

The Socioeconomic Significance of Archeological Sites in Gilgit Baltistan: Case Study of Hunza



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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis "**The Socioeconomic Significance of Archeological Sites in Gilgit Baltistan: Case Study of Hunza**" submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Tourism has developed one of the leading industry of the world in modern times. Whereas heritage and archeological tourism is one of the fastest and emergent sectors in tourism industry. Archeological sites and tourism are reciprocal in relation. This study sheds light on the inclusion of local population can be more effective for the preservation of archeological sites. And furthermore, how archeological sites are contributing for the socio-economic development based on primary and secondary sources, this study argues that the authorities keen interest towards the preservation and conservation process. Archeological sites are important for future because it can play a very important component in revenue generation of a country and a region and also preserve a very ancient culture of the region.

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DEDICATION

This thesis is dedicated to my late mother for her love, endless support and encouragement. Mother you are not away but in my every breath.

Chapter 1

Introduction

Archaeology is, customarily, defined as the study of human antiquities and the ancient history. The ancient sites are the locations where the remains of prehistoric/historic civilizations are found. Among them several are visible but many of these sites are also under earth. Uncovering such sites require a careful digging and discovery. In present time a boost in the aspiration of excavating the archaeological sites has been witnessed all over the world. Excavations of the sites has resulted discovery of human settlements with potteries, streets, temples, houses, tools and various writings, paintings, and sculpture which have revealed ancient lifestyles and civilization. These excavations have helped out the historians to put a torch over the dark and unknown ancient history¹.

Archaeological sites are counted as most significant among all the immense natural travel sites. Archaeological/heritage tourism, also labeled as ‘archaeotourism’, is considered a significant tour that concentrates to visit and experience ancient sites and historical places. It is a form of cultural tourism which is aimed to bring public interest in archeology and the conservation of cultural heritage. There are, also, various other reasons behind an aspiration of archaeological tourism including a passion for learning about the earliest/ancient cultures that inhabited the area being visited. Archeological sites are major tourist attractions throughout the world. There are multiple examples of major archeo-

¹ Surabhi Srivastava.” *An Approach to Heritage Conservation and Area Development*,” University of Kota, January 2015.

tourist sites including the Roman and Greek cities in Europe, the Gandhran cities of KPK, Great Wall of China, the Taj Mahal of India, and the Pyramids of Egypt. These are the among the most famous tourist sites of the world where millions of people visit annually and generate millions of dollars to their countries.

The concept of archeological tours embodies visiting to cultural heritage dedicated parks, museums, exploration of conservation works, and it also includes attending traditional dances, festivals, and other cultural events and exhibitions of the centuries' years' old materials. This sort of tourism is significant to promote consciousness about our shared cultural heritage, to inspire public to visit archeological sites, and so it helps states to generate more tourist revenue².

Throughout the world a tendency of gaining knowledge regarding the archaeological sites among the tourist expertise has been witnessed, especially, in the recent past. The archaeological heritages have been the centers of attraction for the tourists due to this tendency of promoting archaeological tourism. Countries like Pakistan, Egypt, Peru, India, Mexico, Cambodia, and Italy etc. are among the most famous places where tourists package archaeological sites and monuments as special tours. In the new age evolution of the modern day's tourism, the world is showing a keen interest and promoting the heritage highways so that accessibility to the far flung and remote locations of the archaeological sites could get easier/possible³.

Pakistan is among the most famous countries of all around the world for its immense natural travel sites and mountainous regions. Along with the natural travelling sites there are also

² Timothy Darvill, *The Concise Oxford Dictionary of Archeology* (Oxford: Oxford University Press, 2002),12.

³ Surabhi Srivastava, " *An Approach to Heritage Conservation and Area Development,*"

University of Kota, January 2015.

amazing and diverse colors of history, traditions, and rich cultures that Pakistan represents in every corner of the country. Pakistan is blessed with every sort of geographical variations that include high peaks of mountains, long deserts, unending plains, and big rivers like Swat, Indus and Kabul etc. Our country also owns a lot of cultural heritages that is dated back from Achaeolian Culture which is 1.7 million years to the present day. Besides negligence, the archeological potential of Northern areas is not less than any province either in Pakistan or compared globally⁴.

In the recent past various governments of the state have been seen realizing the significance of archaeological sites for the preservation of national identity and bringing socioeconomic prosperity in the country. For this purpose, various national/international conferences have been held, international treaties have been signed, and regional and federal departments of archaeological heritage have been established. The authorities have been stressing to sensitize the decision makers, educationists, bureaucrats, and politicians for the promotion of archaeological tourism in the country. Following the tendency of the world, the government of Pakistan has recognized a positive approach about a renewed national narrative while considering a broader part of history, inspired by archaeology and heritage; and an economic approach of emphasizing the archaeological sites as essential components of development and revenue generation through tourism⁵.

The field of tourism is considered to be one of the major sources of economic growth. It is a crucial mechanism for generating employment and as well as income in both formal and informal sectors. Tourism activities supplement the foreign exchange earnings and so a

⁴ Samina Khalil, Mehmood Khan Kakar, and Wallullah, *“Role of Tourism in Economic Growth: Empirical Evidence from Pakistan Economy,”* The Pakistan Development Review March 12-14, 2008 (Winter 2007), 985-995

⁵ Ibid

rapid economic growth, due to that, helps attracting the foreign travels which leads to an increase in the foreign reserve of the country. If compared with the other developing countries, Pakistan presents a variety of charms and attraction in the arena of tourism. The ancient heritage sites of the country have boosted the glorification of the land and have added in the destination choices of the visitors. The most attractive tourist destinations, where a large number of people visit, include Swat, Kalam, Malam Jaba, Shangla, Balakot, Ayubia, Murri, Chitral, Gilgit, Naran and Kaghan valleys. Apart from these tourist destinations, currently, people are choosing several new sites to visit containing the mountainous and coastal destinations of Balochistan and Sindh. Moreover, the various heritage sites of Pakistan have also become the preferences of a high ratio of tourists. The glory of the northern region of Pakistan is highly comparable within the most beautiful regions of the world⁶.

Northern region of Pakistan is well-renowned for its diversity. The area has, historically, emerged with its unique legacy of interior civilization. Apart from this, as far as the beauty of the area is concerned, the remarkable high peaks of snow-covered mountains, cold and blue rivers of glaciers, amazing forestry valleys, and glass resembled clean lakes have glorified the region, and have made it a perfect choice of destination for visitors. The inter-connection of Himalayas, Karakoram, Pamirs, and Hindukush ranges, which are renowned for being among the most formidable mountain ranges of the world, have added in the visit worthy beautiful destinations of the area. In these ranges visitors enjoy with several activities like hiking, trekking, climbing, and exploring glaciers and glacial streams. The Himalayan region of Pakistan offers natural beauty with fresh air to the visitors which is counted among the unique belts. Apart from this, this belt is also famous for its diverse

⁶ Muhammad Irshad, Muhammad Anwar Iqbal & Muhammad Shahbaz, "*Pakistan tourism industry and challenges: a review.*" *Asia Pacific Journal of Tourism Research Quarterly* 23, no 2 (2018): 121-132

cultural representation, unique lifestyle, and traditions (Ibid). Along with offering a unique location of natural beauty consisting of rivers and mountains, the Northern areas also propose several archaeological sites attractive for the local and foreign visitors. The common attractive visiting areas of Gilgit Baltistan include Hushe valley, Bagrot valley, Fairy Meadows, Naltar, Deosai and K2. The conservation of archaeological sites in Gilgit Baltistan has been realized as among the major priorities of the authorities. The most famous sites places of GB are the Khaplu palace and Shigar fort in Baltistan, Altit fort, Baltit fort and the old Ganish village in lower Hunza and Ondra fort in Gojal (upper hunza)⁷

These major prehistoric sites of cultural inheritance, among all others, have been the focus of governmental or private tourist agencies in order to promote tourism in the area. The government and the authoritative departments/organizations are working on several projects for the rehabilitation of some historical places and cultural sites specifically. In Hunza Altit fort and Baltit fort are the source to local history and we can say that it is culture center and museum too. While on the other side Kaplu palace and Shigar fort are playing their role in Baltistan region. Both of these sites have created job opportunities to the local community⁸.

Around the forts the neighboring villages which were in danger of being empty in costless distributed up-to-date construction in the sites are reformed with the help of higher authorities and the energetic local people. Such activities set a new trend and a positive impacts on many aspects not only the cultural pride it may also help to reduce the cost for the infrastructure and in the construction field. For the rehabilitation process it is very important to include the local population to save the agricultural sector, to control the rapid

⁷ Muhammad Irshad, Muhammad Anwar Iqbal & Muhammad Shahbaz, "*Pakistan tourism industry and challenges: a review.*" Asia Pacific Journal of Tourism Research Quarterly 23, no 2 (2018): 121-132

⁸ Najum us Saqib, Asim Yaqub, Gomal Amin, Imran Khan, Faridullah, Huma Ajab, Iftikhar Zeb and Didar Ahmad. "*The impact of tourism on local communities and their environment in Gilgit Baltistan, Pakistan: a local community perspective*", Gilgit-Baltistan, Pakistan ,30 Aug 2019

construction and preserving the native assets and at the same time introducing modern living, including the waste management are the ongoing cultural development. Such huge projects need to involve the active member of the local community can help in large scale to save the assets and also the developmental activities will run smoothly. (Ibid).

Moreover, social initiatives are being facilitated in raising consciousness or awareness regarding how to use the traditional building practices and in promoting the use of greenwoods, like poplar, for construction. To address poverty and to boost the participation of women in local economic activities an initiative was started in 2003 to facilitate women from different family background to access in income generating process to help the family financially while indulging in the restoration projects which are going on. Meanwhile a female social enterprise (Ciqam) has developed an positive impact to involve women in skillful and nontraditional activities such as carpentry, tourism related activities like hospitality and other aspects which is related in income generating at local level⁹.

