

Understanding the Role of Community Involvement, Land use and Economic Viability
in Promoting Sustainable Tourism Practices

Khadija Jamshed

Research scholar at Department of Economics, Forman Christian College (A Chartered
University), Lahore

khadijajamshed81@gamil.com

Sumaira Lodhi

Lecturer, Department of Economics, Forman Christian College (A Chartered University),
Lahore

Corresponding author: sumairalodhi@fccollege.edu.pk

Abstract

In the recent years, there has been a growing concern over the development of sustainable tourism in response to the increasing growth of this industry and the need to achieve balance between economic, social and environmental factors. The paper studies the effect of community engagement, land use and economic viability on sustainable tourism development. The paper will explore how community involvement, land use management and financial viability have an impact on sustainable tourism initiatives in practice. The findings underline the significance of including the community in sustainable tourism programs because it enables local people to have some control over tourism activities and this ensures that all benefits are shared equally among everyone in that community. Moreover, the study shows that there must be ecologically sustainable land use practices which give priority to environmental conservation, taking into account the existing situation on site. The paper argues that a holistic package of community engagement, land use planning, and economic viability is very important to achieve sustainable tourism practices to result in long-term, equitable development and environmental concerns.

Keywords: Sustainable Tourism; Land Use; Economic Viability

Introduction

Community participation is one of the key factors determining sustainable tourism. Research shows that economically weak communities are less likely to promote tourism making it even more challenging. Lack of community engagement or participation may lead to irreversible loss of natural habitats and tourism sites. The researchers in the field of tourism economics have highlighted the benefits of community involvement as it will not

only generate employment opportunities but it will boost local businesses also, thereby, improving the standards of living in host countries. Moreover, the involvement of local community also ensures the preservation of cultural heritage, as it would develop the sense of ownership of resources and the environment amongst the members.

Tourism enhances foreign investment in countries. Pakistan is a beautiful country with cities rich in history, culture and scenic beauty. This country has multiple tourist destinations such as Hunza Valley, Swat Valley, Naran Kaghan, Shogran Valley, Skardu Valley, Chitral Kalash, Neelum Valley, Badshahi Mosque, Neelum Valley, Attabad Lake, Arang kel, Shandar-Hundrup National Park, Khunjerab Pass, Deosai, Naltar Valley, Khaplu, Pir Sohawa, Balakot, other mountain ranges, historical and archaeological sites. The Northern Areas of Pakistan, including Gilgit-Baltistan and Khyber Pakhtunkhwa, are particularly popular among tourists for their natural beauty, trekking, mountaineering, and cultural heritage (Government of Pakistan, 2021). Pakistan possesses significant potential for tourism because of its cultural and biological diversity, history, and geographical features. With its rich natural beauty and varied cultural experiences, Pakistan offers numerous tourist opportunities. Examples of these diverse opportunities include trout fishing in the glacial waters of Gilgit Baltistan and Swat rivers, experiencing the traditional Shandur Polo tournament, paragliding, rock climbing, and trekking in the northern regions, enjoying Jeep and camel safaris in the Cholistan desert, hunting for wild boar, and crabbing in the Arabian Sea.

Tourism has the potential to contribute significantly to the economic development of Pakistan by creating jobs, generating foreign exchange earnings, and stimulating investment (Haq, 2020). Pakistan's tourism industry has been growing in recent years, with international tourist arrivals increasing from 0.7 million in 2012 to 1.9 million in 2019 (Pakistan Tourism Development Corporation, 2020). The Pakistani government has taken steps to promote tourism, including the launch of the "Brand Pakistan" campaign in 2021, which aims to rebrand Pakistan as a tourist destination and improve the country's image (Government of Pakistan, 2021).

In case of changes in the key determinants of tourism demand, such as income levels, prices, or available amenities, tourist behavior undergoes a sea change. If the disposable income increases, or if comfort while traveling improves, or even better facilities are provided, the tourist tends to display extrinsic behavior. That is to say, their attitude is oriented towards

efficient, enjoyable experiences with a focus on convenience and satisfaction. The opposite happens when these determinants decrease—for instance, during times of recession, high prices, or low service quality—with an increase in tourist inward-oriented behaviors, leading to higher levels of stress and discomfort and a shorter length of stay, with no desire to return to less developed tourist destinations. Therefore, any changes in tourist demand impact how tourists plan, perceive, and experience their holiday trips.

Literature Review

Sustainable tourism is an important concept within the tourism industry, and its major issues have conspicuously received a great deal of attention from both academic and industry stakeholders. The literature review provided seeks to discuss some major frameworks, applications, and challenges related to sustainable tourism. The literature on sustainable tourism primarily dwells on defining and conceptualizing the term. According to the available research, there is no singular definition for sustainable tourism, so the understanding is very subjective and has multiple applications. Arguably the most commonly cited definition, however, is that of the World Tourism Organization: "Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (Zolfani et al., 2015).

Besides these conceptual discussions, it reviews the frameworks and applications of sustainable tourism literature. There have been a number of studies proposing a variety of frameworks and models that might help guide the operationalizing processes involved in sustainability practices for tourism (Zolfani et al., 2015). Most of the frameworks put an emphasis on the holistic approach of social, environmental, and economic dimensions of sustainability (Butler, 2018).

The literature also highlights the linkage of cultural heritage with tourism development as the way forward to sustainable tourism (Van, 2020). While the concept of sustainable tourism has been welcomed by many, others have also noted in literature the difficulties and limitations it faces in translation into practice. For instance, some authors have remarked that the term "sustainable tourism" is oftentimes used as a "wolf in sheep's clothing," which allows less sustainable forms of tourism development to occur under its mantle (Butler, 2018). The Literature also suggests that consumers cannot agree on what such terms as "sustainable" and "eco-friendly" mean (Bausch et al., 2021), which is usually an inhibitor to

the effective implementation of sustainable tourism practices. In conclusion, this literature review simply underscores how complicated and multi-faceted sustainable tourism really is. Much ground has been covered in defining and conceptualizing it, but further research needs to be conducted to address the challenges and limitations of practical application.

