Rethinking Tourism and Technology as Rural Development Strategy: A Case of Hunza Pakistan

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05/Mphil-DS/PIDE/2015

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CERTIFICATE

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ABBREVIATIONS

AKDN	Aga Khan Development Network
AKRSP	Aga Khan Rural Support Organisation
CPEC	China Pakistan Economic Corridor
CRS	Computer Reservation System
GDS	Global Distribution System
ICTs	Information Communication Technologies
IFAD	International Fund for Agriculture Development
KADO	Karakorum Area Development Organisation
KKH	Karakorum Highway
LSO	Local Support Organisation
MDGs	Millennium Development Goals
NGO	Non-Government Organisation
SCO	Special Communication Organisation
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNWTO	United Nations World Tourism Organisation

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ABSTRACT

The rationale of this study is to cover the debate on the role of tourism and technology for rural development in a mountainous region in north Pakistan, Hunza. This study presents the views of local inhabitants on phenomena of rural development with respect to local attributes and potentials. The overall focus of this study is to determine the links between tourism, technology, and rural development for socio-economic development and measures for protection of culture and natural environment.

Following the qualitative research methods, an explanatory case study design was used. Purposive sampling technique was used to identify and reach respondents from district Hunza, Gilgit-Baltistan Pakistan. The data was collected through semi-structured interviews, un-structured interviews, and participant observation.

The findings of this study show that links between tourism, technology, and rural development are not much complex to materialize for up grading the quality of life. It is for sure the meaning of rural development has been changed for many young people. Without any doubt, nonprofit organizations (NGO's) have harvested the ideas of self-help and participatory development among the larger population of Hunza, through different projects of Aga Khan Rural Support Program (AKRSP). This study has provided some core ground evidences to link the tourism and technological potentials for holistic development approach to emphasize on needs of locals such as skill development, education, health and income building a long term sustainable policy frame work.

Keywords: *Tourism, Technology, Rural Development, Hunza*

Chapter I

INTRODUCTION

1.1 Background

Throughout the history of the anthropology of development, rural areas have long provided the atmosphere for tourism activities in developing and developed countries (Chuang, 2011). In the era of globalisation, according to United Nation World Tourism Organisation (UNWTO, 2016) tourism has gained sustainable expansion and diversification to become one of the sectors across the globe to prove the largest and fastest growing development sector.

The tourism industry has reached the world's largest emerging sector for economic development. The international flow of tourists has increased from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015. Revenue earned by tourism industry increased from US $ 2 billion in 1950 to US $ 104 billion in 1980, US$ 495 billion in 2000, and US $ 1260 billion in 2015 (UNWTO, 2016).

According to 'UNWTO's long term Tourism Towards 2030 report', international tourist arrivals globally are projected to increase at the rate of 3.3 % a year between 2010 and 2030 to reach 1.8 billion people by 2030 (UNWTO, 2016).

In many developing countries tourism is being recognised as one of the key priorities for a state to work on regional and local level projects in order to strengthen the tourism infrastructure. Mostly, tourism leads to improvement in infrastructure, economic stability, restoration of heritage sites and architectural monuments, and promote the preservation of natural environment (Barlayaev, Akhumeto, & Nasyro, 2009).

In the 21st century, Information Communication Technologies (ICTs) revolutionised the tourism industry by changing the strategic position of organisations and destinations through enabling efficient and reliable access to information (Buhalis, 2014).

The introduction of Computer Reservation System (CRS) in the 1960s to Global Distribution System (GDS) in the 1980s and unexpected arrival of the internet in early 1990s has posed both opportunities and challenges to tourism industry (Xiang, Magnini, & Fesenmaier, 2014). Most of the tourism service providers believe that managing information technology is one of the key concerns of managers and tourists. Selecting a viable choice among multiple options is seen as risky and a strategic step. Adopting new technological tools and implementing new systems always create new worries. In many developing countries tourism industry has been slow to adopt new information technologies (Conor, 2008).

Despite the richness of natural resources and cultural diversity across Pakistan and beautiful valleys of Gilgit-Baltistan in Northern Pakistan, the tourism industry has not been completely developed due to lack of interest by the government (Rana, 2015). Since the 1970s, rural tourism has increased in most of the developing countries. The industry caused significant development shifts in economic and social lives of people (Pesonen & Horster, 2012). According to Pesonen & Horster (2012), in China, 120 billion Yuan were generated from tourism services and created employment opportunities for 15 million people across the rural regions of the country. A recent report from ministry of tourism sports and culture government of Gilgit-Baltistan revealed that around 1 million tourists visited the region in 2016 and it is estimated that the figures would reach to 1.2 million, Hunza district is among the most visited place by domestic and international tourists (The Express Tribune, 2016).

The prevalence of development issues in developing countries like, Pakistan, there is an urgent need for looking into new dimensions of development. The agrarian transformation of the 1990s needs to be revised. There is a need to bring specialties in programmes with new and modern themes of development. Tourism programmes would promote local organisations and people for sustainable rural transformation (Ling-en et al., 2013).

It has been proven that, tourism industry emerged as world's fastest growing sector and possibly it will sustain in future. To maintain the consistency of tourism industry in the 21st century there is an urgent need of creative development model and polices,

which acknowledge the viable opportunities and possible issues the industry will face (Kerr, 2003).

While discussing the issues such as transportation, regionalism, seasonality, and fragility one should recognise the potentials to harmonise the skills and resources to balance the poor communication and heavy dependency on existing communication process. This research reveals a more thorough understanding of the phenomenon of tourism and technology in rural areas and ascertains the insight of rural people vantage points on development, such as skills development, quality education, health, and infrastructure development and figure out a locally comprehensible model of development based on insights from this work.

1.2 Statement of Problem

In these uncertain economic times, rural development programs composed of tourism and technology are facing a range of questions. Individually and in relation tourism and technology have the great advantages that allow rural people to replace the old rural development techniques. There is no doubt that tourism and technology play an important role in replacing physical struggle of rural people and reducing labour costs to live a better and sustainable life. Yet tourism and technology may produce a whole new range of unintended consequences on socio-economic arrangements of locals, cultural structure, environmental degradation, unmanageable infrastructural development, and attitude of local people towards disaster.

Although, many rural areas have added tourism as a key development approach and its outcomes have made life a whole lot easier economically and socially. Many regions have connected technological tools to encourage tourism and technology as development methods. These modern methods have created realisation among locals to preserve and promote the distinctive qualities of rural societies, social and physical environment.

Despite the very sharp success of tourism and technological adaptation, tourism is considered as a very fragile industry, a very little uncertain activity like, natural disaster, floods, terror attack, can completely roll back the success pattern downwards to a very disregarded phenomenon. Technology is only as good as the people who use

it. The people in the tourism industry can misuse technology and create more problems than they resolve. Unskilled people and technology cannot replace with knowledgeable human being the proper use of technology is based on the level of knowledge of tourists and locals to gain something productive.

The entire region of Northern Pakistan and especially Hunza district is rich for the tourism industry. Historical structures, snow covered mountains, cultural authenticity, and natural environment always attract domestic and foreign visitors. The technological amenities are very recently introduced in the region by Special Communication Organisation (SCO); still few villages have no access to such technological advancements like, cellular networks and the internet.

As physical distance, cultural and environmental divisions mark Hunza ideal for particular reasons alternating from very ancient way of life to modern life style. Currently, there exist issues regarding the mass flow of tourists' and technological integration among local natural and physical structure. By design or by default tourists and technology touches every social and economic aspect of the people living in different villages of Hunza. To deal smartly with the tourists activities and technological conveniences for socio-economic development without losing the authenticity cultural resources and uniqueness of natural resources we need to have the understanding of variations and trends to design the viable programmes based on tourism and technology for sustainable rural development.

1.3 Key Terms

Tourism

According to Bramwell and Lane (1994) rural tourism can include activities and interests in farms, nature, adventure, sports, health, education, arts, and heritage taking place in any country (Pesonen & Horster, 2012). For my study, I have employed three features from this definition, nature, adventure, and heritage. The reason for employing nature tourism, adventure tourism, and heritage tourism is favorability and presence in the selected area.

Technology

According to Bourgouin (2002) information and communication technologies include telephone, cellular technologies, Tele fax, Email, and the internet. The intention behind choosing this specific definition for information technology throughout my study is the very recent introduction of these facilities in Hunza.

Rural Development

The rural development concept is most common and globally used in developed and developing countries. There is no universal definition of rural development, for instance how development organization use this concept "Rural Development is the process of improving the opportunities and well-being of rural people. It is a process of change in the characteristics of rural societies. In addition to agricultural development, it involves human development and social and environmental objectives, as opposed to just economic ones" (IFAD, 2016).

For purpose of operationalization I have used the concept of rural development defined as "Rural development as a process of developing and utilising natural and human resources, technologies, infrastructural facilities, institutions and organizations, and government policies and programs to encourage and speed up economic growth in rural areas, to provide jobs and to improve the quality of rural life towards self-sustenance" (Singh, 1986).

The rationale of using this definition is to explain research objectives which are based on current socio-economic situation in Hunza.

1.4 Research Questions

This research intends to answer following research questions.

1. How have the tourism and technology contributed towards socio-economic development in Hunza?
2. How technology has been used to bridge the space between tourists and local service providers?
3. What key communication and infrastructural needs are required to be met for expanding tourism sector in Hunza?

1.5 Objective of the Study

The objectives of this study are;

1. To explain the status of tourist arrivals in Hunza on socio-economic development of local people.

2. To identify possible integration of technology in tourism practices.

3. To identify key communication and infrastructural needs mandatory to be met for expanding tourism sector in Hunza.

1.6 Significance of the Study

This study has contributed to build a detailed understanding of unexposed domains of rural development. This work has highlighted the common linkages between key attributes of rural areas, which can benefit the whole society for the long run to build a strong socio-economic structure for future generations. Similarly, this study has created understanding based on researchers and development practitioners in all three domains; tourism, technology, and rural development. This study also helped us to build a clear body of knowledge on the relationship between tourism and technology for rural development as combined factors and as an individual push factor for whole society. Without any doubt it has equipped us to identify key policy framework techniques, issues and strategies to work on the local and regional level.

Chapter II

REVIEW OF LITERATURE

2.1 Introduction

The literature review chapter covers three main domains of this study rural development, tourism and technology narrowing the each domain from global understanding to local understanding.

2.2 Rural Development

Rural development is a multidimensional process which is designed to envisage a variety of improvements needed for the betterment of rural life and may refer to the process of improving the quality of life and economic well-being of the people living in sub-urban areas on a sustainable basis (Moseley, 2003). The term rural development is mostly used in reference to developing countries and it implies a process which aims to enhance production capacity and improve the standard of living in sub-urban areas. Rural development is traditionally based on the exploitation of natural resources such as agriculture and forestry, but globalization and increased urbanisation have changed the basis of rural development. Tourism, niche manufacturers and recreation have also taken part in the rural development process as dominant economic drivers (Johnson & Snepenger, 1994)

The passing of colonialism in most of developing countries after Second World War increased the hopes of development especially in newly independent countries. In most of the developing countries, the larger number of people is living in rural areas based on agriculture and in the 1960s these underdeveloped regions started engaging themselves in the industrialisation of methods of production 'Green Revolution'. The intentions were to increase in production of goods using latest technologies that became key priorities in most of the Asian countries. But unfortunately the outcomes of these approaches failed to please larger population living in rural areas (Muyeed, 1982).In India, problems of 'Green Revolution' areas are so widened due to the prevalence of bureaucratic structure of extractive programs of British rule and

exploitation of tenants, the social and economic disparities were also increased within most of the villages across all provinces of the country (Deva, 1984).