To sustain the protection and take advantages from the cultural and environmental assets in the modern era and the rapid flow of tourism are being applied complete tourism management plan. For such management plan it requires strategic plans. The higher authorities are also concern with GB they are participating and making partnership with the Government of Gilgit Baltistan as well as community based organization, Hoteliers, local municipalities, law enforcement agency and other AKDN agencies have been enforced to make sure that negative impacts of the tourism and tourists eased in a well-mannered and complete manner. Such projects have won numerous awards and prizes, British Airways Tourism for Tomorrow Award for the restoration of Baltit fort and Responsible Tourism

⁹ Ibid

Awards for Shigar and Khaplu fort, UNESCO Asia-pacific Heritage Awards for cultural Conservation (every year between 2002 and 2013).’Time magazine Best of Asia¹⁰.

The Aga Khan Trust for Culture has completed a number of other restoration projects in Gilgit-Baltistan and Chitral, but the area remains a treasure trove of temples, castles, temples, and other cultural and historical significance. Most have fallen into the destruction, but the potential is still there to use the experience provided by previous projects to revitalize this legacy into a viable economic asset that will lead to job creation, economic stability, and improved life style.

The economic significance of archaeological sites in Gilgit Baltistan has been realized and taken into account as far the archeotourism has helped the state to generate an increased income. This activity has benefited local communities in rehabilitating from socioeconomic crisis while it has significantly produced different financial opportunities for them. But on the other side of the image the need of ecotourism is also stressed to be implemented so that the land of local people of GB could be protected from all sorts of pollutions. The archaeologists also raise the threat of Destruction of sites if equal stances would not be taken in the response to an increased number of visitors and they emphasize a high focus to preserve these sites so that the archeotourism would proceed without any interruption.

Moreover, this research will demonstrate to know the socioeconomic significance of archeotourism, particularly, in Hunza. It determines to pay a special attention over the heritage sites of District Hunza that how far a good and active archeological tourism in the area is contributing to, generally, the development of tourism sector, particularly, to the

¹⁰ Ibid

economic development of the Pakistan. Furthermore, the research attempts to gain knowledge regarding the causal factors that may constrain the sustainability of heritage tourism comprising the alarming issues of heritage sites and consequences of a rush in those sites and a non-responsive reinvestment. Through collecting information of the importance, issues and solutions of a sustainable economic development process via tourism, the research seeks to examine several methods for this purpose of continuity.

Background of Study

Tourism is said to be involving societal, cultural, and monetary factor, and movement of persons within or outside their regions. It is multidimensional business movement which has incredible occupation limit through its work escalated nature, income creation by means of duty range for the most part of the lodging areas, and relation of diverse participation, business openings for businessmen, and financial improvement of the country. The field of tourism helps in neediness moderation and furthermore in improving sociopolitical and economic harmony. It is likewise known as the biggest intentional exchange of cash from rich to helpless countries. In the course of the last many years, worldwide the travel industry has acquired noticeable quality in the world. The travel industry may likewise be a kind of revenue to illiterate, aged, and retired people, who have no other options of generating revenue for their household. The capacity of worldwide tourist industry is huge in empowering worldwide sociopolitical and economic harmony by inciting intermediation, furthermore, framing a channel among different societies.

Pakistan, after its autonomy from British India developed as a modern country on 14 august 1947. Each of the four provinces are enriched with legacy and culture. The significant tourist sites in Pakistan include glorious and rough mountains, lavish fields, deserts, waterways, lakes, beaches, and other natural sceneries which have been focus of national and international tourists.

Pakistan is a well-known region in the domain of the travel industry due to the beautiful districts such as north, the Hindukush, Karakoram and the Great Himalaya which are counted among the highest tops on the planet. Kalam (Swat valley) in Pakistan's is known as the Switzerland of Asia. The hunza and Chitral valleys in Pakistan were the home to a little pre-Islamic animist Kalash community. The explore and archeological destinations of the Gandhara and Indus Valley civic establishments, Mohenjo-Daro, Taxila the Mughal Empire are the instances of most visiting locations in every season in Pakistan. This multicultural nature of the nation adds to the travel industry in the manner that it offers different traditions, customs and celebrations for the tourists and researchers to investigate and visit.

1.2 Research Problem

Archaeological sites are counted among the major attractive places for tourism throughout the world. In Pakistan, Archeological sites are ranked among the most visited places including beautiful natural views of mountains/rivers, restaurants, and shopping centers. The ratio of archeotourism is rising day by day which has become one of the largest sources of state economy. The heritage tourism has gained attraction of the passionate visitors due to what the tourist stakeholders and other private tourist agencies are committed to promote it more. Along with the economic advantage of a boost in heritage tourism this increase can have significant negative impacts as well. There is a counter argument of archeologists that rise in heritage visits is also leading to damage of sites and even many sites or portions have been restricted/sealed to prevent public visits because of deterioration. This alarming situation calls for the need of equal care. There is a requisite of taking serious responsive initiatives, equally by governmental stakeholders and local population, for the conservation and preservation of heritage sites to set a sustainable and systematic approach for state to generate revenue.

The attractiveness, fame of the heritage sites and the purpose of seeking historical knowledge cause a rise in visits and so this arise becomes a valuable source of revenue for governments and rehabilitation for natives from economic crisis. But, in order to guarantee the safety of sites and the continuous enjoyment by visitors, an equal reinvestment in site management is rarely ensured in most of the heritage sites of Hunza nor the local population is included in the preservation activity. Being anciently manufactured, most of the sites are much weak and at risk of deterioration and even destruction if not managed adequately and if the local people are not taken in within this operation. Rescuing our heritages will not only set a sustainable approach to generate revenue but this will also safeguard the educational, social, and historical potential of the sites.

One another problem that this research seeks to highlight is the vandalism and looting of the archeological sites due to an increased tourism which is regularly occurring. Several sites have gone through this issue after getting the attraction of a bunch of visitors. This issue raises the necessity of attention via a good management plan of a protected security in the sites. It becomes necessary to highlight the alarming need of providing security to the heritage spots for the sustainability and protection of our precious cultural heritage sites from vandalism and looting.

Moreover, archeologists also complain about lack of proper planning, budget allocation and excavation by the stakeholders which is surrounding the sites with a lot of issues due to what sustainability of heritage tourism is falling down. These sites portray the colors of past generations including their contributions, history, culture, lifestyle etc. All this need a similar presentation because if an incorrect/inappropriate picture is represented then this misinterpretation of sites would detract numerous visitors and knowledge seekers. The tour guides must be trained for proper presentation and for using adequate and correct signage via a well-planned archeological program including heritage tourism.

It is significant to explore alarming issues faced by the heritage sites that may constrain the way of heritage tourism which is a big part of state tourist revenue generation. The issues like destruction; exclusion of local people in the conservation activities; misrepresentation leading to detraction of visitors; least attention for management, low budget allocation and security; vandalism and looting; and untrained excavations must be highlighted with the help of authentic investigations. Tourism is one of the biggest sources of rehabilitation from economic crisis for the local people as well. The basic livelihoods are earned with the help of tourism. More than half population is dependent on this field. Local people must be included in the activities of tourism and in the policy making processes.

Research Significance

This portion of the research would discuss the significance of this study for further studies, undertaken in the same area of interest, and try out to draw a knowledge-based way forward for the sustainability of the field of heritage tourism. Before going through the discussion of significance it is important to know what this all study is about so that the further researchers of same area must know that how this research is able to help them and whether this research is related to their inquiry or not.

The central debate of this research is over the economic significance of archeological tourism in Hunza that how heritage tourism is importantly contributing for economic development and revenue generation (for state and natives as well) and that what consequences could be faced due to numerous visits in the heritage sites. Going through the repercussions of a rush in archeological places, the research attempts to collect knowledge about the policy implementations and stances of the national and international tourist departments.

For further researchers, this research proposes to have a glance over the economic significance of heritage tourism in Hunza and on the issues that may cause a hinder or barrier to the tourist activities. It seeks to gain accurate knowledge regarding the basic problems of archeological sites and attempts to recommend solutions with the help of the understandings of local people, stakeholders and previously done researches. The heritage sites are contributing, as a key tool, for the development of tourist field as far along with visiting other natural locations people are taking keen interest to visit the cultural heritage places. In addition to the general tourism the heritage sites are also preferred to be visited by the historians/archeologists for study trips. The significance of heritage locations is an important instrument for mobilizing more and more people for the purpose of tourism.

This causal role of heritage sites in the development of tourism is helping to generate a big part of revenue for state and natives as well. Local people are getting economic relief and rehabilitation from financial crisis due to this development in the field of tourism. This research attempts to draw local based knowledge regarding the consequences of a rush in the heritage sites which, the archeologists claim, is a genuine issue of the survival of these archeological remains. If a reinvestment of budget is not ensured for the preservation and conservation, then these sites can even damage.

The destruction of these sites may cause a fall in the ratio of revenue generation, which is highly dependent on tourism, and the tourist arena will also face several other educational and socioeconomic consequences. For which this study endeavors to collect information from the concerned archeologists/archeological departments about the stances of stakeholders being taken for the basic care, preservation and conservation of the heritage sites.

1.3 Research Objectives

1. To theorize the impact of archeotourism on the socioeconomic development of local population of Hunza.
2. To emphasize for the importance of the role of local population in the preservation and conservation of the cultural heritage sites of Hunza in response to the numerous visitors.
3. To gain knowledge regarding the importance of the role of, particularly, local population in the surety of promoting ecotourism in the response of a non-serious attitude of tourists towards environmental protection.
4. To create awareness and interest about the scope and significance of heritage tourism, among the locals of Hunza, for increasing opportunities of economic generation.
5. To know the socio-economic and environmental challenges being faced in the promotion and activities of heritage tourism in Hunza.