Research Methodology

This paper identifies community engagement, land use, and economic viability that influence sustainable tourism development using a qualitative research methodology. In this case, a qualitative approach was selected in order to acquire deep knowledge about various and complex social, cultural, and environmental factors influencing sustainable tourism. This methodology is especially suitable for the present research because rich descriptive data is obtained, which can then capture nuances and contextual factors in practices of sustainable tourism.

Research Questions

1. How does community engagement play a role in ensuring sustainable tourism practices in the Pakistan?
2. What are the implications of current land-use practice on the long-term sustainability of tourism sites in Pakistan?
3. How does the economic viability of tourism pertain to the SDGs of Pakistan?

Theoretical Framework

This theoretical framework links participatory development, environmental economics, and SDGs on the analysis of sustainable tourism in Pakistan. It underlines the importance of participation by the community in changing land-use practices that balance economic growth with environmental protection. Integration of these concepts provides a holistic approach to evaluate and guide tourism development in Pakistan, ensuring that it contributes to the wider goals of sustainable development.

Theory of Participatory Development: This theory emphasizes the involvement of the local communities in decision-making as being very important for sustainable tourism. In the case of Pakistan, community involvement guarantees that tourism practices are relevant to local needs and cultural values for sustainability. By involving the residents in the planning and management, tourism initiatives are more likely to gain the support of the locals, reduce potential conflicts, and increase the preservation of both natural and cultural resources. This

creates in them a sense of ownership and responsibility, which is good for ensuring that the tourism sites are well maintained.

Environmental Kuznets Curve: The EKC suggests that economic growth at early stages causes environmental deterioration, but beyond a certain level of development, there is improvement in environmental quality. Applied to tourism, this concept warns of the dangers of unsustainable use of land, whereby uncontrolled urbanization and deforestation lead to long-term deterioration of Pakistan's tourism sites. The best land-use practices of today should, therefore, be critically reviewed and revised to improve the delivery of reduced or no harm to the environment. In general, the economic benefits for such sites should not be at the cost of ecological integrity. The attractiveness and viability of sites will, therefore, be maintained through sustainable land management.

Sustainable Development Goals (SDGs) Framework: The SDGs, specifically Goals 8 and 12, 'Decent Work and Economic Growth' and 'Responsible Consumption and Production', respectively, provide the global framework for sustainable tourism promotion. It has a direct implication for Pakistan about the economic sustainability of tourism. It can provide economic growth with jobs and income generation while making sure the resources are utilized in such a way to be efficient and very fair. The alignment of the strategies for tourism within the SDGs offers the guarantee that economic benefits will not be detrimental to social and environmental objectives, and hence supportive of long-term sustainability.

Community Involvement and Landscape Perception

The strength and nature of the attachment to the community and surrounding landscapes may influence the perception by the residents on the potential impacts due to a growing tourism industry and might turn out to be important determinants for successful coexistence between residents and the tourism industry (Eraqi, 2009). Conceptually, community attachment may be defined as the extent and pattern of social participation and integration into the community and sentiment or affect toward the community (McCool & Martin, 1994). If indeed there is such a relationship between tourism development and feelings of attachment to one's community, then the industry needs to consider whether the tourism development causes an effect of attachment and, if so, ways of diminishing it (McCool & Martin, 1994).

The term 'community-based ecotourism ventures' should be used to distinguish those initiatives that are environmentally sensitive but which also aim to ensure that local

residents and the members of communities exercise a high degree of control over the activities that are taking place and that significant promotion of the benefits accrues to them (Eraqi, 2009). Tourism is essential in maintaining and developing local areas and communities. It is able to economically and socially deliver to local citizens and rural communities across the country by sustaining livelihoods in areas that can have little in the way of alternative employment (Eraqi, 2009).

The following are a few practical ways to maximize community involvement in ecotourism. First, there is a need for capacity building through education and training programs aimed at empowering or enhancing the skills and knowledge of local populations with a view to assisting them to effectively participate in any given ecotourism project. Provided with participatory planning, they can become involved in all levels of ecotourism project planning and decision-making, according to the needs and ambition of their communities. This approach creates a sense of responsibility, which then leads to more sustainable and inclusive outcomes. Further, procedures for fair benefit-sharing will have to be developed to see that residents actually share adequately and fairly in the economic benefits from ecotourism. This can be accomplished through acceptable compensation, profit-sharing programs, and even partnerships with local businesses. In improving the effectiveness of community-based ecotourism, there can be involvement with government agencies, non-governmental organisations, and the commercial sector. Such linkages bring on board technical expertise, finance, and market access that constitute major determinants of the success and sustainability of projects in ecotourism. The application of stakeholder theory will ensure that the interests and needs of the concerned parties are noted and addressed, making the concerned parties feel important and part of the process. Besides, Arnstein's ladder of citizen participation might raise participation from a low level of consultation to active involvement and citizen control in ensuring their high impacts on the final decisions and results.

Cultural Reservation and Community Involvement

Community involvement could be enhanced by promoting and protecting local traditions, customs, and heritage. Ensuring that tourism preserves and strengthens cultural integrity. The role of cultural preservation in sustainable tourism is to uphold the uniqueness of the local traditions, customs, and heritage. This can be attained by ensuring destinations come up with more authentic experiences for tourists through the integration of cultural aspects

into tourism practices. Preservation of culture involves aspects of tangible and intangible heritage, which includes historical sites, traditional crafts, music, dance, and folklore. Thus, this preservation will call for a lot of planning and investment in infrastructure that sustains cultural activities without debasing them. Among these benefits, some stand out as highly significant. Tourism has the power to attract visitors who have an interest in immersing themselves in the local culture and can capture maximum revenue streams from such tourists. The effect of this will be felt in economic development through the creation of jobs in guiding, performing arts, and craft-making. This kind of structure that will be built for purposes of preservation, like museums, cultural centers, and performance spaces, may be used by the community for other functions such as education and community events.