Rao (1983) argues that since the emergence of rural development as a new priority in less privileged areas of developing countries five decades ago it has gone through major shifts in approaches and in paradigms. The frequency of development issues, like poverty has again raised new avenues of examination of modern ways and approaches to understand the rural progress.

Most of the rural development projects and Green Revolution technologies were tried in Pakistan during 1950 and 1970 to boost transformation and innovation in manufacturing and agricultural sectors. These efforts gained some success in increasing productivity of agricultural goods but missed the elements of innovative organisational performance (Rahman, 1977).

Interestingly the concept of rural development of post 80s changed significantly. In 70s rural development was much related to agriculture development. The modern concept of rural development concerns not only about the increase in production and output, but it also includes the quality of life, such as standards of health, reliability of education, environment, food safety, gender inequalities, and income inequalities.

In 2000, United Nations formulated Millennium Development Goals, (MDGs) to counter the development issues at global level, the programmes ranging from Social Sciences to natural phenomena. Rural development was given priority place in global development agenda (Adisa, 2012). Unfortunately, at the global level most of the developing and underdeveloped countries failed to meet most of the targets. Therefore, it is commonly believed that development of rural areas requires deliberate planning and execution of wide ranging activities and programmes that are based on the needs of rural people. Irvine and Anderson (2008) highlight the condition of being rural in the 21st century; what are the key differences which make people rural? They put their view to define rural as, physical distance from urban space with limited access to modern amenities. To counter the rural development issues in the 21stcentury Barlayaev, Akhumeto, & Nasyro (2009) argue, there is an urgent need for looking into new dimensions of development. The agrarian transformation of the

1990s needs to revise. There is need to bring specialties in programmes with new and modern themes of development and integration. They further identify tourism services would promote local organisations and people for sustainable rural transformation. Similarly, Irvine and Anderson (2008) explain that, around the world many physical and cultural elements make rural areas ideal for a specific purpose to visit and share authenticity, and traditional industries in rural communities have been fairly compensated by tourism services. Furthermore the authors also recommended growing and sustaining rural economic activities and compete with existing challenges. The local tourism industries have to innovate their structure according to prevailing technology and strategic issues.

2.2.1 Inception of Rural Development in Pakistan

Since the inception of Pakistan, couple of rural development models was employed to tackle the marginalisation of rural people. The village agriculture and industrial development programmes in 1953, rural works programmes in 1963, the academy of rural development in 1960, and integrated rural development in 1970 were aimed to institutionalise efforts to reduce social, political, economic, and cultural marginalization (Gill, Mustafa, Jehangir, & Chaudhary, 1999).

Similarly, since its independence, Pakistan has embarked upon a number of rural and agricultural development projects to increase the productivity and quality of life of rural people. These initiatives were Village Aid Programme, Basic Democracies system, Rural Works Programme, Integrated Rural Development, Peoples Works Programme, Local Govt. and Rural Development, Peoples Programme, Tameer-e-Watan, Social Action Programmes, Khushal Pakistan, Tameer-e-Pakistan and Khushal Pakistan Programme (Inayatullah, 1976). These interventions were somewhat or fully extended to all parts of the country. The overall goals of these development initiatives were the social welfare, progress in quality of life and agricultural development. These development startups did not achieve the desired results because the objectives of one project conflicted with those of others, and there was no institutional mechanism for reconciling them. Subsequently, many

programmes not only failed to produce the intended results, however also caused harm to other development projects.

Unfortunately, the fruits of rural success have failed to reach at the doors of people living at the bottom level. Centralised planning and minimum representation of target population block the diversification of development motives. Avoiding realising the specialties of rural regions e.g entrepreneurial skills and infrastructure building in Pakistan has caused dependency of obsolete techniques of livelihood.

2.2.2 Advent of Rural Development in Gilgit-Baltistan

During 1980 Aga Khan Rural Support Programme started its operations to tackle the social and economic hardships of people living in corners of mountains in the Northern part of Pakistan. These programmes were initiated with the financial support from Aga Khan Development Network (AKDN), later on many development funding agencies from developed world participated to accomplish the mission of removing natural and artificial hurdles in the development process. After successful interventions government arms also participated in some villages to serve people.

The introduction of rural development strategies in the Northern part of Pakistan was to reduce the gap between the haves and have-nots. The aim of rural development projects was to help the farmers rise from subsistence level to commercial farmers (Khan, 2009).

The AKRSP adopted the strategy of developing village and women organisations to promote its development objectives. Successfully, AKRSP engaged 94000 individuals in 2371 village organisations and 47000 women in 1397 women organisations (Rehman, 2007). In this whole process, AKRSP has implemented a number of irrigational, microfinance, skills development, and savings programmes.

According to Gartner (2002) and Jianchao, Xinge, Qinqin, & Nan (2015) the rise of regional integration in Hunza has not reached at a point to minimize the dependency on subsistence farming. The decision making of the local population is also limited. Major interventions in Hunza region are based upon donor’s interests and hamper transformation process. The misuse of the human and natural environment has been

increased by improved infrastructure and communication. The inflow of tourists and development projects has to be assessed in terms of their impact on local social life and ecology.

2.3 Nexus between Tourism and Information Technology

Now I move to the second part of literature which explains the articulation of the relationship between tourism and technology. Information technologies have been transforming tourism industry around the globe. The introduction of information technologies has generated a new shift in course of working environment by creating a wide range of opportunities and uncertainties (Cornor & Buhalis, 2005). It is further considered that information technologies empower tourists and service providers to identify and utilise tourism products by using modern tools offering access to global recreational activities.

Around the globe, the use of information technologies has become widespread in services, mainly in hospitality industries and it helps in providing solutions in the dissemination of organisational products, quality services, profitability, and protecting heritage products (Conor, 2008). According to Buhalis (2014) it is commonly believed that organisations which fail to get benefit of recent technological tools will lose market grip and possibly face competitive uncertainties. In a single case Marriott (marriott.com) from advancing its capacities by using the internet enjoyed 13000 visits per day and earning US$1.5 million of business per month through internet (Buhalis, 2014).

According to the United Nations Conference on Trade and Development, (UNCTAD 2005), in developing and underdeveloped countries, ecotourism and related segments are growing and local people are getting financial and social benefits, therefore protecting unidentified natural and cultural resources could help target destinations through diversifying local offerings via using information technologies (Anwar, Carmody, Surborg, & Cocoran, 2014). It is further stated that tourist activities have been considered dependent on information technology and information-intensive service industry. While discussing the importance of information technologies, McCabe, Sharples, & Foster (2012) stress on the appropriate engagement of

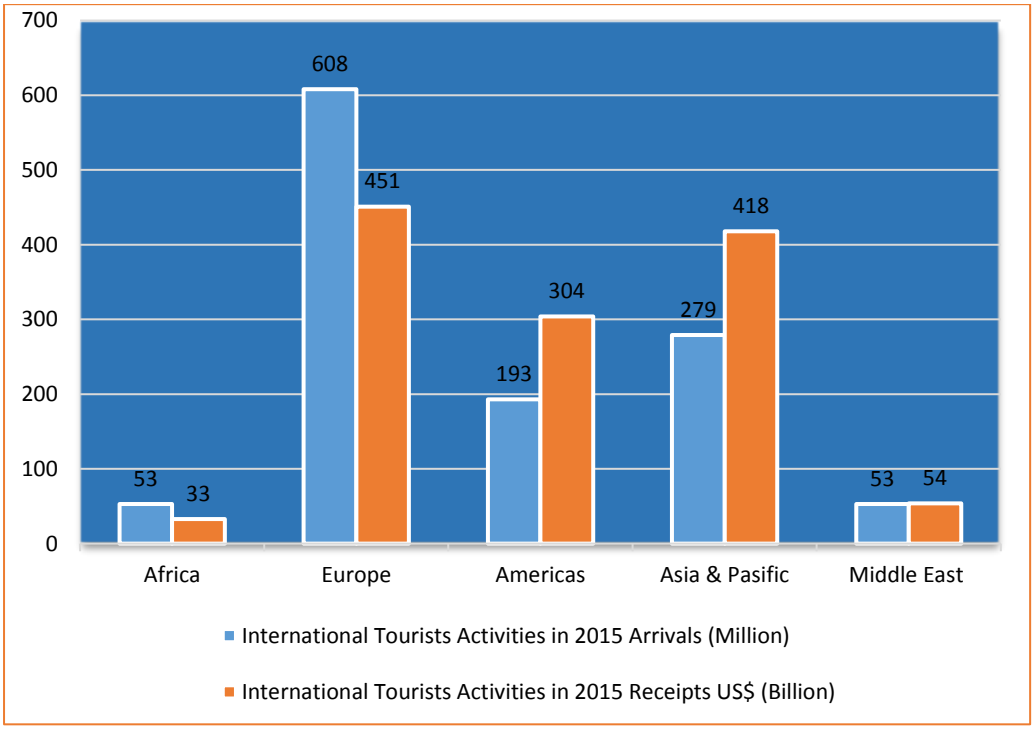
technology keeping the socio-cultural and economic advantages of stakeholders. According to them tourism is becoming increasingly mediated through modern technologies.

In rural parts of the world tourism industry is getting momentum to grow up to maturity level, to grow and keep the pace of economic and competitive challenges the local industry has to innovate the work environment technologically and strengthen strategic position (Irvine & Anderson , 2008). Similarly, information technologies provide conveniences to rural business to manage the internal structure of organisations and improve effectiveness to compete in the market and lack of awareness and training can be reduced.

Networking and information sharing in rural areas are weak. This gap of information can be overcome by access to tools and medium that facilitates the acquisition, spread, and mobilisation of resources. The failure to relate information technology and tourism can harm the stakeholders on both sides. This kind of networking is also very critical for the attraction of tourists, coordinating with investors, and support rural societies.

2.4 Tourism as Global Phenomena

According to United Nations World Tourism Organisation (UNWTO, 2016), an estimated 1186 million tourists movements and US$1260 billion earnings are no doubt a sign of high growth. The tourism industry is one of the fastest growing industries around the world. This global trend has coincided with the expansion of international tourism industry. In this regard tourism has become one of the key priorities of every nation aimed to foster economic and social potentials. However, the involvement of tourist activities in the global economy, as shown in Fig 1 reveals that most of the benefits of tourism are reaped by developed or European countries. Besides having great potential for emerging in top tourist nations developing countries are not mature enough to earn maximum return.



Source: UNWTO, 2016

Similarly, Barlayaev, Akhumeto, & Nasyro (2009) investigate that tourism is the third largest development trend in developing countries following by oil trade and ammunition trade. Average gross revenue reaches 7% per year, 10 % of worldwide investment and every 11th job and 8% of the gross domestic product. Further evidences from across the developing regions of the world, a single tourist provides 10-20 people with employment in the service industry, for example in hotels, manufacturing and entertainment industry.

