential in social research, is impossible. The present results about its assessment and interpretation of the information concerning the undervalued subject. The interpretation of the data is the most important element of every social studies. Without interpretation by the information researcher, the results could not be applied to the whole population. Its understanding of data also allows the researcher to produce predictions and proposals for enhancement of the issue.

5.1 Descriptive Analysis

Descriptive stats are techniques for organizing and resumming sample information so that their significant features for sample information are communicated and described and the Y value of a person can be predicted by their X rating.

5.2 Socio-Economic Characteristic

Table No 1 Age composition of the respondents

Age	Frequency	Percent
18 – 25	30	18.8
26 – 30	39	24.4
31 -40	35	21.9
41 – 45	36	22.5
46 above	20	12.5
Total	160	100.0

Above table described the age status of the respondents 24.4% respondents were belonged to age category 26 to 30 years, while 22.5% were belonged to 41 to 45 years age category while 21.9 were belonged to age category 31 to 41 years, 18.8% were age category between 8 to 25 years and 12.2% where belonged to 46+ age category.

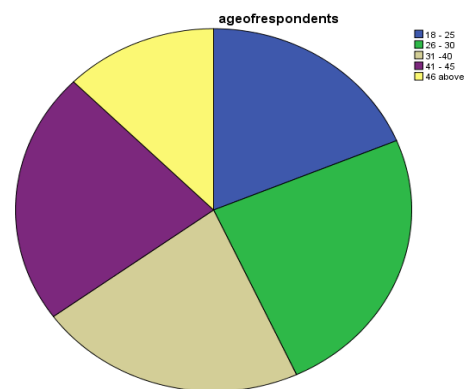


Figure 2: Age composition of the respondents

Table No 2

Frequency distribution of the respondents regarding sex of the respondents

Sex	Frequency	Percent
Male	123	76.9
Female	34	21.3
Other	3	1.8
Total	160	100.0

Caption table distributed the respondents regarding their sex most of the respondents in present study were Male they are 76.9% while 21.3% were female and only 1.8% were belonged to other sex.

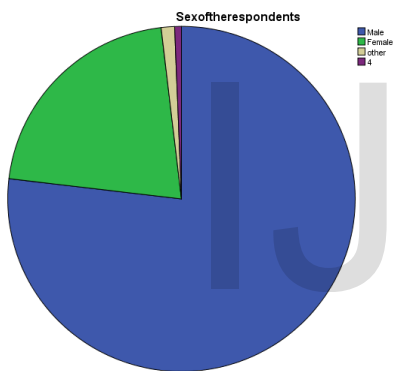


Figure: 3 Frequency distribution of the respondents regarding sex of the respondents

Table No 3

Frequency distribution of respondents according to marital status

Marital status	Frequency	Percent
Married	149	93.1
Unmarried	4	2.5
Widow/widower	5	3.1
4	2	1.3
Total	160	100.0

That table show marital status of the respondents a huge number of the respondents were married that are 93.1% while only 2.5 were unmarried and 3.1% were widow/widower.

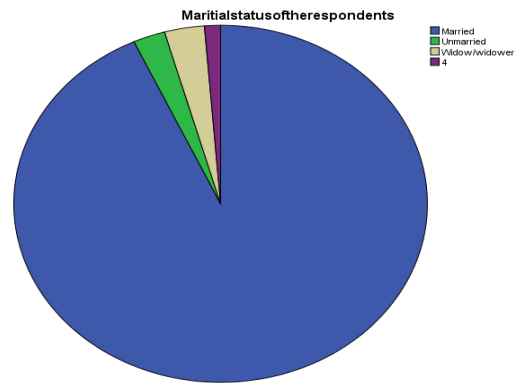


Figure: 4 Frequency distribution of respondents according to marital status

Table No 4

Frequency distribution of the respondents regarding education level

Education	Frequency	Percent
Illiterate	20	12.5
Literate	68	42.5
Matric	35	21.9
Graduation+	24	15.0
graduation +	13	8.1
Total	160	100.0

This table describe the description of education level of the respondents 42.5% respondents were literate, 21.9% were matric pass, 15.0% were graduate while 12.2% were illiterate and 8.1% respondents were graduation plus educational status.

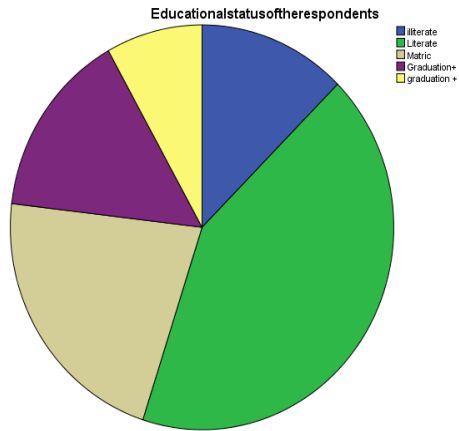


Figure: 5 Frequency distribution of the respondents regarding education level

Table No 5

Frequency distribution of the respondents regarding family type of the respondents

Family Type	Frequency	Percent
Nuclear	60	37.5
Joint	76	47.5
Extended	24	15.0
Total	160	100.0

The table show that family type of the respondents there are 47.5% respondents were belonged to joint family system while 37.% were belonged to nuclear family type and 15% were from extended family system.