1.4 Research Questions

1. How far the inclusion of local population can be more effective for the preservation of heritage sites than the traditional policies of concerned authorities?
2. How much the archeotourism is contributing for the socioeconomic development of, particularly, the local population of Hunza?
3. While witnessing destruction due to numerous visitors, what responsive stances can be taken to preserve and conserve the heritage sites from destruction so that the heritage tourism would proceed contributing for revenue generation of, particularly, the local people of District Hunza?
4. How the role of local people is more effective in the surety of ecotourism in the response of a non-serious attitude of tourists towards environmental protection?

1.5 Hypothesis

The inclusion of local population of Hunza can be more effective for the preservation of heritage sites and so would help to set a more sustainable and systematic approach for state and, specifically, local people to generate revenue.

1.6 Literature Review

(Fazalur-Rahman, Iffat Tabbasuum, and Fazalul Haq 2013), in their piece of writing describe several aspects of tourism in Gilgit Baltistan including the potential, problems and development of tourism sector. The main focus of the article is on the changing patterns of foreign tourist inflow in the Gilgit Baltistan. Gilgit Baltistan one of the largest tourist area of the country after the Karakoram Highway was completed in the late 1970s. The region offers a diverse physical landscape and anthropogenic characteristics for international and domestic tourists. The region is famous for its wide potential for tourism including adventurism and mountaineering. While flipping the pages of history, the writers state that before the partition the British forces initiated the development of tourist resorts and tourism in those hilly areas¹¹.

British constructed those resorts in the main and strategic towns and those resort towns still exist in the small mountain ranges of the Himalayan range. When British left the Indian subcontinent, about 80 such stations were left behind that the British civil officers and forces used as summer camps. The administrative staff stayed into these stations in the mountains for several months in summer season. Several houses and hotels were constructed for the European visitors and various activities including get together, walking, hiking, bird-watching and many other sorts of enjoyments were done out there. Adventure tourism in the Himalayan, Karakoram and Hindu Kush region was limited during the colonial period because of the constraining lodging policies of the former feudal states. The complete exploration and mapping of the region was done by the Imperial travelers and explorers during the late nineteenth century.

¹¹ Fazlur-Rahman, Iffat Tabassun, and Fazlul Haq. "*PROBLEMS, POTENTIAL AND DEVELOPMENT OF INTERNATIONAL TOURISM IN GILGIT-BALTISTAN REGION, NORTHERN PAKISTAN.*" University of Peshawar, January 2012

The mapping and exploration of these imperial travelers were followed by real tourists after various changes in administrative setup in the Twentieth century. In the beginning the source of income generation was in the hands of local rulers and elites because the palaces and rest houses belonged to them as their private property. The local elites used to provide boarding and lodging facilities to the tourists. Gradually, with changes in the regional administrative policies the tourist infrastructure also changed. Today, along with the adventurist tourism Gilgit Baltistan is also famous for cultural tourism and sightseeing. The region offers highest mountain peaks and the longest glaciers of the world. The area is attractive for the national and international tourists for its natural, environmental, and cultural landscape. Hunza Valley is, particularly, very famous for the tourist purposes and that was previously known as Shangri La, means Heaven on the Earth (Ibid).

Following the above-mentioned debate of the article it becomes clear that this piece of writing only discusses the vast opportunities of tourism that Hunza offers due to its beautiful environmental, cultural and natural landscape. The writers ignore the major issues being faced by the field of tourism and consequences of this. Moreover, the importance of the role of local people in the surety of ecotourism and preservation of the heritage sites is also not discussed in the article. There is no debate over the socioeconomic developmental opportunities for the local people of Hunza due to a sustainable tourism. The article is less concerned with the ways of making tourist sector more sustainable and including local people in the activities related to it.

(Najum us Saqib, Asim Yaqub, Gomal Amin, Imran Khan, Faridullah, Huma Ajab, Iftikhar Zeb and Didar Ahmad 2019), in their article make a deep discussion over the tourist potential of Gilgit Baltistan. Giving the reference of the ratio of GB tourism department they mention that around 200651 tourists visit the northern part from the whole country every year. The writers mention the positive and negative impacts of a large influx of

tourism while remarking the environment and local communities as the main victims of this. Taking into account the perceptions of respondents from 340 questionnaires the authors come to know that the causes of tourism activities include damage of cultural heritage sites, deforestation, generation of solid waste, loss of biodiversity, air/water/noise pollution and other environmental issues in the districts of Hunza and Diamer¹².

Moreover, talking about the positive impacts the article says that nearly 90% of locals and 98% tourist businessmen revealed that due to a boost in the field of tourism they got economic opportunities, especially, of business and jobs. Before it the local people were suffering from financial crisis, but tourism provided them opportunities of a rise in the business of hotels and restaurants and apart from this a bunch of people have got the jobs of porters and guides. The local products including medicinal herbs, dry fruits, handicrafts and gemstones have, also, succeeded drawing the attractions of visitors and so offered a big source for local business. The writers recommend for guaranteeing the protection of tourism locations via a joint struggle of local communities and Government tourism agencies (Ibid).

(Peter G. Gould & Paul Burtenshaw 2014), discuss the outcome knowledge of the conference titled as; “Archeological and Economic Development” that was held at Institute of Archeology, University College London in 2012. The article describes the significance of heritage for the development of economy and society. Following some of the previous decades, the world has acknowledged the increasing demand of heritage sites contributing into socioeconomic, cultural, and political development. The world has begun conducting research to gain and promote the knowledge regarding archeology’s economic role. This

¹² Najum us Saqib, Asim Yaqub, Gomal Amin, Imran Khan, Faridullah, Huma Ajab, Iftikhar Zeb and Didar Ahmad. "The impact of tourism on local communities and their environment in Gilgit Baltistan, Pakistan: a local community perspective," Gilgit-Baltistan, Pakistan ,30 Aug 2019

area of interest still lacks theoretical foundations that results into the lack of a practical understanding to conduct good research in this area¹³.

Furthermore, the writers come up with the idea that archeological sites are very influential in generating public benefits in community and national level. But the relationship of economic development and archeology trigger contentious problems like; rush and in the heritage sites, destruction via increasing chances of breakability and stealing discoveries, mineral exploitations and threat to archeological records due to constructing roads and other usages of land. Though the increasing number of tourism in the archeological sites makes to local community livelihoods and national economic betterment but using heritage sites as economic advantages raises many questions as well.

What steps must be taken to balance economy and cultural values?

(Samina Khalil, Mahmood Khan Kakkar, and Waliullah 2007), in their piece of writing demonstrate the economic significance of tourism activities for formal and informal sectors and local communities. They mention tourism among the major sources of generating revenue for State and employment opportunities for the native people. In various far flung areas of Pakistan, especially the mountainous ranges, people with no other economic opportunities have got the opportunity of rehabilitation from financial crisis in the area. Tourism activities help to improve the foreign exchange earnings and several times provide financial help for the growth of manufacturing sectors via financing the import of capital goods important for that. This economic upsurge due to the rise in tourism has helped the

¹³ Peter G. Gould, Paul Burtenshaw. "*Archaeology and Economic Development*." University of Pennsylvania Museum of Archaeology and Anthropology, USA, 16 December 2014

country to draw an attraction of foreign travels (especially business/trade travels), and this has led to an increase in the foreign investment within the country¹⁴.

Furthermore, Pakistan presents diverse colors of tourism including the green and dried mountain ranges and plans, beautiful rivers and beaches, and heritage sites etc. The archeological sites, mountain ranges, Tombs and other natural locations of several areas like Gilgit, Balochistan, Punjab, Sindh, Swat, Kalam, Malam Jaba, Ayubia, Shangla, Balakot, Muree, Chitral, Naran Kaghan (many other parts of Khyber PukhtunKhwa) and other mountainous ranges take over numerous tourist attractions where millions of people visit yearly. Northern areas (also called as land of diversity) offer majesty and diversity of locations for tourism comprising of natural views of mountains, rivers, glaciers, forests and ancient cultural heritage sites. These areas bless the country with a variety of tourism activity. The writers mention that these locations are taking the attention of more and more foreign tourists every day (Ibid).

(Muhammad Irshad, Muhammad Anwar Iqbal & Muhammad Shahbaz 2007), claim that tourism has a big impact over other industries of national economy which brings about vital direct and indirect earning opportunities for trade, foreign investment and local development investments. The rich and diverse cultures, geographical biological colors and history of Pakistan have been mentioned as potentials for tourism in the region. Mentioning all those potentials of tourism the writers state that the sector of tourism is a considerable tool for gaining economy. Moreover, several major tourist destinations are noted in this article including Swat, Malam Jabba, Kalam, Shangla, Balakot, Kaghan, Naran, Ayoubia,

¹⁴ Samina Khalil, Mehmood Khan Kakar, and Waliullah, "*Role of Tourism in Economic*

Growth: Empirical Evidence from Pakistan Economy," The Pakistan Development Review

March 12-14, 2008 (Winter 2007), 985-995

Murree, Chitral, Gilgit Baltistan, and Neelum Valleys, and other archeological sites, beaches, and mountain ranges¹⁵.

The tourism sector of the country offers several beautiful, interesting, and informative locations for the tourists. The authors define tourism as a commercial activity which is helpful for economic development via generating jobs and revenue for the locals and state, earning a huge foreign exchange, creating path for extending mutual cooperation with other states, and developing the tourism sector. It also opens vital opportunities for creating extensive and fast financial activity, alleviation of poverty and inflation, and peace keeping in the region (Ibid).