The rapid growth of tourism worldwide is the result of current technologies, such as e-marketing, cellular services and online booking, these changing patterns bring positive and negative implications on local communities. The mains concerns experienced in both developing and developed countries are economic uncertainties, environmental issues and socio-cultural changes (Chuang, 2011).

In contrast, of above achievements by tourism industry Parhad, De-Gang, & Xiao-lie (2005) argue that tourism industry is very fragile with frequent employment

opportunities, little financial incentives to bottom level employees and very prone to reduce to very lowest level. Many times it proves as an unsustainable industry due to its high level of vulnerability to natural and human disasters like, terrorism and earth quakes. Therefore, Barlayaev, Akhumeto, & Nasyro (2009) suggest that, there is need of a political, legal, and methodological framework for tourism development mainly in developing countries. Access to finance, information technology, roads and buildings, and public private partnerships are key attributes to promote the sustainable tourism industry.

2.5 Tourism and Rural Development

Tourism has been many times taken as an alternative option for development, no matter the country is developing or developed to help the development process move smoothly. It is evident from the success of tourism industry in rural areas of China. According to statistics from China National Tourism Administration 2012 US$ 34.9 billion of revenue was generated, 720 million tourist arrivals recorded, and 85000 villages engaged through out 31 provinces (Rui-Ying, Jian-Caho, shou-kun, Xin-ge, & Quan-sheng, 2015).

Similarly, Mcleod, Lewis, & Spenser (2016) in Caribbean tourism activities become main economic industries to bring a shift from sugar based economy to the rural tourism industry. The annual report of Caribbean Tourism Organization 2016, which shows an approximate flow of 28.2 million tourists and revenue of US$34.3 billion in the single year of 2015. At the same time, there is need to consider the safety, community housing problems, socio-economic life and environmental concerns with the increase flow of tourists.

Parhad, De-Gang, & Xiao-lie (2005)while studying rural tourism in Turpan China find that tourism can boost local retail businesses and increase employment for hospitality workers, socio-economic development, and provide opportunities to share cultural heritage, these serve as reasons for improvement of the natural environment.

According to Ling-en, et al., (2013) the mass tourism activities in China and other developing economies are now facing challenges of infrastructural disorder, unbalanced service provision, unnecessary urbanization, and environmental

degradation. The authors further summarized that there is need of partnerships at the national and regional level for growth of tourism industry, exploring, planning and defining resources at a local level is very important.

2.6 Tourism in Pakistan

Tourism in Pakistan has not been acknowledged globally despite, blessed with natural resources. The country is rich, diverse and important tourism resource, which consist of oldest Indus civilization, world three mountain ranges (Himalayas, Karakoram, and Hindu Kush), religious and historical places, hills of Murree, Naran and Kagan valleys, seasonal varieties, and in northern part world second highest peak K-2 with other three peaks above 8,000m height (UNDP, 2000).

According to United Nations World Tourism (UNWTO, 2016), 0.965 million arrivals in 2014 were recorded in Pakistan, which accounts total receipt of US$ 315 million. Current tourism activities as compared to its potential are very negligible in terms of flow of international tourists. However, domestic tourist's activities have become the major and strong element of tourism in Pakistan. As recorded in 2016 1 million local tourists visited northern part of the country and specially Hunza valley (The Express Tribune, 2016).

Rana (2015) highlights the nature of tourism industry is very fragile and uncertain, in Pakistan there are multiple kind of barriers in tourism industry which includes;

- Absence of tourism management body at the state level
- Security and safety issues
- Difficulty in visa issuance
- Lack of inter departmental coordination
- Lack of private investment in tourism sector
- Lack of provincial level tourism organizations
- Lack of proper marketing and promotion strategies
- Poor infrastructure
- Insufficient use of technology
- No tourism workforce development

Pakistan just like any other attractive European country has a large potential for tourism because it offers not only beauty of nature but also variety and diversity in cultures. Undoubtedly tourism is the most rewarding and entrepreneurial activity, especially for people living in the mountainous areas as it generates new job opportunities and reduces the unemployment level for them. But unfortunately, after 9/11 tourists flow in to Pakistan is decreasing tremendously with ups and downs in each year (Rana, 2015).

The current trends reveal that the poor accessibility to information, under development resources, fragility, marginality and the constant social / political problems of the country are the key factors that have reduced the tourist visit ratio to Pakistan. Similarly, the Government of Pakistan and its coordinating bodies have also failed to implement policies and strategies that could have proved a catalyst for the tourism industry (Rana, 2015).

2.6.1 Tourism Resources in Hunza

The Hunza valley, a region within the Northern part of Pakistan, close to the border of China, reflects the dramatic natural environment of the Karakorum mountain range, one of the world's beautiful countryside. Before the 1960s, there was no road access to Hunza and its other small settlement, people used to travel from Gilgit to Hunza on foot and horses which took 2 to 3 days to reach the destination. The region got attention though James Hilton's novel Lost Horizon, which create media publicity about the extraordinary health and longevity of local people (UNDP, 2000). Despite its remoteness Hunza remains a famous tourist spot for foreign and local tourists.

Karim, Muhammad, Din, & Alam (2013) highlight that different type of tourists visit Hunza mostly in the summer season, most of the tourist visit to experience natural environment, adventure and capture the unique moments with heritage sites. And these visits positively effect on local perceptions about the uniqueness of cultural values, preservation and conservation of physical and metaphysical tourist attraction points.

2.6.2 Cultural Heritage Sites

With the growing international interest in tourism activities, cultural heritage tourism has also expanded at a great level. Heritage cultural tourism is defined as "travel concern with experiencing the visual and performing arts, heritage buildings, areas, landscapes, and special life styles, values, traditions and events" (Jamieson, 1999). The identification of potentials of cultural richness in economic and social development is very inspiring for local people to realize the unique wealth of resources.

2.6.3 Recreational Sites

The famous historical settlements and natural recreational sites have made Hunza famous among the tourists from across the world. The spots are in Appendix D continuously attracting people to experience the authenticity of human efforts and diversity of natural environment.

2.6.4 Adventure

Hunza is a land of rough glaciers, sharp peaks, treacherous trials that are remnants of silk route. The Hunza valley is surrounded by huge mountains heights from 1500 to 8000 meters.

Tourism has become the development sector option for many rural societies as they are working hard for economic and social prosperity. Karim, Mohammad, & Serafino (2012) disclose that many nonprofit organization (NGO's) like, Karakorum Area Development Organization (KADO) in Hunza have successfully played important role in identifying the niche markets for promoting local products and services. The study further highlights the niche areas as tourism related activities to create entrepreneurial activities among local people to meet the expectations of local and international tourists to enjoy the beauty of our culture, handmade products, natural environment, and elements of pluralistic society. Whereas in Hunza there are so many tourist attraction spots, according to Israr, Shafi, Khan, Ahmed, Baig, & Khan, (2009) mass tourist flow and consumption patterns create the issue to the natural and social

environment. With the limited infrastructural options for transport and accommodation, access to drinking water, human and physical waste are becoming key issues for locals to deal. The excess flow of tourists and consumption patterns results in loss of local authenticity, loss to local privacy, and importantly security issues.

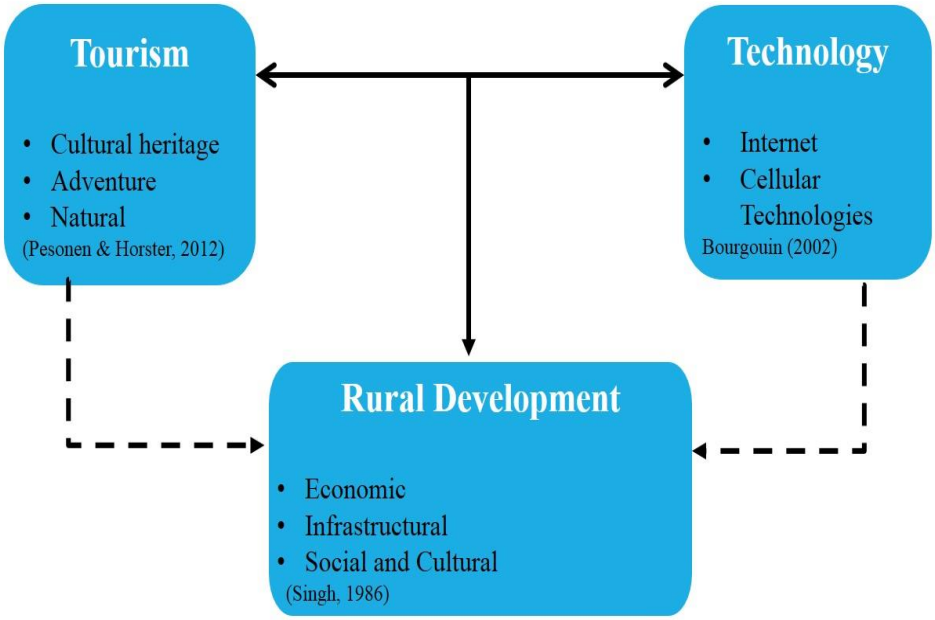
2.7 Conceptual Framework

My research is based on three domains tourism, technology and rural development. To answer my first research question, which is to find the status and linkages between tourism and technology as tools for rural development? To understand these domains I refer to Bock, (2015), he argues that information technology has had a significant impact on tourism industry Kenteris, Gavalas, & Economou, (2015) believe information technology has been transforming tourism globally and generated a whole paradigm shift in the economic and social structure of local people. Irvine & Anderson (2008) suggest that around the world many physical and cultural elements make rural areas ideal for a specific purpose to visit and experience the authenticity.

To cover my second question I refer to Irvine and Anderson (2008) they are certain about the progress achieved by tourism industry is very due to adoption of information technology on small and large scale businesses; and Bourgouin, (2002) suggests the use of information technology is key for the economic development of rural societies. To understand my third question I refer to Barlayaev, Akhumeto, and Nasyro, (2009) and Jianchao, Xinge, Qinqin, & Nan (2015).They argue tourism leads to improvement in infrastructure, restoration of heritage sites, architectural monuments and promote the preservation of natural environment.

To understand socio-economic conditions of local people I refer to the concept of rural development defined as “Rural development as a process of developing and utilising natural and human resources, technologies, infrastructural facilities, institutions and organizations, and government policies and programs to encourage and speed up economic growth in rural areas, to provide jobs and to improve the quality of rural life towards self-sustenance” (Singh, 1986).

Diagrammatic Representation:



This diagrammatic framework represent three main domains of my work and the way I am going to analyse my field data. The dark black lines indicate the linkage between tourism and technology and combine effect on rural development and at the same time, correlation between tourism and technology. The other outer dotted lines show singular relationship between tourism and rural development and how technology and tourism affect the rural development process. The results are generated from these linkages which will produce answers to my research questions and guide us to cover research objectives.

Chapter III

RESEARCH METHODOLOGY AND METHODS

3.1 Introduction

Research Methods involve the tools and techniques of data collection, analysis, and interpretations, proposed by the researchers during the different studies. It is useful to consider the full range of possibilities of data collection and organisation while using certain methods.