This process largely involves the local communities. Their involvement ensures the proper representation and respect for cultural practices. Involvement of locals in tourism activities gives them a sense of pride and ownership, hence more sustainable and inclusive practices in tourism. Moreover, it fosters intergenerational knowledge transfer for the passing of traditional practices to the next generation and remains vivid. It enhances the desirability of destinations for tourism, adds economic advantages, and furthers the social cohesiveness of local communities. When people invest value in culture, sustainable tourism can thrive for the benefit of both visitors and hosts.

Case Studies on Success Stories in Conservation

1. **Italy:** Indeed, the case of Italy and its gigantic effort to preserve its historical cities, such as Rome, Florence, and Venice, have made it top the worldwide tourism list. The model that Italy has used, with strict conservation laws and public-private partnerships, can be emulated by other countries.
2. **France:** Cultural preservation in France, especially in the city of Paris, ensured the protection of its historic places and monuments. The heritage tourism model in France has added tremendous value to the economy.
3. **Japan:** Preservation of its traditional architecture and cultural practices of Japan creates a unique cultural tourism experience, primarily in towns such as Kyoto. The steps taken by the country to combine modernity with tradition are useful lessons.
4. **Turkey:** Turkey has managed to preserve a lot from both its Ottoman and Byzantine heritage across many of its cities, particularly in Istanbul. This kind of historical preservation has

been uniquely combined with tourism development, which helped in transforming Turkey into one of the most important tourist markets.

Sustainable Tourism and Land Use

Bad management acts of tourism reflect an undesired influence on the environment and society, which may risk the development of tourism and even the economic life of a community (Samuil & Ionică, 2021). The awareness of this challenge has caused the widespread acceptance of the concept of sustainable development. Undoubtedly, sustainable tourism is a huge benefit in creating employment, increasing income, or bringing together the different ethnics. "Sustainable development in the context of community aims at improving residents' quality of life by maximizing the benefits of local economic situation, minimizing harm to natural and built environment, and providing a quality experience for tourists. " (Shafaei et al., 2015)

The challenge to local governance therefore remains how an appropriate level of equity benefit from tourism can be derived with the least harmful effects on the environment and the local community. "(Eraqi, 2009) In other words, their wishes should be respected, their resources taken into account, and they should participate in and guide every step of the overall planning and organizing of the tourist areas so that those beautiful tourist sites don't disappear as tourist attraction because of environment degradation and economic benefit.

Many places, all around the world, have either blurred or vanished completely off the tourist landscape due to various factors such as natural disasters, environmental degradation, political instability, and collapse in economies, despite having significant tourism potential. Here are a few examples:

1. Syria: Many ancient monuments and cities were either mostly destroyed or damaged, like Palmyra and Aleppo, because of the ongoing civil war, which makes them inaccessible and dangerous for travelers. Although, Syria is enormous in its touristic potential, in terms of rich historical monuments, it offers unique experiences for history and culture aficionados.
2. Chernobyl Exclusion Zone, Ukraine: Even though the area around this nuclear tragedy of Chernobyl is of huge interest to adventurous visitors, it is largely closed due to radioactive emissions.
3. The Dead Sea, Jordan: The Dead Sea is dramatically receding, and its unique features are vanishing in front of our eyes. Although, its dramatic landscapes and historical value make it an ultimate destination for nature and history lovers.

4. Detroit, Michigan, USA: Detroit went from an industrial boom town to a city in decline, with most of its historic buildings and neighborhoods left in tatters. The rich history that exists within the city can, however, pose great potential for tourism, from its rich musical heritage and iconic automotive history to a vibrant cultural scene and visitors attracted by the Motown Museum and the Detroit Institute of Arts.
5. Great Barrier Reef, Australia: The severe damage caused by climate change and coral bleaching to large sections of the reef has radically reduced the appeal of vigorous underwater experiences among tourists.
6. Venice, Italy: Although it is still a strongly visited city, Venice continues to sink and suffers from an over-impact of tourism, making it increasingly fragile and therefore less apt to host sustainable tourism.
7. Athens, Greece: The maintenance and preservation of some of these historic sites have suffered from economic difficulties and austerity measures, thus reducing their appeal. This is despite it being home to rich historic sites such as the Acropolis and Parthenon, which give testimony to the greatness of ancient civilization.
8. Centralia, Pennsylvania, USA: The underground coal mine fire, started in 1962, has been rendering the town of Centralia unsafe; it was abandoned and lost as a tourist destination.
9. Hashima Island (Gunkanjima), Japan: Once a coal mining facility, Hashima Island was abandoned in 1974. Now it is a ghost island that has been attracting some attention as an urban decay site.
10. Guaira Falls, Paraguay/Brazil: Once considered one of the most powerful waterfalls in the world, Guaira Falls was submerged after the construction of the Itaipu Dam, effectively erasing it from the tourist map.