(Kreutzmann, *After the Flood. Mobility as an Adaptation Strategy in High Mountain Oases. The Case of Passu in Gojal, Hunza Valley, and Karakorum* 2012) states in detail the issues of diversification of income resources after the flood in Passu village of Gojal, Hunza valley. The article discusses that tourism in the area increased after the construction of the Karakoram Highway in 1982 which ensured visits of international travelers as well. The income structure of the area benefitted due to the emergence of tourism in the flood hit area. Before this the mountain guides of Passu were involved only in the activities of accompanying the mountaineering voyages from Baltistan to Nanga Parbat. The construction of road guaranteed job and income generation opportunities to them¹⁶.

The tourist activities got improved gradually as there were only three small guesthouses in the beginning but today a lot of guesthouses are constructed over there that are sources of earning basic livelihood for the locals. Native people of Hunza also began offering the

¹⁵ Muhammad Irshad, Muhammad Anwar Iqbal & Muhammad Shahbaz, "Pakistan tourism industry and challenges: a review." *Asia Pacific Journal of Tourism Research Quarterly* 23, no 2 (2018):121-132.

¹⁶ Hermann Kreutzmann. "After the Flood. Mobility as an Adaptation Strategy in High Mountain Oases. The Case of Pasu in Gojal, Hunza Valley, Karakoram." Institut für Geographische Wissenschaften, Freie Universität Berlin, Malteserstr, January 2012.

services of trekking and mountaineering tours. People also opened travel agencies, got employments in travel agencies, and began many other travel businesses. With the help of people emphasize to Chinese Engineers the Karakoram Highway was expanded and widen in 2008 which safeguarded the sustainability of tourist sector. The number of hotels, restaurants and guesthouses increased. Events like Atabad Lake flood and other floods completely collapsed tourism for the time being. But the tourism entrepreneurs provided local services for development projects and relief provisions (Ibid).

(Teiji WATANABE, Yasuhiro OCHIAI, Kazuo MIZUSHIMA, Shuji IWATA and Hermann KREUTZMANN 2011), in their article make an analysis focusing on the current status of tourism and roles of local guide association in Passu, Gojal area of Hunza district. The purpose of the study is to formulate such a local guide association in Passu that importantly focus of four functions including: ecotourism-program development, environmental protection, fund raising and negotiation and communication functions. The local guides overrate their consideration of ecotourism while believing to be experienced Eco tourists. But the writers claim that these local rulers were found overconfident and not that much ready to implement their interpretation. They lack actual interpretive skills and knowledge of conserving the environment from pollution and wastages¹⁷.

Tourism is an industry of significantly improving the income-generation conditions, especially, of deficient areas. The mountain tourism of attractive regions has been the main charms of the tourists so far. Ecotourism has been promoted via action plans since 1980s and it has been considered that without ecotourism sustainable development is impossible. Ecotourism itself can, surely, be manageable when nature protection along with planning

¹⁷ Teiji Watanabe, Yasuhiro Ochlal, Kazuo Mizushima, Shuji Iwata and Hermann Kreutzmann, "Current Status of Tourism and Roles of a Proposed Local Guide Association in Pasu, Northern Areas of Pakistan." January 2011

interventions and local participation is ensured. The Khunjerav National Park was established in 1975 which brought a boost in tourist sector which ensured a significant source of income generation along with the agriculture system

Furthermore, the writers raise several questions that is there any strategy to incorporate the natural assets into the tourism enterprises, what is the formula of local entrepreneurs to partake in income-generating opportunities, and how to develop the dependency on these external resources. Tourism in the Hunza Valley improved when the Karakoram Highway was opened in 1978; the upper valley was incorporated up to Passu in 1982, and when the international travelers were allowed for trans-boundary tourism from Khunjerav National Park to PR of China. Historical events like 9/11 incidence and Attabad Lake flood are said to be effectively constraining the path of development for tourist sector. But steps like widening of Karakoram Highway increased the interests of international visitors to Hunza Valley. The article suggests that for the sake of further increase in domestic tourism, improving infrastructure is valuable.

The field of tourism is backbone and a major source of economic generation (Crotti R., Misrahi T. 2017). The writers are of the view that the department of tourism is developing gradually which is attributed among the major production industries for the countries all over the world while contributing total of 10% GDP of world. A report of (Travel & tourism global economic impact & issues. 2017) says that the tourism industry plays a vital role in the economy of the world. It contributes to creating jobs and increasing the GDP of the world. The report further estimates that in 2018 due to tourism a total of 292 million jobs were created and the GDP increased by 10.2%. Furthermore, it is assumed in the report that until 2027 the global GDP will increase, and 380 million jobs will be created due to the

tourism sector. It clarifies that 11% of the jobs in the whole world are created due to the tourist sector¹⁸.

Pakistan, due to its beautiful tourist sites, contributes a vital role in the increase of global GDP¹⁹.

Furthermore, the article adds that Pakistan offers ancient sites of different civilizations such as Gandhara civilization of Buddhists, Pushkalavati, Takh Bhai and civilizations of Indus Valley including Mohenjo-Daro, Harappa, and the Mughal Empire. (A. H. Fakhar 2010) pointed out that there are two types of infrastructure of the tourism containing hard and soft. The hard infrastructures include Airports, roads, and lodging facilities while the soft infrastructure contains culture, outfitters, trail maps, training programs for tourism, ground operators, and manpower such as tourist guides, and accessible information in heritage²⁰.

The writer is of the view that the development of hard infrastructure requires a lot of investment and their construction and preservation work need to be completed on time. The soft infrastructure needs a little capital expenditure. The report of (ATDI n.d.) Pakistan offers several sorts of locations for the visitors that include amazing natural beauty, lush green valleys, landscapes, mountains, massive deserts, and mysterious blue seas²¹. The writer argues that despite of offering all types of attractions the tourist industry has been ineffectively contributing to the development of economy. Due to the flawed policies of

¹⁸ R. Crotti, T.Misrahi, *The travel & tourism competitiveness report 2017* (World Economic Forum: Geneva, Switzerland, 2017),150.

¹⁹ Samina Khalil, Mehmood Khan Kakar, and Waliullah, "Role of Tourism in Economic Growth: Empirical Evidence from Pakistan Economy," *The Pakistan Development Review* March 12-14, 2008 (Winter 2007), 985-995

²⁰ Anwar Ul Haque Fakhar, "Factors affecting tourism, tourism potential and strategies for development as an Industry in Pakistan." University of Gavle (Department of Business Administration), 2010

government the archeological sites of Gandhara and Indus civilizations are deteriorating gradually²¹.

Moreover, the authorities are also not providing financial and sociopolitical support to the locals due to what they are unable to defend the archeological and heritage sites of their areas. (Chok, S., Macbeth, J., & Warren, C. 2007) reported that the authorities are keeping employs with low salary which is causing a disadvantage for the locals and the ingenious are being misused. The conservation techniques of Pakistan are outdated while depending on the procedures of British India. Moreover, the guidelines of Sir John Marshall are being followed which are given in the Conservation Manual and Archeological Works Code. The methodology of the conservation of Pakistan should have been updated from 1947 until today²².

While explaining the environment of the Baltit Fort, (Hughes n.d.) is of the view that the Hunza Valley reflects the dramatic terrain of the Karakoram Mountain Range which is also counted among the world's most actively forming landscapes. Baltit Fort locates at a top of the field which is formed with slopes. This site was actually considered to be significant to stop water extraction routes that are ranging from the Ultar water channel of right behind. This water channel feeds the whole district which also helps out agricultural activities. While talking about the history of the Baltit Fort the article explains that the Fort has gone through 70 phases of construction and conservation with archeological techniques²³.

²¹ M.M Chew. "Cultural Sustainability and Heritage Tourism Development: Problems in Developing Bun" Festival Tourism in Hong Kong Department of Sociology, Hong Kong Baptist University Kowloon Tong, Kowloon, Hong Kong SAR, China, November 2009.

²² S. Chok, J.Macbeth, & C.Warren, "Tourism as a Tool for Poverty Alleviation: A Critical Analysis of 'Pro-Poor Tourism' and Implications for Sustainability," School of Tourism, Social Sciences and Humanities, Murdoch University, Western Australia, June 2007

²³ Richard Hughes, "Historic Cities Support Programme: CONSERVATION AND DEVELOPMENT IN HUNZA AND BALTISTAN." AGA KHAN TRUST FOR CULTURE ,Pakistan,2005

The current phase of construction of the 700-hundred-year-old site was undertaken due to the local and international emphasis. The fort was initially constructed as one or two single-story houses while consisting of a defensive tower for security. The houses of the same design are still common in the region of Gilgit. The complex of Baltit Fort also consists underground passages from one to other houses which later became a vital Fort and with the passage of the time its importance caused change in the infrastructure of the Fort. The defensive tower and the second story were later significantly constructed as because due to its geographical and economic importance it may had faced threats of occupation from Persia and China which lies 300 kilometers north. The current beautiful structure of the Baltit Fort is the result of the changes that occurred due to several conservation works of less than 100 years (Ibid).

(Lefort n.d.) in his article (Baltit Fort Museum and Cultural Center n.d.) explains the cultural value of the Baltit Fort for the native communities and conveys the fact that this historic monument has a major economic development role for the whole tourism sector. The writer suggests that due to this economic and cultural value it is significant to be responsive for the sake of conservation of this archeological site. Serious stances must be taken for the architectural preservation, promotion of cultural values, and for the sustainability of the economic generation for the local population and the state departments. The maintenance cost can only be fulfilled from the income generated from the site. In the current period, the fort is being used for two major purposes after its restoration that include as a museum and an active cultural center. The national and international institutions value

the Baltit Fort as a research site of studying/tracing local culture and traditions of the Northern areas²⁴.