Methodology deals with the application of a particular technique or procedure aiming to solve a problem with logic and applying a systematic process (Grix, 2014).

3.2 Research Strategies

There are three types of research strategies employed in social sciences, Qualitative, Quantitative, and Mixed Methods (Creswell, 2009). The power gap between research and study population in qualitative research is far smaller than in quantitative research, because of the informality in structure and situation in which data is collected (Kumar, 2011).

The nature of research questions and objectives of this study, with its focus on understanding and explanation of responses of the respondents bound us to employ qualitative research strategy with interpretivist epistemological position. Qualitative researchers emphasis the human factor and familiar firsthand knowledge of the research settings; avoiding distancing themselves from events and human social structure (Neuman, 2000).

3.3 Research Design

Research designs are plans and the procedures for research that span the decision from broad assumptions to detailed methods of data collection and analysis (Creswell, 2009). These designs allow the researchers to answer the research questions and explain objectives. Similarly, study designs in each paradigm are appropriate for

finding different things. Study designs in qualitative research are more appropriate for exploring the variation and diversity in aspects of social life, whereas quantitative research these are more suited to finding out the intensity of this variation and diversity (Kumar, 2011).

Case studies are based on in-depth inquiry into a programme, process, event individuals and groups (Creswell, 2009). In case studies the case we select becomes the basis of a thorough, holistic and in-depth investigation of multiple aspects, that you want to find out about a specific problem (Kumar, 2011). Explanatory case studies are useful when conducting a causal study (Berg, 2001). For this study, I have used explanatory case study design, which enabled me to identify the current status of my research domains, tourism, technology, and rural development, with possible associated aspects of socio-economic changes.

3.4 Units of Data Collection

One of the key steps of research is to identify units of data collection. Units of data collection can be individuals, professionals, group entities, and documents determine by researcher in accordance with research approach and strategy. For my study I have identified the following units;

1. Heritage and hotel managers providing food and accommodation in district Hunza.
2. Tour operators running offices in Hunza.
3. Representatives of local support organisation working on development projects in Hunza.
4. Officials of NGOs who are directly working on development projects and programmes promoting tourism, and technology as strategy for development.
5. Officials of district administration directly involved with tourism industry.

3.5 Data Collection

Data collection is an important part of the research. Researchers can use primary and secondary sources for data collection. For this study, I have used both primary

sources, semi structured interviews, unstructured interviews, and participant observation. Secondly, books, research articles, annual reports, newspapers, and internet sources were used for secondary data.

3.5.1 Rapport Building

Rapport building is crucial piece to employ while doing qualitative research because it facilitates the researcher to participate as member of community. During rapport building phase the researcher introduces his/her intentions of doing a task to the community members and replays to their queries in culturally suitable environment. At the same time, during building the rapport the researcher also tries to build social linkages with community members to reach the unidentified part of study. Mostly, researcher holds unstructured and informal interviews during rapport building stage. The reason for doing informal conversation is to make sure the target audience that his/her actions will not hurt the local norms.

3.5.2 Interviews

Usually, interviewing is defined as a conversation with a purpose; specifically the purpose is to gather information (Berg, 2001). Mostly in qualitative researches the aim of the researcher is to get in-depth knowledge about the phenomena under research. The researchers always considered a specific type of interviewing technique to reach comprehensive meanings of every aspect of the study. In this study, I have used two types of interviewing, unstructured and semi-structured interview.

Unstructured Interview

According to Creswell (2009) unstructured interviews are conducted in a formal fashion in a scheduled time period to let informants openly express themselves in their own way. The interviewer has defined and a clear plan in mind regarding goals and objectives of interviews, but it has very minimum control over the responses of informants the way they explain the phenomenon.

I have started unstructured interviews at the stage of rapport building and continued throughout my fieldwork with UDC 2 and UDC 3. This has allowed me to build rapport with respondents; secondly it was easy to get information from UDC 2 and UDC 3 about the general pattern of tourism activities and impact on the development process in Hunza. Like how tourists approach local destinations and their activities during the visit. This technique proved also helpful for me to cross-check information gained from other types of interview. Importantly I have recorded voice of respondents in my cell phone and also took notes during and after our conversation.

Semi-Structured Interview

Located between extremes of structured and unstructured interviews are semi-structured interviews. This type of interview involves the implementation of predefined number of questions. These questions are typically asked from each interviewee in a systematic manner (Berg, 2001).

In a situation where one would not get more than one chance to interview someone, semi-structured interviews are best to get information. It has much of the freewheeling quality of unstructured interviewing.

I have used semi-structured interviews with UDC 1, UDC 2, UDC 4 and UDC 5, these techniques enable me to get bottommost level information about linkages and role of tourism and technology in rural development process. All the replies of respondents were recorded on my cell phone and wrote notes during and after our interview sessions.

Interview Guide

I used interview guide while conducting semi-structured interviews. An interview guide is a list of questions and issues that are to be asked during course of interview. The advantage of an interview guide is to manage the limited time; sometimes the government officials do not have much spare time to answer open-ended or semi-structured interviews (Patton, 2002).

3.5.3 Participant Observation

Participant observation is a strategy for gathering information about a social interaction or a phenomenon in qualitative studies. This is usually done by developing close interaction with members of a group or living in a situation which is being studied (Kumar, 2011).

The fundamental favorable position of member perception is that as you invest adequate energy with the gathering or in a circumstance, one increase much profound, wealthier, and more exact data, however the primary detriment is that, on the off chance that you are not exceptionally cautious, you can present your own predisposition (Kumar, 2011).

I have employed this technique throughout my fieldwork. It enabled me to fill the information gap between each domain of my study, tourism, technology, and rural development that would not be possible to fill during interviewing processes.

3.6 Sampling

According to Bernard (2006) in social sciences the process of selecting certain types of groups, events, and cases from large a population for the purpose measurement. Each study employs a certain type of sampling technique according to the type of research, a researcher intends to conduct. For this study, I have used purposive sampling technique.

3.6.1 Purposive Sampling

According to Burns (1997;305), in a case study the focus of attention is the case in idiosyncratic complexity, not on the whole population of cases in selecting a case, therefore one usually uses purposive sampling techniques (Kumar, 2011).

The primary consideration in purposive sampling is your judgment as to who can provide the best information to achieve the objectives of your study. Researcher only goes to those people who in your opinion are likely to have the required information and be willing to share it with you. This type of sampling is extremely useful when

you want to constitute a historical reality describe a phenomenon or develop something about only a little is known (Kumar, 2011).

The intention behind choosing this sampling technique in most of researches is often used when working with very small population and wish to select cases that are particularly informative in nature.

For this study, I have used purposive sampling technique in all UDCs. The reason behind choosing this sampling procedure is very little diversity among UDCs, informative in nature and population size of each UDC. The respondents were selected on the bases of some key characteristics, the first was willingness to participate either male or female, not less than 20 years of age and finally direct or indirect involvement in local public or private organization. Throughout this study, I have interviewed total of thirty five individuals from all UDCs until replication and supplication of responses started.

3.7 Data Analysis

In social sciences, researchers use a number of procedures to analyse the data. Berg (2001) explains that the success of quality of research work is very much depends upon the selection of reliable procedures based on the nature of data collected. In qualitative studies analysis of data is a very challenging and exciting step; it demands the researcher's creativity and systematic searching abilities to sort out meanings from data (Ritchie & Lewis, 2003). In qualitative studies the data is in the form of text, written words, phrases, symbols describing and representing people, actions, and events in social life. Neuman (2000) similarly, explains that qualitative data analysis is a process of scrutiny, organising, and exploring meanings from words and actions of people to understand the unseen relationships for explicit reporting and discussions in academic and professional fields (Ryan, 2006).

3.7.1 Thematic Analysis

Researchers in social sciences use several approaches to analyze qualitative data accordingly to their research questions and objectives. Ritchie and Lewis (2003) in

most researches analytical approaches involves identifying themes, concepts under which the acquired data will be labeled, sorted, and compared to get hidden meanings out of the data. In the same way thematic analysis is the approach which refers to the process of analysing data, discussing commonalities, relationships, and differences in every data set (Gibsom & Brown, 2009).In this study I have used thematic approach; the aim is to identify themes and patterns throughout the data to relate the meanings from each theme which best answers the research questions.

According to Braun and Clarke (2006) an important use of thematic approach is to analyse the data and go deep into details of each response and action. This can be possible through deductive and inductive approaches. Both of the approaches were used in this study. The deductive approach guides us to code the themes that have been generated from the theory that we already have studied, alternatively, inductive approach leads us to code the themes from data that have been collected from the field. And in the larger part of the study the inductive approach is used because this is a data driven approach.

3.7.2 Framework Analysis

Framework analysis is one of the flexible tools for data analyses which is used during conducting qualitative research using thematic approach. It allows researchers to collect data and analyse it in multiple stages, scrutiny, charting, and sorting themes in accordance with research objectives. In this study, framework analysis was used explaining each step separately to understand the specific research questions, limited time span, and existing issues.

3.7.3 Transcription

Srivastava and Thomson (2009) explain that the nature of qualitative data is very wide, includes descriptions of events, people, attitude, behaviour, social interaction, thoughts, beliefs, and pictures. Due to the large volume of data that can be gathered during qualitative research, it is difficult for researchers to make a transcription of a single material. Therefore, researchers prefer to specific technique to translate the data into text. As Gibsom and Brown (2009) suggested thematic analysis does not require

details of each conversation, hence the verbatim transcription is used in this study. It has further two types, true verbatim and clean verbatim. To refrain from situational complications, sounds (Hm, um, and ahh), punctuations, body posture, voice tone, emphasis and emotions, etc., which are primary considerations of true verbatim technique, this study is based on clean verbatim procedure. The clean verbatim technique was used to produce simple and original meanings from each response disregarding situational complexities.

3.7.4 Familiarisation

Ritchie & Lewis (2003) describes that in order to construct a good thematic framework, the qualitative data analyst must gain an overview of the each of the interviews, field notes, observations, and document to become thoroughly familiar with set of a data. And it is key activity before analysis of data to become aware of each idea, theme, and issue. Keeping in mind the importance of familiarisation step I have read fields notes, and listened to voice records couple of times to reasonably able to write down the hidden patterns. Ritchie and Lewis (2003) emphasised that familiarisation process should continue until it is felt that diversity of circumstances and characteristics within the data set has been understand

3.7.5 Coding and Indexing

According to Flick (2014) the most widely use categorising strategy in qualitative data analysis is coding. In coding the data segments are labeled and grouped by category. They are then examined and compared, both within and between categories. Likewise, while conducting framework analysis the third step is coding and indexing. Coding draws attention to a commonality within a group of data. We can distinguish two types of codes; apriori codes and empirical codes. Apriori codes are defined prior to the examination of data, while empirical codes are generated through the examination of the data itself (Gibsom & Brown, 2009). Once an initial list has been generated it is important to construct a manageable index. This is achieved by identifying links in categories, grouping them thematically and then sorting them according to different levels of generality so that the index has a hierarchy of main

and sub themes. This whole process of coding and indexing can be done through manually by giving numerical numbers to each theme and sub themes (e.g 1, 2 3, and 1.1, 1.2). And the second technique is using through computer based software Nvivo. For the convenience of this study, I have used manual process of coding by giving codes to each line, this helped us to code single phrase, sentence, and statement.