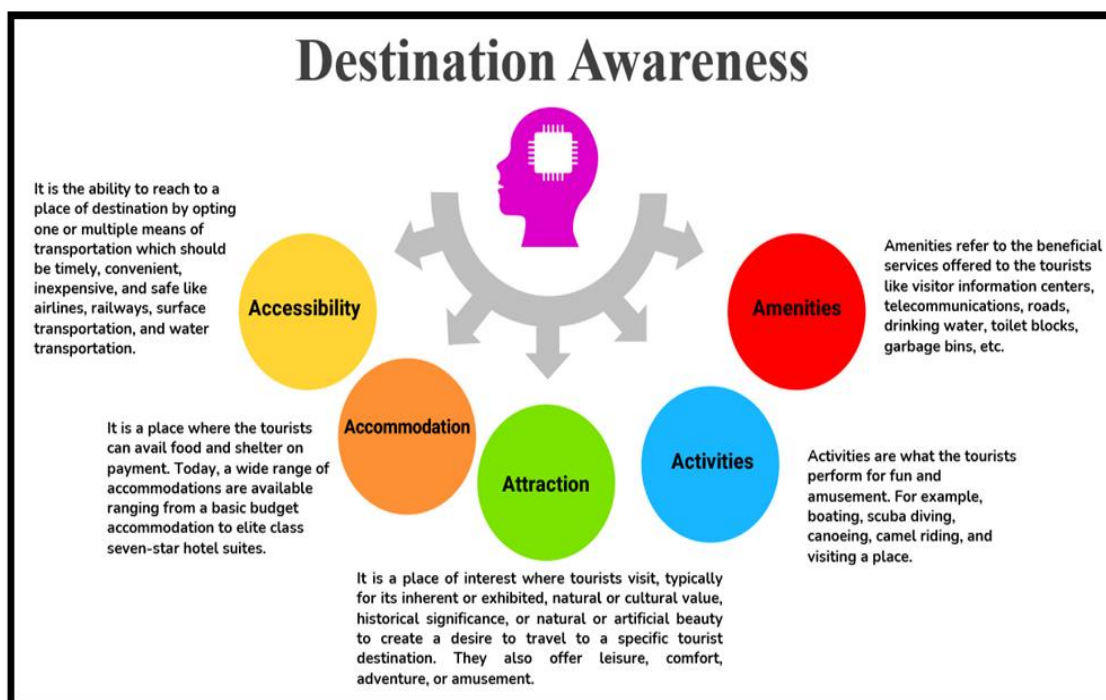


Figure 1: Five A's defining the tourist needs and demands

Source: Author's own illustration

Destination awareness identifies key elements constituting a tourist destination, which therefore can be attractive and workable. Elements include Accessibility, Accommodation, Attraction, Activities, and Amenities. Accessibility explains the ability of tourists getting to a place using different modes of transport, which should ensure safety and convenience, and considerations of the environment. It covers the concept of sustainable tourism, where eco-friendly transportation is encouraged without the infrastructure development destroying the sanity of natural ecosystems. Accommodation refers to different types of lodging, from budget to luxurious ones; under sustainable tourism, it involves eco-friendly accommodations that minimize energy consumption, waste, and resources. Attractions, whether natural, cultural, or historical, are the main objects of interest that tourists come to see and should be managed in a way that would ensure their sustainability while providing economic returns to the communities. Activities concern the type of entertainment and leisure that tourists can enjoy, and these activities should be developed in a manner that ensures minimum impact on the environment and cultural sensitivity. Lastly, Amenities, including information centers, drinking water supply, and sanitation facilities, all of high priority, have to be managed sustainably in a way that caters to the needs of both the tourists

and the local people of the area to ensure that tourism development does not exceed the carrying capacity. The integration of these components with sustainable land use practices is very vital in guaranteeing long-term viability of tourism destinations and sustainable conservation of the environmental and cultural heritage of these areas.

The international visitor spending amounted to US\$1.8 trillion in 2019 (6.8% of total exports) given in (WTTC, 2023) report. Global travel and tourism account for almost 29% of the global services exports and, about 7% of the global exports of goods and services (WTTC 2019a). This clearly identifies how tourism growth in a country can bring development and cash inflows. In 2021, tourism became the world's 3rd largest export industry as it overtook food export after covid-19 restrictions were lifted (Rasool, 2021). Being the third largest export industry can also improve the country's current account deficit as it will improve exports and balance the current account deficit. Other than this, (Rasool, 2021) tells us that according to the data collected by world tourism organization, in 2013, there were more than 1.087 billion tourists that visited US and there were around 1075 billion foreign tourist receipts. These huge number of tourists in a country like US has fueled the economy and made way for many new small businesses to prosper and provide their services to millions of people coming to the US every year. Furthermore, it is predicted that GDP from tourism worldwide will reach to 10.8% in 2026.

Among the G20 nations, women hold around 46.4% of all tourist-related positions compared to 43.3% of all employment, demonstrating that a thriving tourism industry encourages female employment (Shi et al., 2020). In order to reduce poverty, maintain economic progress, and increase women's independence and empowerment, there must be an increase in female employment (WTTC, 2019b). Since financial inclusion with a gender component has a major positive impact on poor households, as demonstrated by (Swamy, 2014), the tourism sector with a gender component significantly contributes to the economic uplift of poor households near tourist attractions.

Individual's life and their wellbeing in any country is dependent on how their activities and experiences weave their lives together. In twenty-first century, tourism has become the lifeblood of economies that consider travel a huge part of their economy. Number of studies have been conducted so far to analyze the positive benefits of tourism for improving the quality of life of individuals in destination country (Foster, 1960; Ghosal, 1975;

Murphy, 1985; Conway, 1992; Hughes and Saunders, 2003; Saxena and Ilbery, 2008, as cited in Ravindran and Vinodan, 2009).



Figure 2: The most welcoming countries on Earth in 2023

Source: Booking.com

According to the statistics available at booking.com, the top ten most welcoming countries on Earth were Italy, Taiwan, Spain, Germany, Lithuania, U.K, Argentina, Brazil, Mexico and Australia.

Economic Viability and Sustainable Tourism

It looks at the impact on the environment, its economic viability, and social justice. Tourism should contribute to the long-term economic benefits for local communities while not causing negative environmental and socio-cultural impacts (Samuil & Ionică, 2021). It would thus attain this through strategies that promote local entrepreneurship, strengthen linkages up supply chains, ensuring equity in the distribution of economic gains.

The economic viability of the tourism organization is a key consideration to developing sustainable tourism. Of necessity is that there has to be the appropriate redistribution of benefits out of sustainability to the local communities, for this forms both the principle and a compelling reason for local authorities' intervention as legitimate representatives of communities (Machado et al., 2017). This means that local authorities

could then legalize their decisions and actions in line with international organizations' recommendations and national tourism policy, c vadding a line on top of those that sustain management, adapted to the local context (Machado et al., 2017). Sustainable tourism creates employment and raise living standards of residents. Sustainable tourism therefore creates linkages by showing respect for the permanence of the natural environment. It establishes relationships between the tourism industry and the local economy and consider the well-being of the community socially and ethically (Van, 2020).