Such archeological sites were, historically, private residences and conversion of those heritages into public facilities involves difficulties. Such hurdles of converting the historical private residencies into public visiting sites have been confronted by the local people with the help of several NGOs including Agha Khan Cultural Service (Pakistan), Norwegian Bilateral Aid Agency, and NORAD etc. The main idea of restoration was not to demolish the main architectural features, that are the major focus of attention, and in result the lower floor was kept (Ibid).

The ground floor was already carved attractively with beams and timber columns and these carvings were not changed with modern exhibition tools such as showcases but even focused by fixing lights over them. The local population struggled their tooth and nail to restore the Baltit Fort or otherwise it was impossible without the inclusion of them. The insights behind this struggle of restoration were to create a useful way of income generation. Noting the contribution and insights of native population the writer argues that inclusion of locals is significant in the preservation activities of heritage sites.

(A.-U.-H. Fakhar 2008), after visiting the PTDC and ministry of tourism for collecting data about the arrival of tourists in Pakistan, illustrates that, regardless of its tourist potential, tourism in Pakistan has witnessed ups and downs for several years. From the initial decades of the development of the trend of tourism, particularly, in 1990s, the decade, onwards, 2000 has witnessed an increase in the number of tourists in the country. The article argues that the ending years of the latter decade was counted as a declining period for the tourists

²⁴ Lefort, Didier "*Baltit Fort Museum and Cultural Center.*" Historic Cities Support Programme: Conservation and Development in Hunza and Baltistan (AGA KHAN TRUST FOR CULTURE).

within Pakistan entailing several causal factors. The major factor behind this decline is security issue. The national income rate was decreased from 276.1 to 131.5 due the decline in the arrival rate by 8%. Even in the year of 2007, which was noted as the Year of Tourism, the tourism sector was mounted with crucial hurdles²⁵.

The article figures out the collected data from *The Travel and Tourism Competitiveness Report of 2009* for the sake of comparing the tourism industrial performance of Pakistan with India and China. The data from the above-mentioned department shows that the impact of tourism industry on the economy of Pakistan is lesser than that of china and India. The global ranking of Pakistan in tourism has been witnessing decline from several years while in 2008 the country was on the position of 111 out 133 countries but in 2009 it touched the number of 113. There are several consequences of this decrease in the tourism industry of Pakistan. Among many consequences the major one is counted as decline in the ratio of employment opportunities²⁶.

(Sayira 2015) portrays that throughout the globe the industry of tourism is counted as a major contributor to the national and local economy. The industry of tourism is one of the severe main sectors significantly contributing for income generation for local, national and international markets. Pakistan has the potentials of tourism due to its tourist sites of multi nature like green valleys, landscapes, mountains, deserts and seas. The writer argues that despite of offering attractive destinations for tourists, the tourism sector of Pakistan has not been effective for the development. Pakistan became a member state of the World Tourism

²⁵Anwar Ul Haque Fakhar, "*Factors affecting tourism, tourism potential and strategies for development as an Industry in Pakistan.*" University of Gavle (Department of Business Administration), 2010.

²⁶ The Travel and Tourism Competitiveness Report of 2009

Organization (WTO) in 1949 when the tourism sector was under the Ministry of Railways for 6 years (until 1955)²⁷.

(M. N. Khan 2002) stated that tourism is very important for the non-industrialized countries to generate revenue. It can also help to decrease the poverty and enhance more opportunity to maintain a good living. Pakistan has the potential in the field of tourism because of its rich natural beauty and old civilization. Moreover, the writer describes the tourist potential of Pakistan with the words that Pakistan offers multiple cultures for tourists along with ancient remains (e.g., Buddhist, Hindu, and Islamic heritages) and the country also dots a vibrant and green landscape. Tourists from all over the world visit the cultural and natural heritage of the country in a large number. The countries having such qualities of offering diverse locations of tourism have got help from this good source to eradicate poverty and generate income for national and local levels. Pakistan has the oldest civilization of world called as Indus Civilization and also offers beautiful mountainous areas along with coastal cities. Pakistan is counted among the top countries within developing regions in the field of tourism²⁸.

The management of archeological and historical sites are under the authority of governmental departments and the facilities of natural tourist sites are managed with the collaboration of both private and governmental departments²⁹. According to a report of United Nations World Tourism Organization (UNTWO), issued in 2017, Pakistan became

²⁷ T.Sayira, "*Tourism Development and Women in Under Crises Destinations: A Case Study of Chilas, Pakistan.*" Liverpool John Moores University, 2015.

²⁸ M. Nasim Khan, "*LajjāGaurī Seals and Related Antiquities from Kashmir Smash, Gandhāra.*" *South Asian Studies*, quarterly 18, no 1 (2002): 83-90.

²⁹ Q. B Baloch, "*Managing Tourism in Pakistan (A case study of Chitral Valley).*" Department of Management Sciences, Qurtuba University, D.I.Khan, Pakistan,2008.

a signatory in 1975. This international department of UN estimates that around 6,636,623 international visitors visited Pakistan during 2018 which is recorded as an increase from the previous five long years from which a total amount of US\$ 813 Million was generated. This emergence increased the share of Pakistani state in the region from 8.6% in 2004 to 10.1% in 2005³⁰.

Furthermore, UNTWO counts that the highest rise of foreign visits, especially in the museums, occurred between the years of 2017 and 2018 which is a 60% rise while reaching to 27,378. In the socio-economic sector the tourism has played a vital role in the development of the country. Gradually, Ancient sites of Gandhara and the Indus Civilizations are worsening in the result of the imperfect policy interventions of the concerned governmental authorities. The local population is getting no social and financial support from the government departments which is resulting into a least interest/demotion of them in order to work for the preservation of the cultural sites located in their areas (Ibid).The monuments, natural heritage, and religious sites along with all ancient discoveries are facing the problem of poor and unauthorized construction without any check and balance of concerned departments (Jigyasu 2016). These constructions are the results of the trend of urbanization of economic activities. This activity can emerge new negative affects over the number of visitors and sustainability of those sites. Furthermore, the risk factors faced by the heritage assets are counted as unawareness of people, poor/illegal construction, and low priority given to the protection and conservation, flawed

³⁰ United Nations World Tourism Organization (UNTWO), Report

Issued in 2007.

monitoring capacity to protect the sites, low coordination among the concerned departments and local people, and mismanagement of cultural assets³¹.

The elite unit which is working in partnership with the Italian ministry of culture, is known as the most vital force in the world that works to protect the heritage sites, artifacts, and work of art (G.

Pastore N. Brodie, J. Doole and C. Renfrew 2001). This force actually educates for the improvement of security of public and private collections of assets. This is a well-known department that helps out to track the stolen arts and other sorts of remains of the heritage sites. The unit is also expert for the investigation of such cases which, until present time, has recovered thousands of objects that are worth generating millions of Euros annually³². (Parcak 2011) presents a paper of his research while concluding that this type of collaborative study is helpful for archeological discoveries which conveys information regarding the correct excavation methods. Such studies aim to raise public awareness regarding the significance of preserving the archaeological sites for the sake of the sustainability and decreasing risk factors³³.

(Piuchan, M.; Chan, C.W.; Kaale, J. 2018) explains the socioeconomic and cultural impacts of an increased number of visitors, especially, in the Hong Kong residents of China and investigated that there are multiple negative sociocultural impacts such as culture, transportation, shopping and dining. While the positive aspects are counted as educational and other infrastructure development³⁵. The development of infrastructure for tourism also

³¹ R.Jigyasu, "Reducing Disaster Risks to Urban Cultural Heritage: Global Challenges and Opportunities." *Heritage Management quarterly* 1, no 1(2016):59-67.

³² Brodie, N., Doole, J. and Renfrew, C. eds, "Trade in Illicit Antiquities: the Destruction of the World's Archaeological Heritage." Cambridge McDonald Institute, Monograph,2001.

³³ S. Parcak, "Satellite remote sensing guidance for archaeological site identification (and avoidance) in the DoD," *quarterly* 10, no 7(2018):59-67

helps to congest traffic and decrease urban pollution (Woosnam, K.M.; Aleshinloye, K.D.; Ribeiro, M.A.; Stylidis, D.; Jiang,

J.; Erul, E. 2018). Tourism infrastructure development is helpful for the local people to inherit their traditional culture and thus the sense of nationalism³⁴.

According to the evaluation of the Travel and Tourism Competitiveness Index regarding the policies and problems of licensing the supportable expansion of the department, the authority of TTCI is dependent on many elements while containing fourteen pillars. There are ninety factors that keep TTCI functional that deal with the strengths, weaknesses, issues, and opportunities of the tourist activities of the country. Pakistan ranks to 121 within 136 countries in tourism index. TTCI counts this ranking very low which fell to the ranking of 124 out 136 countries in 2017. Instead of being a capable and beautiful tourist destination worldwide, the attention of government on the sector of tourism is unsatisfactory. (TRAVEL & TOURISM economic impact 2017) indicates several other countries being weaker than Pakistan in terms of resources but due to the attention of policy makers the field of tourism is more developed³⁵.

Furthermore, the report counts that the industry of Travel and Tourism has always remained helpful to contribute within the global GDP which helped generating 10.4% of world GDP in 2018. According to another assessment of 2019 undertaken by Travel and Tourism Competitiveness Index regarding the competitiveness within 140 countries' economy which counts four sub-indexes of enabling environment, T&T Policy and enabling conditions, infrastructure, and natural and cultural resources. All those countries to some

³⁴ K.M Woosnam, K. D Aleshinloye, M. A Ribeiro, D Stylidis, J.Erul E.Jiang, "Social determinants of place attachment at a World Heritage Site." Tour Manag,2018.

³⁵ "Travel & tourism global economic impact & issues. 2017." WTTC London (Council, World Travel and Tourism).

extent contributed in quartile part but India successfully crosses the others due to its rich traditional and natural resources and a good price competitiveness. Pakistan lies in the 4th quartile. Moreover, within the estimation of TTCI conducted in 2019, Pakistan remains on 121 rank which is far behind India's 34th position. The ranking of the countries are clarified pillar wise in the following table (Ibid).