3.7.6 Charting of Themes

Ritchie and Lewis (2003) after coding the initial themes, the next task is to review the coding and indexing tables to identify final themes and ideas. The objective is to look into details of each description and ideas to include the missing themes in previous coding stage. At this stage I have identified and redefined each theme to ascertain the aspects each theme is covering and organise every description to maintain consistency and coherence. At the same time, I have explained why each description is important and how it is interesting to get meaningful understanding. This technique of charting themes and subthemes in tabular form helped me in the refinement of each theme and subtheme in single and couple of sentences by giving a meaningful title.

3.7.7 Mapping and Interpretation

The final phase of framework analysis is mapping and interpretation which should provide a coherent, concise, logical, and reliable description of each record considering the implicit and explicit meanings of each theme (Srivastava & Thomson, 2009). The themes should be matched with the evidences from data, without giving unnecessary explanations to avoid complexities. To capture the essence of each theme and its prevalence I have described each theme in a local context with accounts from results. Additionally, at each point, every explanation of theme gives an argumentative account from results and observations are presented to answer research questions and achieve objectives of the study.

3.8 Locale

For this study, I have selected one of the most stunning valleys of Pakistan, namely Hunza. This valley is famous for cultural richness, natural environment, and mountain peaks covered with snow in all the seasons. Hunza valley got attention from people around the world after the publication of novel "The Lost Horizon" by James Hilton. In which Hilton explores the geographical location of people and their living patterns. The tangible and intangible history of Hunza explains us about the stopovers of British and Russian armies and their activities in these mountains for strategic gains during the late 18 century. Historically Hunza remained independent state; however merged with Pakistan in 1972 by the former prime minister of Pakistan Zulfiqar Ali Bhuto. Presently, despite the issues of the legal status of region people of Hunza are following prominent political parties of the country. The continuous impracticable promises of political parties of Pakistan to promote the whole Gilgit-Baltistan as the fifth province have failed and hardly Hunza got the status of district in 2015 to reorganize the historical modes of idolized development plans. It's bordered with China through the Khunjrab pass and extends to rest of Pakistan connecting Gilgit via the ancient Silk Rout and now called the world famous Karakoram Highway (KKH) which was completed in 1978 with the help of Chinese government.

Hunza comprises three clusters; lower Hunza (Shinaki), which is less privileged in all basic facilities, like, electricity, road access and water as compared to other areas. Secondly, central Hunza, which remains the core of all development projects and commercial activities. The third section is upper Hunza (Gojal) which is composed of very remote villages between mountains. The Shimshal, Misgar, and Chupurasn valleys in Gojal are very remote settlements with narrow road access and low temperature; most of the people are living happily without modern amenities of life. They have built their own livelihood structures to cater geographical and environmental hardships. Aliabad, Haiderabad, Karimabad, and Altit are major settlements in central Hunza, Gulmit in upper Hunza and Nasirabad in lower Hunza.

The ninety-nine percent of people in Hunza belongs to Shia Ismaili Muslims faith and rest is believers of Shia sect (Jaferya). The Ismailies are third largest religious group

in Gilgit-Baltistan, following the Shia and Sunni sects. The Ismaili community has very peace loving relations with other faiths across Gilgit-Baltistan and calls them sister communities. The community is working under a highly centralized system of Shia Imami. Ismaili councils based in Karachi, most of the religious and other socio-economic decisions are being made in national councils and further, they are answerable to the Imam of the time Prince Karim Aga Khan. These systematic and hierarchical setups help the Ismaili community in Hunza to participate in common development opportunities. The lack of interest of state towards engaging people in development interventions creates vacuum between administrative agencies and local people. Most of the authoritative administrative positions are held by outsiders; in one sense the people are absentee stakeholders of state institutions. From my field study, I have also observed that people of Hunza are always waiting for foreign funds and skills. A great number of skill and unskilled youth are working in cities on limited incentives. And the most unfortunate fact is that most of the educated people are moving towards urban cities, many complaining about unavailability of resources to materialised their skills and perform with respect and dignity.

Nonprofit organizations (NGOs), have been seen as initiators of building bridges between state departments and the local community. Especially Aga Khan Development Network (AKDN) and its subsidiary organizations have been engaged in promoting education, women rights, financing, water and sanitation, environmental protection, skill development and health. And the success of many interventions leads to the birth of new grass-root organizations in many villages (Karim, Mohammad, & Serafino, 2012). Though different development appraoches AKRSP has implemented almost hundred small and medium size projects to link small villages through roads, water channels to use the land for agriculture purposes, and other micro finance supports to women to initiate business enterprises from grass root level.

According to field statistics, the total population of Hunza is approximatley eighty thousand (80,000) spread in 44 villages. The large part of popualtion comprise of young people below 30 age out of them 12858 are school going kids in 64 schools in different villages. The one thing that makes Hunza eminent among small valleys in Pakistan is its literacy rate, which is believed to be above 90% by an equal division

of both male and females in labour force. From spring to summer season people grow potatoes and wheat and also engaged in watering fruit plants like, apples, walnuts, apricots, grapes, cherries, berries, and pear and from begining of autumn to winters people spend their days making arrangments for storing food for animals and heating their houses because of poor electricity facilities. Hunza is also known for hospitality and festivals, silk rout cultural festival, Ginani festival (Persian calendar new year), and other sports and cultural events by Ismaili community.

one of the reasons for choosing Hunza as my research locale is because it is the first valley which connects Pakistan with China to implement the China Pakistan Economic Corridor (CPEC) a multi-billion mega project. It is commonly believed that this mega project will bring huge infrastructural changes in Hunza district and the same time other realted development projects at local level. It has been observed from KKH extension project that, flow of workers will also rise in this area for many development purposes.

These mega projects (CPEC) certainly modify the financial circumstances of the country, but at a local level the possibilities of the decadence of environment, local culture, monetary inequalities, and other social values are at risk. The local administration and community have very little knowledge about ramifications of mega projects on small villages like Hunza. My field data shows that Hunza is moving towards urban settlement, eventually several unique attributes will be lapse which should be central components of progress and advancement. In recent years the mass flow of tourists have created uncertainties among local people because in the name of economic development and promotion of local culture many social values were bargained and ethical principles uncovered, which are commonly accepted as immoral way of economic advancement.

Chapter IV

DATA ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter would explain the results emerged from data analysis process. This covers the main themes generated from various codes and key words. The core theme and collectives themes are as under.

4.2 Meaning of Rural Development

The meaning of main theme 'Rural Development' has been changed for most of the people. The data shows multiple elements took place the historical approaches of development in Hunza from agriculture to modern education. Access to information and movement to other places have changed the behaviour of people and they are always ready for change process.

A female aged 27 member of local support organisation and Master's student responded the meaning of rural development in following manner:

> "…..***Development means to get information about our present and future economic and social conditions".***

For larger population education is means to end of development. In the first place, every household spends the major part of their income on education to encounter the economic and social uncertainties.

A young social worker aged 45, explains his views about the phenomena of rural development in the following words:

> ***"…..I prioritize two things; one is access to quality education for those students whose parents cannot bear the academic expenses. And Second priority is technical education".***

He is very optimistic about the future of Hunza, particularly the youth. He believes, in identification of niches to engage our young generation to equip with modern skills to play their roles in development process.

A development practitioner with extensive experience in rural development, aged 55 shared his views:

> ***"…..Developments mean participatory approach; progress cannot be made unless villagers do not have access to their resources".***

There are multiple methodological issues in implementing development programs by state institutions and nonprofit organizations. Most of the time local people are unaware of projects priorities, size and conditions. Without involving the local people in framing the development project the real fruits of progress cannot be accessible to larger part or those at the lower bottom of poverty line. This is major failure in traditional models of development in which people are not entitled to participate in decision making process.

A female aged 28 working for skills development institute in Aliabad replied;

> ***"…..The condition for a developed community is to what extent the people are skill full especially women".***

The reasons of under development and low progress in rural areas are the role of women and human skills to deal with modern trends of work. Despite the high literacy in the region on ground realities facts are different. Mostly young population has no good command on skills like stonework, carpentry, and electrician. And these factors costs local development in social and economic terms.

4.3 Role of Tourism in Socio-economic Development of People

Despite the high literacy rate and the large number of youth in Hunza, graduates have very little employment opportunities. It is right of every individual to have proper work opportunities for better sustainable living. Mostly, people are engaged with services industry in urban areas and in rural commercial centers. A large part of young male segment is engaged in local hotels and retail stores which are totally

based on tourists. Despite, holding business degrees females are teaching in secondary schools due to unavailability of logical framework for business ventures. A development practitioner responded on the status of jobs market in Hunza:

> ***"…..There is no large scale industrial unit in Hunza which can give employment to people. Many people are associated with NGOs, educational institutions and tourism industry. In last few years, opportunities for employment have been flourished by tourism industry for transporters, retailers and restaurants".***

Without the support of government and local hotel industry in Hunza, employment opportunities cannot be introduced to the large level. The success of tourism industry has opened new avenues for hotel owners to expand their business operations to the large customers. It seems clear that the internet and cellular services has created large opportunities for business promotions through e-marketing and other social media sources.

4.4 Impact of Tourism on Local Community

The people of Hunza were prominent for their unique culture and rich history. Respect for elders, communal participation, strong social norms, and the graceful dressing was considered as the reason of development. Admiring the village life and rich sense of association with natural environment, an official of heritage site in central Hunza responded:

> ***"…..Historically people of Hunza have had strong social bond and have developed because of their culture and heritage".***

Now many inequalities are taking roots in Hunza, greediness for wealth, weak social norms, moral values, etc. The solid base of rural transformation in Hunza was once in hands of its workers, now the tourism promotion activities have changed the organisation of whole the process. A female school teacher and also working with local support organisation in Gojal aged 30 spoke against the modernist approaches for destroying the local social conditions. She further explained:

"…..Some people have forgotten their life styles for the sake of money and some of them have started bringing tourists in residential areas which are bothersome to other native people".

It was commonly observed that there exists concerns' regarding access to tourist in private spaces. Respect for others and welcoming other people in their villages are vital for social connectedness, but crossing the lines of local culture and beliefs are damaging the history of respect and hospitality.

During this summer couple of women harassment cases were registered at a camping site on Khunjrab top. Due to the absence of tourism policy, various tourists forget the local norms and moral parameters.

4.5 Impact of Tourism on Natural Resources

Natural resources played important role in socio-economic development of people. The high mountains, green fields, water, and glaciers have attracted so many domestic and foreign tourists in the last couple of years. The imbalance use of natural resources in recent years create realisation among people that the mass and unplanned tourism and tourist behavior becoming the cause of deterioration of the natural environment, increase in noise, and litter pollution. Some remarks of a respondent in KADO, were as follow:

"…..There is a center in Hunza which gives information on utilisation of natural resources to tourists. But there is no proper system of conservation of land and wild life and other resources. Only a few tourists take care of natural habitat".