In the conditions of globalization, while the world economy had become so volatile, development can only be assured by increasing competitiveness, needing a quality of environmental protection policy at a high level among all those stakeholders involved in tourist activities, no longer economic efficiency (Samuil & Ionică, 2021). As tourism companies become part of the big players in the global economy, so the importance of collaboration actions at the local level increases. Of these, only those related to quality and environmental protection are really indispensable for the development of sustainable tourism; after all, not all environmental problems can be solved only by economic means (Samuil & Ionică, 2021).

Therefore, It is considered particularly relevant that promotion and support for sustainable tourism, and, where necessary, establishment of appropriate legal frameworks, are being provided by various institutions (Haid & Albrecht, 2021).

Important Tourist Sites in Pakistan

- *Hingol National Park*

Hingol National Park, located on the Makran coast in Balochistan, is the largest national park of Pakistan. It was established in 1997 and encompasses more than 6,100 square kilometers of variable topography. An amazing number of fauna representing the wildlife of this national park includes the Persian leopard, Sindh ibex, and Indian pangolin. It is well-known for its untamed landscapes, spectacular cliffs, and abundant biodiversity. In addition to that, the place features distinctive geology with the well-known Sphinx and Princess of Hope rock formations. Adding to this, with the Hingol River, among the historical old temples making Hingol National Park famous are the Hinglaj Mata shrine, which attract pilgrims as well as tourists. Within the park, one can do hiking, watch wildlife, or explore natural wonders.

- *Deosai Plains*

In 1993, on the outskirts of Skardu Town in the northern Gilgit-Baltistan region, the national park was fashioned out—famous for its tremendous scenery and plentiful wildlife. It sprawls over an area of more than 3,000 square kilometers with Sheosar Lake, high altitude meadows, undulating hills, and snow-covered peaks. The park harbors a number of species that include the Himalayan brown bear, ibex, snow leopard, and several migratory birds. Deosai is also of cultural value. Its name, meaning "Land of Giants" in the native Balti language, pictures magnificence and natural grandeur, thus attracting visitors with different tastes: researchers, explorers, and nature lovers alike.

- *Chitral Gol National Park*

Chitral Gol National Park, based in Chitral District of Khyber Pakhtunkhwa, Pakistan, has formed a beautiful homeland for biodiversity and natural beauty. It is nearly 7750 hectares in extent, lying at the foot of the mountain chain of Hindu Kush, fostering a varied mixed composition that makes up humid valleys, alpine meadows, and rough ground. An estimate pegs the yearly tourist circulation to Chitral Gol National park at about 10,000, amongst whom are nature lovers, wildlife photographers, trekkers, etc.

- *Hunza valley*

The Hunza Valley is situated in the Gilgit-Baltistan area of Pakistan, imbued with extreme natural beauty and immense cultural heritage. Majestic peaks of the Karakoram Range surround it, with Ultar Sar and Rakaposhi, so it becomes an ideal destination for one who looks for natural beauty and thrilling adventure. Some of the picturesque features it portrays are terraced pastures, apricot-filled orchards, and glistening waterways. This region is inhabited by the friendly Hunza people who are known for their longevity and traditional way of life. Activities include trekking, touring ancient forts and mosques, and viewing the serene mountain scenery that captivates visitors all throughout the year in the Hunza Valley area.

- *Lal Sohanra National Park*

It was formed in 1972 on an area of 351,368 hectares near Bahawalpur in the province of Punjab. It has also been declared by the UNSECO as Biosphere Reserve. The complex ecosystem spread over an area of 162 square kilometres, consisting of ponds, woods and deserts, form the park. This natural park, purposed for preservation and promotion of the peculiar flora and fauna of Cholistan Desert, is a host to a wide variety of wildlife including those which are critically endangered, like the Indian wolf, wildcat, and chinkara gazelle. It

is the promised land for birdwatchers since more than 150 varieties of birds are found in this region. Different landforms, such as marshes and sand dunes, support high biodiversity and act as a wintering ground for migrating birds.

- ***Ziarat National Park***

This is a 111,852-acre national park, created in 2018, and located near the Ziarat district in the province of Balochistan. The kind of scenery found in this national park is typical of temperate coniferous forests. Furthermore, UNESCO designated it as a Biosphere Reserve. Some of the remarkable animal species include Suleiman Markhor, Asian Black Bear, Wolf, and Chukar. This Markhor National Park is also famous for its Juniper Forest, a living fossil. Other than giving shelter to flora and fauna, the Ziarat National Park offers the opportunity for hiking, camping, and relaxation amid tranquil natural surroundings.

- ***Indus Dolphin Reserve***

The Indus Dolphin Reserve is a Ramsar site situated on the River Indus in Pakistan, reaching from the Buddu to the Sukkur barrages. This area of 125,000 hectares was safeguarded as a wetland habitat on 10 May 2001. The stretch of the river upstream of Sukkur Barrage falls within the Sindh province and is one of the best places to view Indus River dolphins. Another good spot for dolphin viewing is in the Punjab province, downstream of Taunsa Barrage.

- ***Hindu kush Mountains***

The Hindu Kush is a beautiful, rugged mountain range located within the center part of Afghanistan, but it extends to the mountains of Pakistan and Tajikistan. The Hindu Kush is over 1,000 km in length and encompasses a huge number of mountains over 6,000 meters high, with the highest peak being Tirich at 7,708 meters tall.

- ***Harappa and Mohenjo-daro***

Harappa and Mohenjo-daro are the site icons of ancient Indus Valley Civilization, which had spilled over the present-day political boundaries of Pakistan. The Harappa site is located near the modern-day Sahiwal in the Punjab province, while Mohenjo-daro is located near Larkana in Sindh and dates back to 2600-1900 BCE. They discovered these highly planned cities with advanced drainage, brick structures, and things like seals and pottery. So, the indelible scripts of Harappan seals, the Great Bath of Mohenjo-daro, and regularized urban layouts all speak to the point that it was an orderly society with central rule. These again are

in the list of UNESCO World Heritage Sites that potentially attract one deep reflection of how urban life, governance, and cultural attainments were happening in ancient South Asia.