Table 1.1: Total visits in Pakistan to Cultural and Archaeology Sites

Years	Visitors
2014	1,594,769
2015	2,003,782
2016	3,195,965
2017	4,204,958
2018	6,636,623

[Source: Department of Archaeology and Museum, Government of Pakistan]

The above-mentioned table shows the significance of archaeological sites for boosting the number of visitors and increasing the value of tourist sectors, especially, in economic and cultural terms. The appointments within the archeological and cultural sites have witnessed a good rise. The cultural heritages include remains of several ancient civilizations. The rise of the numerous visitors can positively contribute to increase the economic opportunities in the country as well as in the specific area³⁶.

³⁶ Department of Archaeology and Museums" Baltit Fort"

30/01/2004

Table 1.2: Total Visits to Heritage Sites of Hunza

Area	Years	Visitors
Hunza	2014	18,136
	2015	26,872
	2016	34,628
	2017	40,276
	2018	54,815

[Source: Department of Archaeology & Museum, Government of Pakistan]

In the report it is stated that out of numerous sites, the heritage sites are visited on a very high scale such as baltit fort, altit fort, and ondra fort of Hunza. The number of tourists have increased 100% in 2018 comparatively when we see the numeric table of 2014³⁷.

³⁷ Ibid

Table 1.3: Total Foreign Visits to Cultural and archaeological Sites in Pakistan

Years	Visitor
2014	8,803
2015	8,317
2016	8,524
2017	7,028
2018	18,041

[Source: Department of Archaeology & Museum, Government of Pakistan]

The number of foreign visits in the archaeological sites of Pakistan significantly increased.

The Department of Archaeology and Museum of Pakistan estimates that the annual visits in 2018 were total 18, 041³⁸.

³⁸ Ibid

Table 1.4: Total Foreign Visits to Museum and archaeological Sites in Hunza

Years	Museum visitor	Cultural visitor
2014	121	1,154
2015	163	1,277
2016	358	807
2017	352	831
2018	1,243	1,686

[Source: Department of Archaeology & Museum, Government of Pakistan]

The above drawn table clarifies the comparative analysis of the number of visitors in the years of 2014 to 2017 and till 2018 to the ancient sites of Hunza. This shows that the foreign tourism in the ancient sites of Hunza is rising gradually every year. Due to the ancient sites the number of visitors increase significantly. The archaeological sites are a big contribution to the tourism sector³⁹.

³⁹ Ibid

Chapter 02

Archeological Tourism in Pakistan

2.1 Introduction

Pakistan is famous in the whole world for her historical sites of various ancient civilizations, majorly, including Buddhist culture of Gandhara civilization, several discoveries of Indus valley civilization, such as Mughal Empire, Harappa, Mehrgarh, Meri Kalat, Mohenjo-Daro, and Pushkalavati (Pakistan - Archeology: A land of Greatest Mountains & Colorful Culture - A Complete Guide to Pakistan n.d.). In the ancient era, Gandhara had been counted among the most attractive, beautiful, and focused location in the whole earth while some sources also list it as it had been the sixth most gorgeous place within globe at that time⁴⁰.

2.2 History of Pakistan Tourism

Pakistan is a well-known location for containing a variety of locations and cultures that are comprised of natural beauty of beautiful valleys, green and arid mountains, plain lands and deserts, and also discoveries of ancient sites. These multiple varieties of locations make Pakistan a unique and ideal tourist spot for local, national, and international tourists. These diversities also make Pakistan an ideal ground for various sorts of tourism including heritage tourism, study trips, photography and filmography tourism, and family tourism. The heritage sites of Pakistan include world's most ancient civilizations. Some of them include Harappa, Mehrgarh, Meri Kalat, Mohenjo-daro, and Taxila. These ancient locations have been attraction of the archeological and historical study tourism for research and

⁴⁰ *Pakistan - Archeology: A land of Greatest Mountains & Colorful Culture - A Complete Guide to Pakistan*. Karachi: Travel & Culture Services Pakistan. ⁴³ Ibid.

excavation purposes. Such study purpose trips of archeologists and historians have helped to explore several ancient events and periods of history. Even the history of sub-continent could not have been discovered without these heritage sites. Some of the prominent monuments in Pakistan, including Lahore fort, Noor Jahan, Jahangir Tomb, Shalimar Garden, and Badshahi mosque, are helpful for the tourists to trace knowledge of Mughal era⁴³.

On the other side of the image, it is analyzed by various tourism experts that instead of richness in civilization, containing beautiful locations of valleys, coasts, deserts, plain and mountainous lands, heritage sites of ancient civilizations, and monuments, Pakistan has failed to uplift the tourism activities as compared to the neighboring countries. The major reason for this failure is said as the lack of management, and a non-serious attitude of the concerned authorities. The downfall in the uplift of tourism activities is also occurring due terrorism. But the state of Pakistan is combating with such barriers with several campaigns and other sorts of motivational activities including Visit Pakistan campaign, Amazing Pakistan campaign. The tourism department with the assistance of federal government of Pakistan tried their tooth and nail to make these initiatives of campaigns as result oriented so that a positive impact must be found to uplift the tourist activities and develop the whole department⁴¹.

The present government including the recent past governments have paid a lot of attention towards the development of tourism activities. The importance of tourism has been brought to significance while considering that it is an important factor of uplifting the local and national economy. The present government has laid several initiatives for boosting tourism activities including VISA on arrival to the international tourists. This project of the current

⁴¹ S. Chok, J. Macbeth, & C. Warren, "*Tourism as a Tool for Poverty Alleviation: A Critical Analysis of 'Pro-Poor Tourism' and Implications for Sustainability*," School of Tourism, Social Sciences and Humanities, Murdoch University, Western Australia, June 2007.

government including many other initiatives have helped to increase the number of tourists in the country because these projects have made the complications easier for the international visitors to visit the country.

2.3 Archeological Tourism

Archeological tourism, so far, has been considered significant by the historians and archeologists to explore the ancient civilizations of any region or period. Pakistan is enriched with several archeological sites. Many ancient sites have been excavated in the country until now. These discovered sites have presented a unique history. The sites have made Pakistan a unique region enriched with the ancient sites which are counted among the world's most ancient civilizations. The discovered tools from the archeological sites have helped to develop understanding regarding several concepts and life style of ancient period. For example, the stone age has been explored by the historians via the tools like choppers, axes, and chopping tools. Tools discovered from the Indus valley portray the knowledge that the life of people out there had been based on agricultural activities⁴².

Harrapa

Harappa is basically located in the Punjab province of Pakistan which in the Montgomery, approximately, 200 kilometers from Lahore (the capital of the province). Harappa is one of the ancient civilizations within Indus valley which is traced as being a five-thousand-year-old civilization of the region. Harappa was discovered after an excavation done in 1920, which enclosed the information that a well-planned town and developed lifestyle has been practiced in this civilization. The town discovered in this site after excavations was very well managed and revealed a nicely planned lifestyle including dug wells, excellent tools

⁴² M.M Chew. "Cultural Sustainability and Heritage Tourism Development: Problems in Developing Bun" Festival Tourism in Hong Kong Department of Sociology, Hong Kong Baptist University Kowloon Tong, Kowloon, Hong Kong SAR, China, November 2009.

of waste management/removal, and several other instruments showing the necessities. The economy of Harappa civilization was relied upon agriculture and horticulture to survive. At that period, the Indus River was their source of conducting agricultural activities and at all their source of life which was a full pledged flowing river full of water but these days the river is said to be going towards declination as water is drying. The tools discovered from Indus valley are kept in the museums for the tourist attractions and knowledge seekers as far the Indus civilization is going towards destruction and becoming more and rarer to visit. These tools and other discoveries include bronze utensils, animal figures, and remaining of terracotta toys⁴³.

2.4 Mohenjo-Daro

The site of the Mohenjo-Daro is a discovery of 1930s, particularly, 1922 which is located on the west of Indus River, particularly, in district Larkana of Sindh province. The name Mohenjo-Daro is a Sindhi word which actually means (mound of the dead). Mohenjo-Daro is traced as among the most developed and earliest urbanized civilizations within ancient period of the world. It is said that the excavation of this site took more time among the other excavations that is why it is the most extensive excavated Indus city of Pakistan .

Professor Gregory Possehl of the University of the Pennsylvania called Mohenjo-Daro as the most significant city among the other civilizations of the Indus valley. It has been discovered that the most significant trade routes have been dominated by the region of Mohenjo-Daro and it has been the most agricultural productive area, approximately, in the period of 1900 to 2600 BCE. The city also had the potential of production of artifacts such as gold, lapis, beads, ivory, and carnelian. Several temples and palaces have also been discovered from this city. A water pool has been discovered from the city which was used

⁴³ Javed Iqbal, Younas Khan, Zahoorul Haq, Hayley Hesselin and Ziaullah "Estimation of Economic Value of an Archaeological Site: A Case Study of Takht-I Bahi." quarterly 28, no 28(2017):85-95.

to take bath by a lot of people at the same, also called watertight pool for great bath. This pool has been made with baked bricks. Baked bricks is a productivity of ancient people and it is learnt by the present population from them. The bathing spaces, drainage system and so many other productivities of the Mohenjo-Daro site show that it was as very well-developed city. Several wheels were discovered throughout the entire city⁴⁴.