At the same time, an official of local hotel replied:

".....***Some international tourists even guide us on the proper utilisation of natural resources".***

Waghmore (2002) while explaining the role of state in preserving the natural environment of rural areas, the NGOs and the state are failed to consider the most key local attributes. The author further explains the concept of ecological poverty. This

means over exploitation of natural resources. Very rarely our local administration and NGOs are focusing on educating and mobilising the people for the protection of the environment.

The significance of proper utilisation of is unquestionable. The natural environment supports our all livelihood activities, transport, trade, education, health, etc. proper use of resources reduces chances of human and natural disasters.

It is very sad to share that in recent years the weather pattern has changed throughout the year. In this summer tree blossom one month before normal pattern in February and snow fall in April was really uncertain changes in environmental conditions.

4.6 The Benefits of Information Technology

The importance of information technology cannot be ignored in rural areas. This is one of the constructive ways to get access to modern approaches of development.

To grow economically, enhancement of human capabilities, strengthening organisational competencies, and to compete with modern challenges in development interventions the rural communities must have to equip with latest tools of information technology (Irvine & Anderson, 2008). Adding to this explanation a professional in service sectors shares his views on the need of IT after successfully implemented a foreign funded project on promoting IT skills among local youth:

> ***"…..IT can work as a fundamental pillar in the development of the people of Hunza because we do not have options for other heavy manufacturing industry. A woman can work from home and access international market".***

The current condition of IT services in Hunza is not up to a standard level, Special Communication Organisation (SCO) is providing the internet service in commercial areas of Centre Hunza, and rest of the population has no access to internet. Additionally, all cellular companies of Pakistan are operating their services in central Hunza and a few in remote villages. And their quality of service is also not good to talk or use the internet in every village, people have to find special points to get better signals.

The people of Hunza have realised that despite the high level of literacy currently, not a single school has proper internet facility to teach students the latest tools and techniques in modern educational settings. Many are in doubt that the quality of education will be decreased if the situation remains the same.

Comparing the educational priorities and status in the region a female school teacher aged 30 responded in this way:

> ***"…..You can guess that things are quite changed now as it was in past; we produce quantity not quality. There is no internet access to teach children new subjects".***

The good news is that one of the key components of CPEC is the installation of fiber optic cable between Pakistan and China through this region for better internet access, many believe that this will be a game changer for local service industry to grow and boost at national and global level. But at the same time, it is important to train youth for this change with required skills and knowledge.

4.7 Tourism and Technology as Catalyst for Rural Development

The capacity of individuals to perform in social development sector is one of latest models of rural development. Unfortunately, the people of Hunza especially youth have not properly realized the need of entrepreneurial skills in IT and tourism services to utilize the untouched specialties.

Explaining mismatch between education level among youth and entrepreneurial skills ex-chairman Karakoram Area Development Organisation pointed out the following facts,

> ***"……Most of our youth are running just to get a degree and to be counted in educated segment without realising the scope and viability of their skills and knowledge to materialise for personal and communal development".***

The skill development and innovations in new business models based on IT and tourism resources that can change the fate of youth are absent in a sustainable way.

Because alone education cannot provide job opportunities to each individual. Therefore, someone has to take step and equipped him/herself with entrepreneurial skills to generate employment opportunities to rest of population.

Hunza is strategically located to serve other Asian countries, Europe, and Middle East with Chinese goods. The ancient Silk Route and current CPEC is a blessing for us if properly implemented considering its socio-economic impacts on local community. We are going to enter into great structural changes mainly in infrastructure and services industries.

To grow economically and technologically the youth of Hunza have to equip themselves with modern skills in tourism services. It is also obvious that the CPEC project will also create hundreds of skill based enterprises to entertain national and international businesses and hoteling industry.

4.8 Leadership and Policy Making

Without any doubt leadership qualities matter to change the fate of rural people. Dr. Abdul Hamid Khan was one of the prominent examples for all of us. The personal characteristics of Khan were very creative and dedication. The success of Comilla Academy and Orangi Pilot Project were the successful models of leadership and community based rural development in Pakistan (Inayatullah, 1976).

Unfortunately, the people of Hunza lost the chain of visionary minds who took the decisions and push forward this small valley into current situation. The major component which is missing today among people of Hunza is a visionary leader. Historically people of Hunza remain much happier than today, strong social norms, kind, hardworking, loyal to *Mir* (Prince). Many suggested that these norms and practices should be an integral part of development intervention. A member of local support organization male 54 responded,

> ***"…..We choose a representative, not leaders. Time has arrived to choose leaders who think for next 30 to 50 years and so take people forward accordingly".***

Before the removal of Princely State by Prime Minister Zulfiqar Ali Bhutto in 1974, development programs were already developed by Aga Khan Development Network, (AKDN) with the participation of local people.

Many respondents realize that, to develop our society in modern time they have to have a pool of educated ideal people to come up with viable development projects. Supporting the work of NGO's and feeling absence of dynamic leader, a resident of Haiderabad replied in following words;

> ***"…..It is not the duty of NGO's to make leaders, they work on a specific project and their role ends with the completion of the project. They are meant to create awareness and to familiarize with the rights".***

In the 21st century the development has become a problematic concept which has lost its genuine promise of progress. Similarly, development experts from the west were invited to analyze the development work and to offer a solution on the scientific basis. This has caused the demise the rational attitude among local people to come forward and use local resources and knowledge to cater development hurdles.

Similarly, a government official replied,

> ***"…..It is the time that our educated people should work for their community. No one from outside will come and work for our development".***

Facing the modern basic facilities of life many local put blame on development practitioners on the uneven transfer of skills among local youth. Therefore, it becomes the most urgent issue for local educated people to participate in gaining reliable sources of social and economic progress.

Responding on mechanism of development programmes in Hunza a Project manager at KADO told;

> ***"…..There is no proper legislation related to development tools and no investor invests there. Tourism is at its best now days but there is no check and balance and no food safety guidelines at restaurants. There is no policy for private investment and government does not proper mechanism in this course".***

The significance of policy cannot be denied in implementing development projects, like, tourism. In absence of proper policy framework tourism may be a cause of environmental degradation, destruction of rural values, and damage to cultural values (Sadiqqi, 1993).

Keeping people in isolation will create more issues in recognising the genuine needs of people to build better future to next generation. Hence, the better future relies on leadership skills of youth to formulate policies to rearrange the institutional structure in the region.

4.9 Public and Private Development

In the current context of rural development programs in Hunza, it is unfair and incorrect to put the blame of problems in rural development projects in a mountainous area on state. The jungle of international aid in rural areas across the globe has so far neither realised the issue in it's originally nor developed a solution for long term action (Lampe, 1981). This raises questions of who is responsible for what.

The inhabitants of Hunza are not relying always on government development programmes. But they have realised the need of education and build schools, face shortage of water constructed water channels to utilise local resources. Appreciating the role of NGOs in development process Chairman KADO said,

> ***"…..We would have been in Stone Age if we would depend on government for development. Our ancestors have worked with civil organisations and developed on their own models of socio-economic development".***

No doubt organised institutions can alter the internal and external socio-economic dynamics of communities, but unfortunately, the role of state institutions remain absent from development process in Hunza. Locals believe that to counter the underdevelopment the bottom level efforts should be based on needs and wants of people. Every village or community will be able to recognise the unfamiliar perspectives of development.

Responding on efforts of local Community during 1960s a hotel owner in Altit village shared;

"…..People of Hunza were never depended and even before 60's, people of Hunza were prosperous".

A doctorate student in Aliabad responding on the role of government departments and NGO's framework in leading local communities in growth process in following points;

"You can experience it yourself that government projects are slow paced, politically influenced and they take much time to complete through lobbying. This is the reason people in Hunza do not depend on Government".

4.10 Collective Themes

4.10.1 Infrastructure

Roads:

The development of rural areas is mainly dependent upon the available infrastructure capacities. The Karakoram Highway (KKH) links Hunza to China and rest of Pakistan. This brings a range of facilities to local people, transport, trade, education, health, and employment. As far as the road access to remote villages is concerned, the link roads are not in good condition, people have to wait for hours to escape from floods and rock sliding.

A development professional based in Islamabad clarifies the status of road access;

"…..KKH is the only road from Hunza towards other cities and also to China. During rain, KKH is often blocked for weeks and the Khunjrab Pass remains closed for 4 to 5 months during winters. In this situation, tourists face multiple issues. Even people do not have food items left because we demand these utilities from the Punjab and other provinces".

The significance of links roads between villages cannot be neglected. The villagers of upper Hunza Gojal in Shimshal and Chupursan valley have to travel through nonmetallic road for 3 to 5 hours to get to hospital for minor injuries and other health issues. Similarly, link roads are not in good conditions e.g. from main the KKH to

villages of lower Hunza, Hussainabad, Khanabad, and Mayon the link road is in very bad condition full of slush and dust. In central Hunza villagers of Khoshi and Ahmed Abad have to travel through hardly eight to nine feet wide nonmetallic link road for all daily household activities to reach local market, schools, colleges, work, and to hospitals.

Electricity

The electricity takes the modern development interventions to successful models. It supports education, businesses, health, communication, and creates job opportunities. A tour operator based in Islamabad explains the reason of being running office in the capital city:

> ***"…..I have my office in Islamabad because power shortage is a huge problem in Hunza".***

A member of hotel association replied:

> ***"…..The biggest problem in development is power shortages. How education, health and tourism programmes will run when there is no electricity? There is hardly three to four hours of electricity in Hunza. Who will invest when there is no return?***

Like across Pakistan the issue of electricity also exists in Hunza despite of abundant water resource. A single village in central Hunza Ahmedabad has its own power station enjoying the pleasure of electricity making other villages jealous of their commitment. Basically this station was built by the technical and financial support with the AKRSP and labour work with minimum subscription fee by the local community. For many visitors, commercial owners, development practitioners this is an outstanding project of utilisation of water resources through partnerships.

A hotel manager in Hunza shares his views on the shortage of electricity in Hunza as:

> ***"…..Nobody knows that what is the electricity production capacity and utilisation in central and upper Hunza".***

The incompetence of administrative departments to deal with the shortage of power in the region a development practitioner responds in following words:

> ***".....None from Electricity Department bothers about this issue. They only take the machine to Lahore for repairing and it again rusts down after a month. This is just a way of money making for them from many years".***

There are multiple other issues which are associated with the power which are mostly debatable in all social and economic spheres, like the use of IT equipment's in all public and private institutions, in district hospitals in Karimabad and Aliabad, and importantly household utilisation.

4.10.2 Education

Education has remained one the key priority of people in Hunza. Despite the limited income many parents are sending their kids to schools. Hunza has one of the highest levels of literacy among villages in Pakistan.

With the passage of time parents and students are facing multiple issues. The access to better education is hard for the larger population. Apart from central Hunza, most of the villages have no properly trained teachers and better class room facilities for the winter season. It has been learned from my field observation that most of the students left for cities for higher education after secondary schooling, due to absence of colleges. It has been also observed that there exists a big gap between private and government schooling systems. Most of the people have less confidence in government schooling, because of poor teaching methods and approaches and political affiliation of teachers with ruling party.