- ***Khunjerab National Park (KNP)***

Khunjerab National Park (KNP) is located in Hunza district, where the Himalayas, Karakorams, and Hindu Kush meet. Established in 1975, the park spans 226,913 hectares at an elevation of 17,000 feet. Its primary purpose is to protect endangered species like the Marco Polo sheep and snow leopards. The park features alpine flora and many threatened species, including the snow leopard, Marco Polo sheep, Himalayan ibex, blue sheep, and brown bear. Bird species include the golden eagle, Himalayan snowcock, and Himalayan griffon vulture. The park's vegetation zones range from dry alpine scrub to birch forests. Tourist attractions include Jaisam Lake, Khunjerab top, Chafchingol peak, and Koksil peak.

Globalization, Global Climatic Change and Environmental Pollution

Globalization, while fostering economic growth and global interconnectedness, often contributes to environmental degradation in various ways. One significant impact is the increased resource extraction that accompanies industrialization and urbanization spurred by globalization. To meet the demands of global markets, countries extract natural resources such as minerals, oil, and timber at unsustainable rates. This excessive extraction depletes finite resources and causes substantial environmental damage, including deforestation, habitat destruction, and soil erosion.

Industrialization, driven by globalization, also leads to heightened pollution levels. Developing countries, in particular, may prioritize economic growth over environmental protection, resulting in weaker regulations and enforcement. This often leads to higher emissions of pollutants, such as greenhouse gases and toxic chemicals, which contribute to air and water pollution. The expansion of manufacturing and transportation networks further exacerbates these issues, increasing emissions and generating more waste.

Globalization boosts international trade, which necessitates extensive transportation of goods across long distances. This increase in transportation—whether by ships, planes, or trucks—significantly raises carbon emissions. The higher demand for fossil fuels to power these transport networks contributes to global warming and air pollution, further straining the environment. Moreover, globalization often leads to increased waste generation. The rise in disposable products and packaging driven by global consumer demand results in more

waste, which can be difficult to manage. Much of this waste ends up in landfills or oceans, contributing to pollution and environmental harm.

Global warming, which plays a significant role in environmental pollution, can be tackled through several effective strategies. A primary solution is to shift to renewable energy sources. By moving away from fossil fuels and investing in renewable options like solar, wind, and hydroelectric power, we can substantially lower greenhouse gas emissions. Governments and businesses can facilitate this transition by investing in renewable energy infrastructure, providing incentives for clean energy projects, and enforcing policies to phase out fossil fuels. Improving energy efficiency is another crucial strategy. This means enhancing the energy performance of buildings, transportation, and industrial processes. For instance, using energy-efficient appliances, upgrading building insulation, and promoting public transportation and electric vehicles can significantly cut energy consumption and emissions. Enforcing stricter energy efficiency standards and encouraging green technologies can help reduce the overall carbon footprint. Reforestation and afforestation are also important. Forests act as carbon sinks, absorbing CO₂ from the atmosphere. Reforestation, which involves restoring damaged forests, and afforestation, which includes planting trees in new areas, both help capture carbon and boost biodiversity.

These efforts reduce CO₂ levels in the atmosphere and offer additional environmental benefits. Sustainable farming practices can also play a role in reducing global warming. Agriculture contributes to warming through methane emissions from livestock and deforestation. Implementing sustainable farming techniques, like reducing methane emissions, improving soil management, and integrating agroforestry, can lower agriculture's carbon footprint and enhance soil health. Effective waste management is another key approach. Reducing waste, improving recycling, and promoting composting can lower methane emissions from landfills and reduce the environmental impact of waste. Sustainable waste management helps cut down on the contribution of waste to global warming.

Lastly, strong policies and international cooperation are essential. Agreements like the Paris Agreement create a framework for global action against global warming. Governments need to enforce climate policies, support research into green technologies, and work together internationally to effectively address climate change.

Hence, addressing global warming requires a comprehensive approach: shifting to renewable energy, enhancing energy efficiency, supporting reforestation, adopting

sustainable agriculture, improving waste management, and implementing strong policies. These strategies collectively work to reduce global warming and lessen environmental pollution.

Tourism markets are considered unique that do not align with the traditional markets in terms of the factors such as the ones influencing consumer-purchasing behavior and product definitions. Tourism experiences are of personal nature due to which perfect competition is unlikely in the tourism market. The market structure may involve a few large suppliers and smaller enterprises, leading to imperfect competition or oligopoly. Classical economic theory predicts different supplier strategies in response to competition, but its applicability to the tourism sector needs to be examined. There is a need for critical tourism strategy as many tourism strategies prioritize business and economic interests over social, environmental, and cultural objectives. Therefore, mindful and critical tourism strategies that connect to global agendas and consider the impacts of tourism on climate change and sustainability should be implemented.

Strategies to Propagate and Develop Green Tourism in Pakistan:

Unlocking the potential of sustainable tourism in Pakistan is not possible through any single-channel approach. This would comprise developing eco-friendly infrastructure through investments in sustainable hotels, waste management systems, and renewable energy sources, thereby reducing the environmental impact of tourism. Similarly, awareness campaigns conducted regarding responsible tourism can sensitize both tourists and local communities on reducing wastes, conserving water, and promoting respect toward local cultures. Local communities should be engaged in all phases of tourism planning and decision-making to ensure equity in the distribution of gains from tourism. Community-based activities like homestays and guided tours may generate economic opportunities without jeopardizing cultural heritage. Further, the government has to increase policies and legislation enablers toward sustainable practices of tourism by having zoning laws to protect sensitive areas, incentives for eco-friendly businesses, and penalties for non-compliance. Technology also remains important, with the use of online platforms in marketing eco-friendly destinations, information sharing on sustainable travel practices, and facilitating bookings of green accommodations. If developed, sustainable and green tourism can offer an excellent way for Pakistan to utilize its natural and cultural attributes, while at the same time ensuring long-term environmental and social benefits. Enabling the country to work on

environmental degradation, infrastructure development, and awareness, Pakistan would be in a position to build a very formidable tourism industry that assures economic growth with the conservation of rich heritage and protection of the environment for the coming generations. Delivering sustainable tourism will require cooperation among the government, the private sector, local communities, and the tourists, but the rewards will be well worth the effort.