2.5 Taxila

Taxila is counted among the most significant archeological discoveries of Asia. It is located in Taxila district, 30 kilometers in the northwest to Rawalpindi. It has been declared by the archeologists that the city was enriched economically and was a multicultural region between first and fifth AD. Many buildings, fortifications, monasteries, and settlements have been discovered from Taxila. It believed that Taxila was the capital region of Gandhara of the Buddhist kingdom. It was the center to educational activities of Buddhist kingdom. The valley is full of Buddhist monuments which are attractive for the tourists⁴⁵. Within the thirty kilometers length of Taxila there are almost more than 50 archaeological sites discovered. The prominent names of these sites include Dharamarajki, Jandial temple, Sirkap, Bhir mound, and several others. Many stupas and monastery have also been discovered in the city. The excavation in the sites of Taxila has been done very sharply and so nicely that the visitors can easily visit and see the well-developed streets, stupas, and Monas.

There are many heritage-tourism sites in Pakistan excavated very sharply by the national and international archeologists. The archeologists are attempting to discover more and

⁴⁴ Gregory L. Possehl, " *Harappan Civilization*" (Oxford & IBH Publishers 66 Janpath, New Delhi, India)

⁴⁵ *Pakistan - Archeology: A land of Greatest Mountains & Colorful Culture - A Complete Guide to Pakistan*. Karachi: Travel & Culture Services Pakistan.

more new places gradually which is opening the pages of history to the eyes of present people who getting to gain and also deconstruct knowledge regarding the ancient past, especially, about the lifestyle of the people of that time. The discovery of ancient civilizations via excavation has helped to have impact of historical civilizations over the present cultures⁴⁶.

2.6 Tourists' Attraction

Pakistan is among the top countries of the world in the representation of the most diverse natural locations. It is surrounded with old nations, religions, and cultures. The sociocultural and religious diversity of the country is counted among the richest. The territory has been the location of oldest cultures and religions of the globe. Pakistan has been called among the top 25 locations of the global destinations. According to The World Economic Forum for its World heritage sites, Pakistan offers diverse locations of several sorts of natural and heritage destinations to the national and international tourists. Pakistan was described as a very friendliest country on the earth it is land of splendor, the amazing mountainous ranges in the north to the plains and deserts of central Pakistan, and the Arabian Sea in the south all have unique views and play a vital role in enhancing the beauty of Pakistan. These multi kinds of beauty have helped to offer various choices of destinations to the visitors, and so the tourism sector uplifted⁴⁷.

In 2020 the British backpacker society declared Pakistan as the World's third best potential and adventurous destination. A year before a report of the British Backpackers Society declared that Pakistan is the best country to visit because of the multiple beauties of the

⁴⁶ Ibid

⁴⁷ Anwar Ul Haque Fakhar, "*Factors affecting tourism, tourism potential and strategies for development as an Industry in Pakistan.*" University of Gavle (Department of Business Administration), 2010.

varied destinations. There are very few such countries that offer destinations of varied views and sites. Pakistan has been ranked among the best destinations in the world. Because Pakistan offers varied views to the visitors that include mountainous ranges, coastal belts, green jungles, arid deserts, and long plains⁴⁸.

Moreover, in addition to the natural beauty in the four provinces of Pakistan, the people are kindhearted, hospitable, and generous towards domestic and foreign tourists. The people of all the provinces of Pakistan are famous for being hospitable as far this title has been used for them by several visitors. Even though the British Empire also labelled the people of Pakistan with same title after their interaction with this region. The mountain ranges including the famous Hindukush, Himalaya, and the Karakorum ranges are among the highest and most famous peaks of the world. On the other side there are number of peaks in Pakistan, with the tallest peak K2 (8,611 metres), which is the second highest peak in the world. Pakistan is blessed with five out of the 14 highest mountain peaks of the world. Tourism and visitor charms are interrelated, or one can say that both are reciprocal according to Lew he said that “Without visitor charms and tourism, there would be no visitor attractions”⁴⁹.

This Argument clearly shows the importance of tourist attractions in industry of tourism. Tourist attractions are the fundamental origins which developed the tourism industry. Attraction is not only limited to historical sites, parks, and sceneries but it also includes the services which must satisfy the needs. Archaeological sites were basically constructed to meet other requirements. Swarbrooke describes in his book that the archeological attraction includes sites of significant past events like battles, traditional landscapes, indigenous

⁴⁸ Ibid

⁴⁹ Q. B Baloch, "*Managing Tourism in Pakistan (A case study of Chitral Valley)*." Department of Management Sciences, Qurtuba University, D.I.Khan, Pakistan, 2008

wildlife, ancient lingual discoveries, literatures, music, and arts. Moreover, the heritage sites also include historical buildings and monuments, traditional events and folklore practices, traditional lifestyles including foods, drinks, and sports. The quality and quantity of attractions are always affecting the tourist desires to travel.

Attractions play one of three roles in tourism: they can be main sources for choosing a destination for a trip. Attractive tourist destinations drag the options of tourists. However, it can be optional that the site must be unrestricted, and activity indulged. Secondly, it can be an essential part of the trip in which the demand for the attraction is recognized before the trip starts. The third most significant role of attraction in the upliftment of tourist activities is that attraction of the tourist sites convinces even the international people to visit farther areas. The time and distance degree of the tourist destination is ignored by the visitor due to the attraction of sites⁵⁰ (Mckercher 2001).

2.7 Tourist Destination

Beautiful and unique places are important in tourism, which are imbedded with social lives of various societies. Every present day or ancient culture plays a significant role in the shaping of beautiful tourist destinations. Tourist destinations are the main sources of the economies of most of the communities in the world. In tourism industry the interest production, observed features become organized at exact place. The groups of individual tourist agencies appeal at specific address while emphasizing the site to be attractive and safe and that becomes a visitor destination⁵¹.

⁵⁰ Bob Mckercher, Andrew Chan "How Special Is Special Interest Tourism?" quarterly 44, no 1(1 August,2005): 21-31.

⁵¹Saila Saraniemi" Destination brand identity development and value system," quarterly 50, no 2(19 march,2010):133-143

Tourist purpose is a certain place which attracts the tourists for a long time to stay or temporary. It includes country, region, cities and villages or a fixed purpose-built resort. Usually, destinations are measured with the geography of areas like region, city, and countries. Destinations are mixtures of tourism products, which provides experience to the visitors. Furthermore, it is known that destination can be decided upon the people choices, which can be took according to their past experiences, personally by the visitor's choice, purpose of visit, cultural backgrounds, and education level. For some tourists, the tour may be a journey and for some it may be a destination⁵².

2.8 Role of archeological attraction in tourist destination development

Tourists who visit an archaeological site do not fully follow the service, but they pursue to achieve the feelings followed by emotional connection. The pursuance of knowledge gaining has also remained a significant factor of attracting tourists. Due to this purpose archeological sites are the most suitable destinations of the knowledge seeking tourists and researchers. The role of archeological attraction and cultural attraction in the upliftment of tourism, development of tourist destination is of significant concern⁵³.

Both cultural attraction and archeological attraction are not only the sources of fulfilling or satisfying the desire of the visitors, but these also serve the community by giving awareness, understanding, and appreciation of cultural and heritage identities. A large number of

⁵² Inglehart Ronald, Wayne E Baker "Modernization, Cultural Change, and the Persistence of Traditional Values" American Sociological Review, University of Michigan, February 2000

⁵³ David Martín-Ruiz "A visitors' evaluation index for a visit to an archaeological site," Tourism Management, quarterly 31, no 05(2010):590-596

archaeological attractions are present in current tourism⁵⁸. Those include theme parks, historical sites, art galleries, historic monuments, museums, and cultural tours. The uniqueness and singularity of these sites make them appealing to visitors which is highly appreciated in current economic experience.

Archeological sites in tourism are acknowledged as imperative tourism attractions. In this modern era before developing plans and strategies for actions regarding destination development, it is likewise important to understand their own strengths and flaws. The central of the triumph of this progression is the awareness of those factors that can impact upon it. The above-mentioned critical success factors for destination development will be explained in detail as under⁵⁴.

2.9 Destination Marketing

The rationale of destination marketing in the science of tourism is mostly defined with the words that, “destination marketing brings buyers and sellers in the same circle by maintaining all the activities and processes. Furthermore, it is formula of emphases to the tourist agencies to understand the demands of the customer in order to respond to them accordingly. The destination marketing enables the involved tourist agencies to formulate competitive positioning which, in the tourist activities, is considered as containing several factors that include continuously coordinated sets of events associated with well-organized measures of distributing needy products to the existing and newly discovered great potential markets⁵⁵.

Furthermore, the activities of destination marketing include making decisions about the appropriate products, market subdivision, branding/categorization, setting price values,

⁵⁴ Ibid

⁵⁵ Ibid

allocation and promotion". Destination marketing is an instrument that helps to draw and accomplish an effective tourism policy suitable. The tourism policy is planned as to be the most suitable strategic plan for the socioeconomic development of the region. However, the factor of the complexities between the concerned stakeholders can build challenges, in return, in the process of management and marketing of destination.

In the modern era, the marketing of destination in the tourism industry has gained a significant acknowledgement. It has shaped the benefiting factor of the common strategies of prices, sites, and methods of engagements. With the help of the perspective of destination marketing, this research got the help of gaining knowledge regarding the newly developed estimations of service bonds, apparent value, and service experience while, particularly, focusing on the role these in the revisit intention generation practice of tourists.

2.10 Tourism Management at Destination

In a specific tourist destination, the resources, services, and all facilities are a collective characterization of the personal and professional interests of all the workers of a particular tourist destination. Those existing facilities or resources are not owned by a single person rather those are managed by the concerning department or tourist groups to serve and fulfil the basic needs or desires of the visitors (Buhalis 2000). Apart from the debate of management of the personal and professional interests of the tourists at the particular destinations, it is significant to gain knowledge regarding the purpose of the destination marketing⁵⁶. The activity of destination marketing is of significant concern for the purpose of achieving different aims and objectives for tourist destinations (see table 1).