A Political worker from Central Hunza while sharing his views on accessibility and affordability of modern education to rural youth responded:

> ***".....My concentration is on the accessibility of education which should also be affordable and to support children who are qualified for higher education".***

The educational revolution in one of the mountainous regions of Pakistan by the Aga Khan Development Network Pakistan (AKDN) through its subsidiary organisation Aga Khan Education Services Pakistan (AKESP) by opening schools in each corner of the region in 1960s totally changed the fate of people. This whole process has produced the grate sense among locals for getting the education for next generation to improve living standards. At the same time, locals have also started to build schools by their own self-help basis.

With the passage of time and increase in population, the problems of accessibility and affordability started across the region. No doubt many locals spend the larger part of their income on education but the whole educational system in Hunza is gradually decreasing in its quality and quantity as well. I have observed many teenagers are working on daily wage basis for local shops and in other informal sectors.

One of the teachers in a local school in Karimabad also runs running a retail shop in the evening replied:

> ***"…..even my son is planning to leave schooling and ready to enter into some kind of profession where he can earn few thousands, like his cousin who is doing a good business".***

The problems in education in some villages are multiple. The mismatch between the number of teachers and student, quality of teachers, career counseling are key ideas for debate for all stakeholders'. Unfortunately, I have noticed during course of this study that a number of school and college going students has committed suicides because of low grades, financial stress, and other problems of accessibility of quality education.

4.10.3 Health

The prevalence of better health facilities in rural areas saves social and economic resources. Most of the people are in search of better health facilities because they have limited access to even cure minor issues and illness.

The state of health is not as good as education in Hunza in the current context. Most of the villages have small dispensaries but absence of medical staff and pills. I came

to know through field survey that there is no hospital with Operation Theater to treat minor surgical case or maternity cases. Most of the patient has to travel Gilgit 100 km paying private ambulance from their pockets. In the last couple of years due to mass tourism activities, people hardly can find a clinic for routine checkup and duty doctors in public hospitals.

A single private unit of Aga Khan Hospital (AKU) is serving people most of the time, the three other government basic health units in Aliabad, Karimabad, and Gulmit have insufficient space and other facilities. Someone can hardly find a doctor in the evening time.

Once a member of local support organisation a Female aged 45 who is back from Karachi after her treatment responded on the status of health facilities in Hunza:

> ***"…..There is no proper system for treatment in hospitals. There is no specialist to consult and most doctors do experiments on patients in all hospitals".***

Without any doubt, rural people are prone to injuries due to their work environment and daily activities. The absence of organised medical facilities people rushes to Gilgit or Rawalpindi whenever they suffered surgical problems.

In contrast to the historical attribute of people of Hunza for their long life, now that key characteristic is somewhere lost by public administrative bodies and local representatives in search of fallacious development.

4.10.5 Poverty

The continuous development interventions by nonprofit organisations have altered the poverty dynamics of Hunza. The magnitude of poverty differs between individuals, families, village and community. Despite the interventions, the scope of poverty in remote villages of Gojal is wider. Inadequacy of public infrastructure and information gap between rural poor and decision making bodies further creates poor use of resources. Additionally, the prospects of good living conditions for the poor people of villages depend on multiple factors, population growth, and technological growth, access to markets, and policies and planning process. The contribution of each

element is very important to identify for each rural region. Unfortunately, in rural areas these government programs are not based on these factors.

Commenting on income inequality among larger population a female student member of local support program aged 28 from Gojal responded as:

> ***"…..Means of earning is limited and some families cannot eat and wear as per their wish".***

The rural people are living between limited geographical boundaries; most of the people in Hunza prefer education for coming out of poverty. They believe education can be a tool to get involved in decision making.

It has been observed throughout this study is that the gap between poor and rich are increasing with great speed. Few people are enjoying most of the amenities of life, they have greater participation in rural strategic decision making, jobs, economic resources, and strong class based development structure.

In fact, some development programs, like micro financing and women skills programs decreases the sense of powerlessness among individuals. They can easily start their own source of earning by using internet for online freelancing, and selling homemade food products to local hotels and to direct tourist via small outlets in local markets.

4.10.6 Social Welfare

In lines of tradition, the people of Hunza have recognized the need of social welfare activities in their daily life for becoming a better society, mostly a household who own a larger piece of land, number of trees, and food items share with other individuals in respective village.

The assessment in this study reveals, the qualitative attributes like unconditional helping other among local community has been transformed into materialistic form. The society is moving from collective development approach to materialistic and individualist approach. There is considerable amount of socio-economic differences among villages and individuals. The ones who own economic and physical resources are getting richer and richer, and those who have limited education, access to

information, and economic resources are squeezing into corners of rural underdevelopment.

A villager from Gulmit aged 65 responded on the least preferences given by development sector and public administration on basic needs of rural people special in Gojal:

> ***"…..Ham sada log hai, ham apny masail apny haad pay hall krty hai. (We are simple people. We solve our issues at our level)".***

Additional, it has been experienced from the field there is a huge difference between development priorities of NGOs in central Hunza and other remote villages. As anyone can easily see the condition of rural people in the winter season, people have to live in harsh weather conditions.

An important observation is that the current educated population of Hunza is less familiar with the strength and connectivity of social welfare activities in society. More or less they have disowned from such strong social norms to help themselves or participate in communal rituals.

4.11 Discussions

4.11.1 Urbanisation of Rural Areas

With the changes in approaches of rural development socio-economic structure of Hunza is moving towards urbanization. The findings show that urbanization and technological development was key priorities of people. Every individual is struggling for social and economic transformation to get a better education, housing, health, and other infrastructural amenities of life. Access to easily reasonable economic resources, housing, and other social facilities are rights of all common people. But due to the absence of policies and planning many people are away from these amenities in remote villages.

Similarly, tourism creates a new form of dependency on foreign and it is highly prone to natural and man-made disasters. The expectations of high returns from tourist activities many villagers in Hunza invested in infrastructure in cultivable land previously used for growing wheat and orchards.

The long term future of rural development is completely linked to the sustainable management of the available, human, natural, economic, and tourism resources. Therefore, to sustain the development process or in searching alternative development options tourism development has been taken as suitable strategy in rural areas of underdeveloped and developing countries (Rui-Ying, Jian-Caho, shou-kun, Xin-ge, & Quan-sheng, 2015). The tourism industry has been witnessed as a catalyst for enhancing the economic condition of locals. It has created an economic circle of cash flow from hotel owner to small retailers and people engaged in growing fruits and other home made products.

This study shows no body can deny the structural transformation of local settlements in main villages like, Karimabad, Aliabad, Haiderabad, Altit, and Gulmit. These popular tourist sites and service hubs are changing towards huge infrastructural and cultural change. The economic activities are making local settlements into urban commercial centers despite losing the authenticity of place and its culture.

4.11.2 The Rise of Services Industry

No doubt in the 21st century , the mountainous areas like Hunza, highly prone to natural disasters and highly dependent on other provinces for daily livelihood is under the urgent need for looking into new dimensions of development and survival. Now, the traditional agrarian transformation systems of pre 1990's need to be revised. There is a need for special programs with new concepts of development; such programs would promote local organizations and human capital. The findings show there is need of a master plan for promoting tourism and technology and other infrastructural capacities to engage youth with potential soft skills to minimize adverse social, cultural and economic impacts on society.

The natural and cultural environments are key resources for tourist attraction in Hunza, because of aesthetic value, and recreational value. However many of these features are sensitive to easily destroy or decay by human activities. Negative impacts arise due to insufficient planning and information sharing. Therefore to link the opportunities with potential resources the local have to equip themselves with modern soft skills, like, E-marketing, hotel management, carpenters etc.

Standing at services industry standpoint a respondent in lower Hunza described the options of sustainability in growing tourism industry and technology sector in below sentence:

> ***"…..God has gifted us natural resources and we have to prepare human skills to utilize the resources for our betterment"***

4.11.3 The Rich, Poor, and the Growing Gap

Without any hesitation, yes most of the individuals in Hunza have experienced development interventions and gain benefits from domestic and foreign funded projects. The fulfillment of basic human needs should be equally reached to every individual. The fruits of development economic incentives and other social benefits are not so far equally distributed between total populations. The economic benefits from tourism mainly under control of hotel owner and tour operators in case of foreign arrivals. Similarly, the technological earnings solely enjoyed by local cellular

companies and SCO. A very little portion of such earnings is reinvested or circulated in local markets. It is extremely important to note that most of the people of Hunza fear of increasing income gap. It is the responsibility of the local administration and local community to analyse the cost and benefits of tourism and technological services.

It is also important to categories the commercial activities according to their services, like hotels, restaurants, and heritage sites. This will help all stakeholders to keep eye on business activities. It is evident from this work that most of the hotels and guest houses in Hunza are working without any policy. Most of them charge high room rents and food charges.

A member of local support organization in central Hunza commented on activities of local businesses and tour operators in following words:

> "…..***Hamy tourists k any say koe faida nae, hotel waly kamaty hai or wahi sehrun mai jaky kharch karty hai. (We have no benefits from tourists; hotel employees earn their money and spend it in cities)".***

4.11.4 Awareness and Understanding

It is evident from the literature and findings that the impact of modern infrastructure and mass tourism has changed the lives of people and their living patterns. Nobody can avoid from modern techniques of development, but many people are concerned about the loss of local culture, traditions, norms, and environment. They are in favor of internalizing the modern skills to create awareness about the potential benefits and possible uncertainties which will affect their social life, economic activities, and importantly the environment. They viewed quality education, better health facilities, electricity, paved roads, and technical skills main segments for sustainable rural development. Importantly they believe China Pakistan Economic Corridor (CPEC) will greatly affect the whole socio-economic structure of Hunza. Therefore, local community and administration have to understand the long term impacts of this mega project and educate mainly youth about the possible means and ends. Detailed development guidelines are required to implement tourism and technological projects

which would serve the community in a better way. They would cover awareness programs on water utilization, carrying capacity of the land, waste management, technological inventions, adverse social impacts, and public-private partnerships.

Chapter V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This study has investigated the socio-economic impact of tourism and technology on living standards of people of Hunza. The traditional models of rural development were unable to recognize the unexplored surfaces of rural development. The conclusion of this study identifies that rural development is multidimensional phenomena and process. It takes into consideration multiple outlooks and aspects based on untouched potentials. The meaning of development varies among villages and people.

For wiser utilisation of tourism resources and technological opportunities quality education, technical skills, infrastructure and well organised policy will play an important role for all people in Hunza. The earlier studies and field surveys show the growing socio-economic problems like, income inequality, environmental degradation, poor infrastructure etc. which hampered the development interventions either by individuals or public departments.

No doubt the income is considered as one of variables for measuring poverty, but other variable like participation in decision making, the role of government departments, policies for use of natural resources, and other cultural attributes are missing across the Hunza.

It is also concluded that participation of local community in development interventions is very important. The absence of policy in administrative offices to monitor the infrastructural development, like construction hotels and restaurants, roads, electricity, water and sanitation, preservation of local culture and security measures have created fear of loss to the beauty of villages, destruction of local culture and creation of urban centers.

The conclusion of this study also identified the importance of valuing local culture and traditions to create sense of responsibility among youth to initiate development projects without compromising the needs of future generations.