Figure: 6 Frequency distribution of the respondents regarding family type of the respondents

Table No 6

Frequency distribution of respondents according to occupation of the respondents

Occupation of respondents	Frequency	Percent
Government servant	19	11.9
Semi-Government	27	16.9
Business	22	13.8
Agriculture	49	30.6
Shop keepers	20	12.5
Others	23	14.4
Total	160	100.0

That table narrated that description of the occupation of respondents 30.6% respondents were belong to agriculture sector, 16.9% were belong to semi government sector, 14.4% were belonged to other resource of income, 13.8% were personal business and 11.9% were government servant.

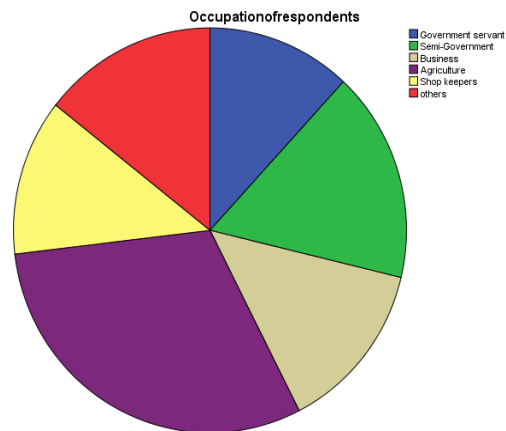


Figure: 7 Frequency distribution of respondents according to occupation of the respondents

Table No 7

Frequency distribution of the respondents regarding to Income of the respondents

Income	Frequency	Percent
20000 - 40000	95	59.4
40001 - 60000	58	36.3
60001 - 80000	3	1.9
80001+	4	2.5
Total	160	100.0

Caption table described that total monthly income of the respondents 59.4% respondents belonged to income category 2000 to 4000, 36.3% were belonged to 40001 to 60000 while 2.5% were belong to 60001 to 80000 and only 2.4% respondents were belong to 80001 above monthly income category.

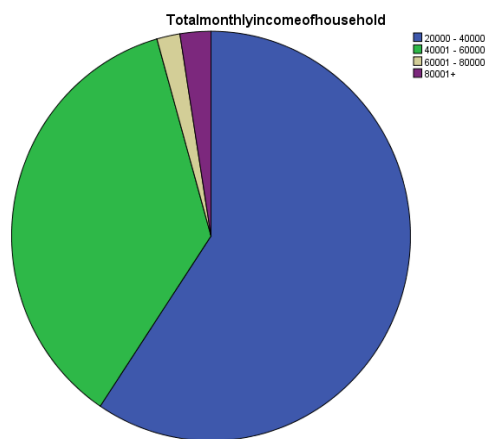


Figure: 8 Frequency distribution of respondents according to Income of the respondents

6. CONCLUSION

Much of the participants agreed because of tourism our culture is altered, most participants agreed that our culture is highlighted through tourism, and that tourism promotes our regional practical crafts and artists. Some of the participants said that through tourism we learn distinct languages and cultures, some of them said that we gain from tourism. In contrast, the participants were also positive about the diffusion of our culture through tourism. Some of the respondents were also suggest some points they are helping us to save our original culture, these are given promote folk songs and singer promote pure traditions and values, we have must practicing our original traditions on every events like a marriage.

6.1 Suggestions and Recommendation

The following are a few ways that you can encourage and preserve our own country's culture, including this.

1. By presenting our old choreography.
2. Presenting our initial music and lyrics.
3. By presenting our initial food recipes.
4. To use always our initial clothing
5. Encouraging tourism through social media

Of course, as good people, we must participate in preserving our culture in order to avoid extinction. It could be achieved in multiple respects in order to preserve and preserve local culture in the society. Some activities a community member can do, particularly as a young generation, to help preserve culture and help maintain local culture include.

1. Would like to learn culture, if it was to know or if it can engage in our life.
2. Participate in contests on cultures, like folk dance and regional theater, when cultural preservation activities occur. Traditional cultural events including the celebration of national independence, the keeping of the regional show which tastes of strife and others, take place during certain events or activities.
3. Taught this next generation that culture so it will not be demolished and be able to survive.
4. Love your own culture without assaulting the culture of others.
5. The use of this culture, for instance, in linguistic culture, in daily life.
6. Eliminate prestigious or embarrassing emotions with our culture.
7. Pragmatism and ethnocentricity avoidance.

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