Pakistan's Contribution to CO₂ Emissions and Greenhouse Gases

Low greenhouse gas emissions and CO₂ emissions indicate that Pakistan is not a big polluter compared to the developed countries of the world. From the existing data, it can be seen that Pakistan is not a significant emitter of green house gases internationally. Pakistan emitted over 22.85 million metric tons of CO₂ in 2023; this is about 0.85% of the world's emission levels. This is still far lower than large emitters such as China, the US, and the EU countries, who together are responsible for over 50% of global emissions.

Factors Contributing to Pakistan's Lower Emissions

- ***Industrial and Economic Profile***: Pakistan's economy is less developed industrially compared to many advanced nations. A large part of its economic activity is rooted in agriculture, which contributes to methane emissions but generates less CO₂ than heavy industry. Although Pakistan's industrial sector is expanding, it remains behind the vast industrial outputs seen in countries like China and the U.S.
- ***Energy Mix***: Pakistan's energy portfolio includes a significant amount of hydroelectric power, a low-carbon energy source. Despite relying heavily on fossil fuels such as natural gas and oil for much of its energy needs, the use of hydroelectric power helps reduce overall CO₂ emissions.
- ***Population and Consumption Patterns***: Pakistan has a substantial rural population with lower per capita energy use compared to highly urbanized and industrialized countries. Many rural areas depend on traditional biomass for cooking and heating, which, while causing local air pollution and health problems, does not produce the same level of CO₂ emissions as burning fossil fuels.

Pakistan is very sensitive to the effects of global warming, such as a rise in the frequency of extreme weather events, glacier melt in the Himalayas, and altered monsoon patterns, despite its comparatively little contribution to global emissions. This emphasizes the

necessity of international collaboration to combat climate change, with both high and low emitters contributing to mitigation and adaptation plans.

Inbound Travel & Tourism

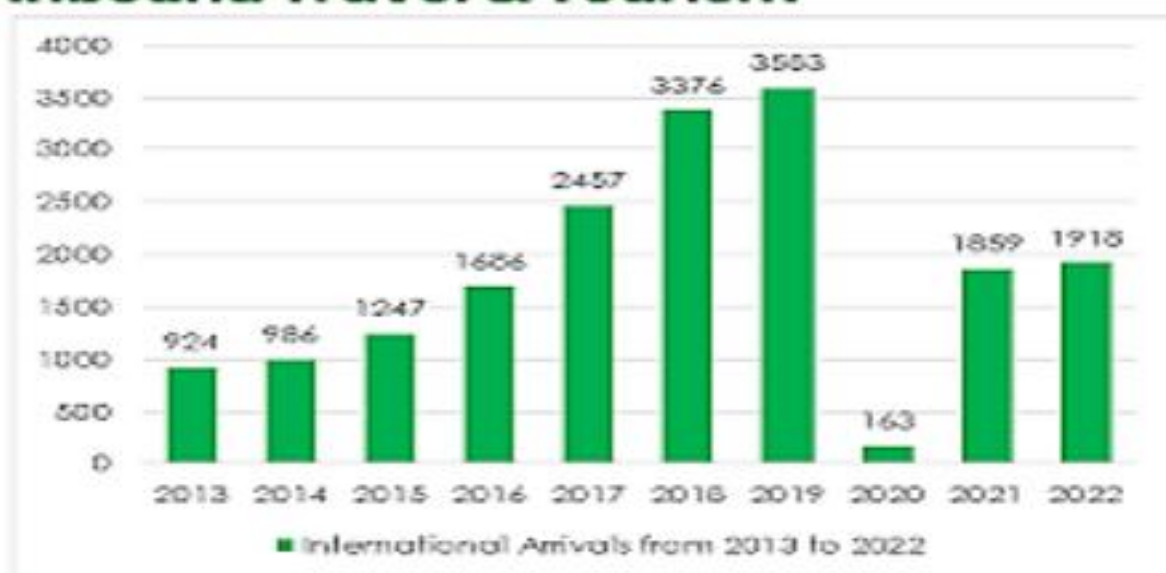


Figure 3: Inbound travel and tourism

Source: Pakistan tourism Development Corporation

The graph is a bar chart titled "Inbound Travel & Tourism" of international new arrivals in Pakistan from 2013 to 2022. It shows steady growth of international tourist arrivals from 2013, with 924,000 arrivals, peaking in 2019 with 3,553,000 arrivals. It then drops dramatically to only 163,000 arrivals in 2020, which would most likely be due to the COVID-19 pandemic and associated travel restrictions. Arrivals began to recover after the pandemic, reaching 1.859 million in 2021 and 1.918 million in 2022, though still below pre-pandemic peak levels. In that respect, this trend reflects the massive impact of global events on tourism and how recovery takes time in the years following a major disruption.

Policy Proposal

Effective preservation of the rich cultural heritage and encouragement of sustainable tourism in Pakistan require the strengthening of legal frameworks and enforcement mechanisms concerning the protection of cultural heritage and tourist sites. This means that there is a need to enhance the enforcement of the law with regard to preventing looting, vandalism, and unregulated construction near the heritage site area. Apart from this, restoration/conservation work needs to be undertaken on a nation-wide basis with first preference to sites recognized/demonstrating potential for recognition as a UNESCO World

Heritage Site. This public-private partnership should be incentivized through schemes like tax breaks, public recognition, and collaborative arrangements with NGOs, cultural organizations, and international organizations for funding and expertise. It needs to promote, more importantly, cultural tourism through proper development and marketing of cultural tourist packages highlighting the heritage of Pakistan. The investing areas include infrastructure, such as roads, hotels, and visitor centers, to increase accessibility and improve the visitor experience. Environmental protection measures should safeguard the natural environment of tourist sites. This can be attained by control of the tourism activities in sensitive areas and by promoting good environmental practices among tourists and business ventures. Building capacities and training of local authorities, conversationalists, and tourism operators in heritage management, conservation techniques, and sustainable tourism practices become very important. Adding an additional course on cultural heritage education to school curricula will definitely lead to more awareness among the young Pakistanis about their heritage and its preservation.