5.2 Recommendations

Without any doubt, the monthly income of local people is considerably good, but other modern amenities of life, like infrastructure, health, entrepreneurial skills, quality education, preservation of natural resources, and cultural values are still in questionable condition and they must be key policy level priorities of local administration and community development organisations.

To rethink the articulation of tourism and technology as rural development strategy there is need of detail study on each segment to build a sustainable development policy involving the local community and other stakeholders. The conclusions of this study should be taken into consideration for similar nature of study in other rural parts of Gilgit-Baltistan.

Hunza valley had transformed from subsistence agrarian sector to participatory model of rural development, but there is need to study the technological opportunities and natural potentials to develop a modern sustainable model of development to take advantage from mega projects like, CPEC.

This study also suggest that there is need to put a limit on the use of local cultural values, traditions, natural resources and unnecessary urbanisation to assess the needs and preferences of local people to avoid unusual effects of globalisation and modernisation.

It is also evident from the study that the development projects of NGOs are not for long term except creating awareness. For long term sustainable development the involvement and empowerment of local people in policy making is very important on urgent basis.

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Appendix A

Community Members and Representatives of local Support Organizations

Name of Interviewer: _____

Date of Interview: _____

Specific Location of Interview: _____

General Information about Informant:

1) What is your profession?
    a) Employed – (as what?)
    b) Self-employed – (as what?)
    c) Student
    d) Other
2) Gender
    a) Male
    b) Female
3) Academic Qualification
    a) Under Graduate
    b) Graduate
    c) Maters and Above
4) Age Group
    a) -20
    b) 20-29
    c) 30-39
    d) 40-49
    e) Above 50

<u>Experience and Views about Tourism and Technology and Current Conditions</u>

1. What does the word tourism mean to you?
2. Why do people visit Hunza?
3. Why do people visit Hunza instead of somewhere else?

4. Who is in the charge of the places and things visitors come to do/see? (Is it the government, NGOs, tour operators, businessmen, no one?)

5. Are the places that people come to see taken care of like they should do?

6. Do you feel like you benefit personally from tourism?

7. Who benefits most from the tourism in Hunza? (Tour operators, Government, Shopkeepers, Locals)

8. How you see introduction of information technology Hunza?

9. Who benefits the most from information technology? (Locals, Tourism industry, Tour operators?)

10. What are barriers to development?

11. How far tourism impacts on local communities? And in what are the ways?

12. What are the most prominent models of rural development?

Appendix B

Officials of local Administration and NGOs

Name of Interviewer: _____

Date of Interview: _____

Specific Location of Interview: _____

General Information about Informant:

Organization name: _____

Designation: _____

Gender: _____

Experience and Views about Tourism and Technology and Current Conditions

1. What are the main fundamentals of tourism in Hunza?
2. What is the role of tourism in socio-economic development of local people?
3. Are the places that people come to see taken care of like they should do?
4. Who benefits most from the tourism in Hunza? (Tour operators, Government, Shopkeepers, Locals)
5. Are there any administrative regulations to monitor tourist activities?
6. How you see introduction of information technology Hunza?
7. Who benefits the most from information technology? (Locals, Tourism industry, Tour operators?)
8. What are barriers to development?
9. How far tourism impacts on local communities? And in what are the ways?
10. Are there linkages between tourism and technology?
11. Have the effects produced by these tourists programs been studied?

Appendix C

Officials of Heritage Sites, Hotels and Tour Agencies

Name of Interviewer: _____

Date of Interview: _____

Specific Location of Interview: _____

General Information about Informant:

Organization/Site name: _____

Designation: _____

Experience and Views about Tourism and Technology and Current Conditions

1. What is the historical depth of tourism in Hunza?
2. How easy/difficult is it to manage tourism activities in Hunza?
3. In your opinion Hunza has more potential to host more tourists? Please explain
4. How far tourism and technology effects on social dynamics of local people?
5. Are the places that people come to see taken care of like they should do?
6. Has the service providers invested in latest information technology in enhancing tourism?
7. Are there any administrative regulations to monitor tourist activities?
8. How you see introduction of information technology Hunza?
9. What are barriers to development?
10. Are there linkages between tourism and technology?
11. Can tourist finalize their visit using phone call and internet?
12. How do the local people feel and interact with tourists?
13. Do you have the capacity to influence the tourism industry?
14. What are the main complaints tourists have and about visiting Hunza?
15. Do you take personal interest/ participate in local affairs of people? (e.g. social, cultural, economic, and environmental)

Appendix D

Pictures Hunza Valley



Figure 1: 700 years old UNESCO listed Baltit Fort, Hunza

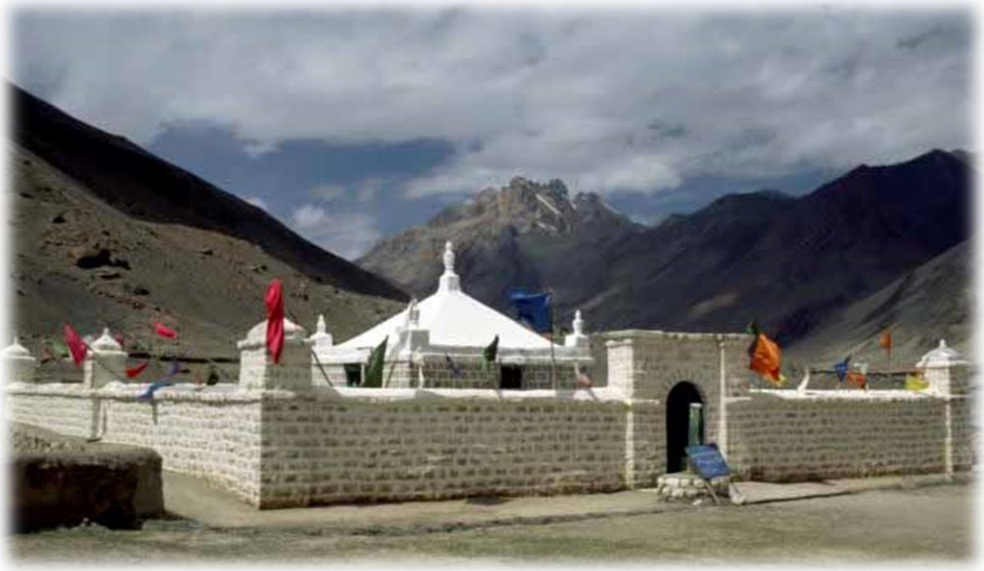


Figure 2: Shrine of Muslim Sufi Baba Ghundi,Chupursan Gojal

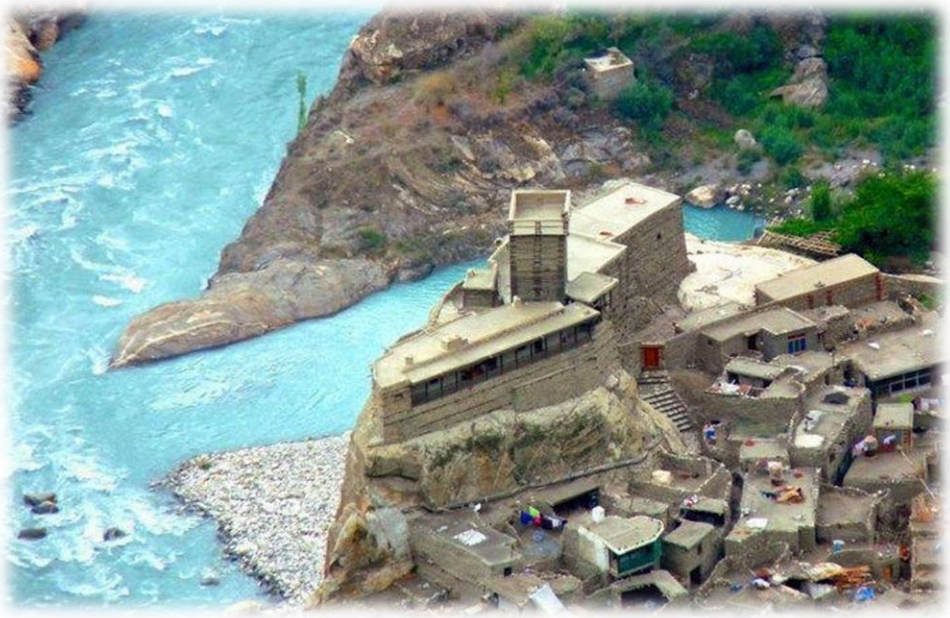


Figure 3: 11 Hundred Years Old Altit Fort



Figure 4: Sacred Rocks of Different Religions, Hunza



Figure 5: Atta Abad Lake, Hunza



Figure 6: Modern Settlements of Karimabad, Hunza



Figure 7: Famous Sunrise Spot Duiker, Hunza



Figure 8: Borith Lake, Gojal Hunza



Figure 9: Khunjerab National Park is Famous for Harboring Ibex



Figure 10: Khunjarb Pass situated at elevation of 15,397 feet bordering with China



Figure 11: Lady Finger captured from Ulter Meadow, Hunza



Figure 12: Rakaposhi 7788 meters High ,Captured from Haiderabad Village

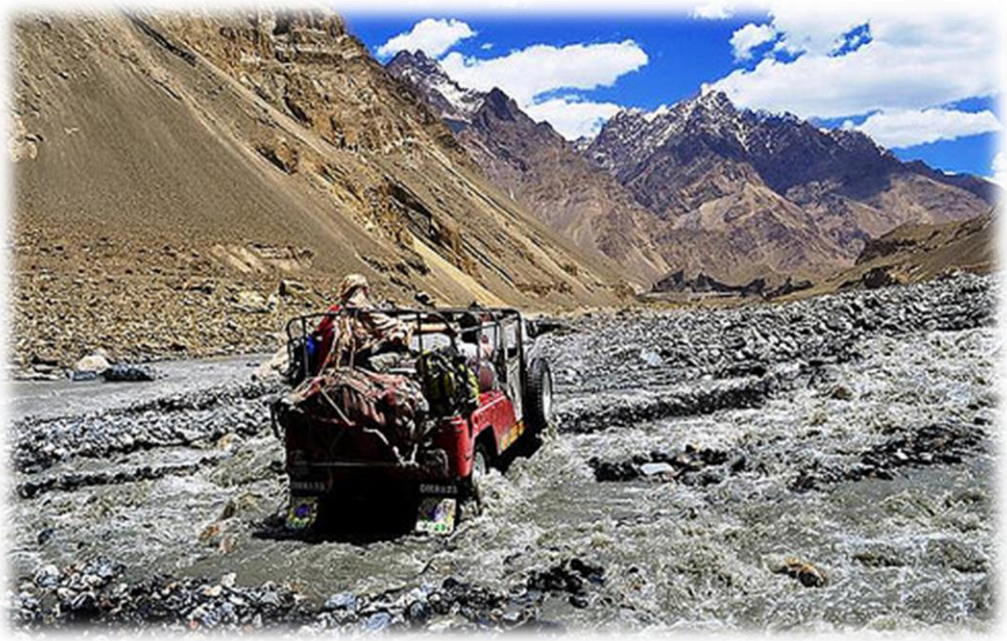


Figure 13: Nonmetallic Road Access to Shimhshal Valley, Upper Hunza



Figure 14: Batura Glacier 57 km, Upper Hunza