Conclusion:

An important point that comes out from the study is that the approach toward sustainable tourism requires being holistic, integrating concepts of community involvement, land-use management, and economic viability. Sound community involvement empowers local people to ensure an equitable benefit-sharing approach and the preservation of indigenous culture. Ecologically sustainable land uses become important to ensure that there is no environmental damage by conserving the environment and natural landscape and developing tourism. Sound strategic planning and investment related to land use are feasible because of the economic viability that they bring, which strengthens local economies and augments the long-term sustainability of tourism initiatives. By harnessing these three pillars—community engagement, land use, and economic viability—sustainable tourism will help propel long-term, equitable development and at the same time, ensure the protection of the earth's biospheres. It not only fosters responsible tourism but also supports larger goals of social equity, environmental protection, and economic growth.

References:

1. Alam, M. S., and S. R. Paramati. 2017. "The Dynamic Role of Tourism Investment on Tourism Development and CO2 Emissions." *Annals of Tourism Research* 66: 213–215. doi:10.1016/j.annals.2017.07.013.

2. Apleni, L. (2017). Residents' perceptions on urban tourism as a catalyst for economic development: A case study of Buffalo City, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(3), 1-12.
3. Ayyagari, M., Demirguc-Kunt, A., & Maksimovic, V. (2011). Firm Innovation in Emerging Markets: The Role of Finance, Governance, and Competition. *Journal of Financial and Quantitative Analysis*, 46(6), 1545-1580. <https://doi.org/10.1017/s0022109011000378>
4. Balaguer, J., & Cantavella-Jordá, M. (2002). Tourism as a long-run economic growth factor: the Spanish case. *Applied Economics*, 34(7), 877-884. <https://doi.org/10.1080/00036840110058923>
5. Balassa, B. (1978). Exports and economic growth. *Journal of Development Economics*, 5(2), 181-189. [https://doi.org/10.1016/0304-3878\(78\)90006-8](https://doi.org/10.1016/0304-3878(78)90006-8)
6. Bausch, T., & Spisla, K. (2016). Modernization of Alpine Tourism Economy by Destination Governance Considering Sustainability. *Sustainable Development of Mountain Territories*, 8(4), 289-297.
7. Binns, T., & Nel, E. (2002). Tourism as a local development strategy in South Africa. *Geographical Journal*, 168(3), 235-247.
8. Blake, A., & Sinclair, M. T. (2006). Tourism productivity. *Annals of Tourism Research*, 33(4), 1099-1120. <https://doi.org/10.1016/j.annals.2006.06.001>
9. Bond, M. E., & Ladman, J. R. (1972). Tourism: A Strategy for Development. *Nebraska Journal of Economics and Business*, 11(1), 37-52. <http://www.jstor.org/stable/40472408>
10. Butler, R. (2018, May 29). Sustainable tourism in Sensitive Environments: A wolf in Sheep's clothing? MDPI. <https://www.mdpi.com/2071-1050/10/6/1789>
11. Cannonier, C., & Burke, M. G. (2017). Tourism and financial development in small states. *Tourism Economics*, 23(6), 1369-1377. <https://doi.org/10.1177/1354816617689870>
12. Cheng, L., & Zhang, J. (2020). Is tourism development a catalyst of economic recovery following natural disaster? An analysis of economic resilience and spatial variability. *Current Issues in Tourism*, 23(20), 2602-2623.
13. Durbarry, R. (2008). Tourism taxes: Implications for tourism demand in the UK. *Review of Development Economics*, 12(1), 21-36.
14. Eraqi, M. I. (2009). The residents' reactions to sustainable tourism development in the Red Sea coast of Egypt. *International Journal of Services and Operations Management*, 5(1), 120. <https://doi.org/10.1504/ijssom.2009.021628>
15. Hashemkhani Zolfani, S., Sedaghat, M., Maknoon, R., & Zavadskas, E. K. (2015). Sustainable tourism: A comprehensive literature review on frameworks and applications. *Economic Research-Ekonomska Istraživanja*, 28(1), 1-30. <https://doi.org/10.1080/1331677x.2014.995895>
16. Haid, M., & Albrecht, J. N. (2021, July 16). Sustainable tourism product development: An application of Product Design Concepts. MDPI. <https://www.mdpi.com/2071-1050/13/14/7957>
17. Hong Van, V. Linking Cultural Heritage with Cultural Tourism Development: A Way to Develop Tourism Sustainably. *Preprints* 2020, 2020080546. <https://doi.org/10.20944/preprints202008.0546.v1>
18. Machado, V., Carrasco, P., Contreiras, J. P., Duarte, A. P., & Gouveia, D. (2017). Governing locally for sustainability: Public and private organizations' perspective in surf tourism at

Aljezur, Costa Vicentina, Portugal. *Tourism Planning & Development*, 15(6), 692–704.
<https://doi.org/10.1080/21568316.2017.1415958>

19. McCool, S. F., & Martin, S. R. (1994). Community Attachment and Attitudes Toward Tourism Development. *Journal of Travel Research*, 32(3), 29-34.
<https://doi.org/10.1177/004728759403200305>
20. APAC: travel and tourism GDP contribution by country 2021 | Statista. (2023, January 3). Statista. <https://www.statista.com/statistics/313589/travel-and-tourisms-direct-contribution-to-gdp-in-asia-pacific-countries/>
21. Samuil, I., & Ionică, A. C. (2021, July 20). Business model based on community for a sustainable tourism development. MATEC Web of Conferences. https://www.matec-conferences.org/articles/mateconf/abs/2021/11/mateconf_simpro21_09004/mateconf_simpro21_09004.html
22. Shafaei, F., Mola, F., & Mohamed, B. (2015, May 16). Impact of historical-cultural tourism on Sustaining Community Tourism: The case of Kerman, Iran. *Asian Social Science*. <https://www.ccsenet.org/journal/index.php/ass/article/view/44357>