The final target of accomplishing those objectives of destinations is to attain an affective and well managed tourism. For the purpose of accomplishing the target of attaining the

⁵⁶ David Martín-Ruiz "A visitors' evaluation index for a visit to an archaeological site," Tourism Management, quarterly 31, no 05(2010):590-596.

objectives the relationship between concerned departments/stakeholders is significant. It is necessary that the differentiating agendas of the stakeholders must remain same and may not clash with the others' interests. Because it can run the risk of not attaining the goal of strategic aims and objectives of particular destinations and tourist destinations may suffer from lack of management and so from hazardous conditions due to this. The District Monitoring Officers (DMOs) should consume their authority via legal means and the techniques of handling management in order to prevent the occurrence of such harmful conditions to tourism management at destination⁵⁷.

⁵⁷ Ibid

Table 1.5: Strategic management and marketing objective for destinations

1.	To build the possibilities of achieving a successful future for the local communities.
2.	To fulfil the aim of satisfying the tourists/visitors.
3.	To maximize the opportunities for local businesses to gain benefits.
4.	To expand the multiplier effects.
5.	To make tourism an effective instrument for the sociocultural and environmental protection.

Source: (Buhalis 2000)

2.12 Terrorism

Terrorism is defined as a complicated crisis where undesired actions occur that are harmful for the personal independence and peace of the society. Tourism of several destinations of the world have been affected due the unsafety of particular tourist destinations or the whole city. Terrorism has altered tourism activities wherever it has risen. The personal freedom and security of the visitors may not be managed with the organizations or countries during tourist operations consequently to this hazardous factor. Due to terrorism the consideration of attractiveness and peaceful image of the tourist destinations are damaged. The risky destinations of tourism, where possibilities of terrorist activities are intense, are avoided to be considered by the tourists due to the feeling of unsafety⁵⁸.

Terrorism has blanketed most of the countries of world, including both developed and developing ones, which has a very hazardous consequence over the economic and socio-political activities. Especially, the countries whose economy fully rely on the tourism are more vulnerable of suffering from financial crisis. In case of Pakistan, tourism is one of the major sources of generating economy. Due to the diverse locations, the country is the destination to various visitors, including local, national, and international as well. If the law and order of the country gets unstable due to terrorism, then the number of visitors may decline and so the revenue generation can be decreased. Peace and prevention of terrorist activities is compulsory to attract tourists to visit the destinations of the country⁵⁹. If the country faces terrorist activities from external or internal forces, then neither the foreign nor the domestic people will choice to visit the tourist areas. This may even alter the

⁵⁸ JR White, "*Terrorism: An Introduction*." U.S Department for Justice: Office of Justice Programs,1991.

⁵⁹ Muhammad Zakaria, Wen Jun, Haseeb Ahmed "*Effect of terrorism on economic growth in Pakistan: an empirical analysis*" quarterly 32, no 1(15 January 2019):1792-1812.

preferences of local people to go for tours or will bound them to their houses. If we look back to the situation of some years back in Pakistan, when the country was badly suffering from terrorist activities perpetrated by some groups, the social and economic life became bound due to the spread of danger. The risk of threat to the lives made the people afraid due to what the social life of people became limited, and they got bound to their own houses and streets. The intense of those terrorist attacks was so high and merciless that even the children and women were not safe from them.

Even those places were targeted where the women and children were available and due to this, they a big number of them have been targeted. The terrorists in the country only had the motive of spreading terror and excused to entail an agenda of safeguarding religion. This dark period of terrorist activities proceeded until a big time, and it took a long time and multiple sorts of techniques to get controlled by the authorities. The authorities, especially the law enforcement agencies and politicians, struggled their tooth and nail to control the situation in order to normalize the social life, and the economic activities. Such harmful situations had a very long-lasting negative effect on the tourism sector, and it took a lengthy struggle for the government to take back the tourist activities on track. The color of the attempts of authorities to normalize tourist activities have begun to get revealed as far the past declined status of tourism in the country is now going rising in the graph.

It is concluded with words that terrorism is among the major factors of dragging down the ratio of tourist activities of a country. Terrorism is the only factor that takes a long time period to get controlled. It distorts the image of the countries due to what the choice and belief of the local, national, and international visitors goes towards negativity. The perceptions of the tourists become terrible. It takes a long period to change the negative image of the tourist destinations towards positivity and build back satisfactory trusts of the visitors.

Chapter 3

Archeological Tourism in Hunza

3.1 Introduction

In response to the research questions, this chapter will help the analytical vision of the data. It will describe how the heritage sites are help full in enhancing tourism and more specifically the archeological tourism in District Hunza.

3.2 Area Profile of District Hunza

Hunza valley, a district of Gilgit Baltistan, offers a mountainous and plains location. Hunza has remained a princely state in the recent past but in the 1980s Zulfikar Ali Bhutto dissolved it and changed the status of the whole region. As far as the geographical location of Hunza is concerned, from the north-east the area shares boundary with the state of China, and it touches the boundaries with Pamir from the edge of northwest. At the times of the status of princely state, Baltit (currently called as Karimabad) was the capital of the region. Hunza has remained an independent region till 900 years. The whole region, including Hunza and other neighboring areas, have experienced colonization of British Empire. The height of the valley of Hunza is said to be as situating at the elevation of, approximately, 2,438 meters. The whole belt of Gilgit Baltistan is famous for tourism where the people from different areas visit from May to October as far the temperature in May becomes normal which is almost 27 Celsius and minimum 14 Celsius. Weather of District Hunza is cold in most of the months of year. The cold season mostly starts in the month of October which becomes very harsh to live in as far the temperature drops to minus 0⁶⁰.

⁶⁰ C W Keene, G Elmslie, India. Army. Division of the Chief of Staff, Military report and gazetteer of the Gilgit Agency and the independent territories of Tangir and Darel (Simla : Government Monotype Press, 1909)

3.3 Cities\ Villages

There are three divisions of Gilgit Baltistan, and total 14 districts of the whole region. Hunza is a district among all of them. There are total 2 tehsils of District Hunza including Aliabad and Gojal. The cities or the villages of District Hunza are the following; Karimabad (the capital of district Hunza), Ali abad, Ganish (the village in Hunza with 800 year old mosque), Gulmit, Altit

(the oldest village in hunza with 900 years old Altit fort which is also famous for its beautiful viewpoint).

District Hunza is fragmented into three divisions that include; upper Hunza (known as Gojal), center Hunza, and lower Hunza. The division is based on the language and territory. In the upper Hunza Wakhi language is spoken, Brushaski language is spoken in central Hunza, and Shina is spoken in the lower Gojal. The detailed information of each fragmentation of District is mentioned below⁶¹.

3.4 Upper Hunza, Gojal

The upper Hunza is known as Gojal which is well-known for its beautiful mountains, lakes, and plains. Within Upper Hunza (Gojal) three different languages are spoken including; Burushaski speakers who are actually originated in central Hunza but they migrated to upper Hunza during kingdom of Ayashoo. Wakhi speakers are originated from Wakhan corridor, and approximately 65 percent of the population of upper Hunza belongs to Wakhi speakers and rest of 34% are of Burushaski speakers. The location of upper Hunza begins from Ayeenabad village, which was affected with natural hit (Atta Abad Disaster) and due to this disaster the whole village sunk completely in lake. The villages of Upper Hunza are

⁶¹ Ibid

extended to Misgar, Shimshaal and Chipursan which are the border areas of the district. Sost shares border with China through Khunjerav pass due to which the village has become the hub of commercial/trade purposes and Sost dry port play a significant role in the commercial affairs. Furthermore, the area of Upper Hunza is divided into four more subdivisions that include as Gojal 1, 2, 3, 4 respectively. Jannat Ghulkin, Kamaris, Ayeen Abad, Shishkat, Gulmit, Passu, Hussaini have been included in Gojal one. Jamalabad, Galapan Murokhood, Khyber, Gircha, Sost, Nazimabad, Khudabad, Hussain abad, and Misghar are included in Gojal two. Moreover, the area of Shimsaal is contained in Gojal 3. Lastly, Gojal 4 is composed of Zodikoon, Rashit, Khair Abad, Kill, Espangi, Kirmin, and Shersaabz. The Karakorum highway passes from the region of Hunza and touches the region with China. Furthermore, the Khunjareb pass situated in upper Hunza and the Wakhan corridor of Chipursan share border with the former USSR⁶².

3.5 Central Hunza

Center Hunza is the main center of district Hunza, and it was also the administrative region in the monarchical rule of Ayashoo dynasty which family of Hunza that ruled the area till 980 years from 996 to 1974. The village of Murtaza abad is the starting point of Center Hunza while it ends at Attaabad. The villages of center Hunza include Murtaza abad, Hassan abad, Ali abad, Dorkhan, Shiras, Garelt, Hyder abad, Ganish, Karim Abad (Baltit), Momin Abad, Altit, Ahmed Abad, Gama Sareth and Attabad. This sub division of Hunza is the most populous area of district Hunza. The major language spoken in Center Hunza is Burushaski⁶³.

⁶² Ibid

⁶³ Ibid

3.6 Lower Hunza

Lower Hunza shares boundaries with Nagar valley on its east and also on south. The starting village of Lower Hunza is Khizir abad and the village of Nasir Abad ends the sub division of lower Hunza. The total villages of lower Hunza include; Khizir abad, Mayoan, Hussainabad, Khana Abad and Nasirabad. The village of Nasirabad is located at the center of Lower Hunza. This area basically composed of Shina speakers mainly migrants from nearby areas of Hunza, and many families belong to families of centre Hunza. The shina language is dominated language that's why people declare it as "Shinaki". Culturally enriched and it is not much different from the culture of central Hunza. Culture of the area comes out from social customs and as well as from religious practices on births, marriages and deaths. KKH enter into the region on the first bridge of Hunza, at Nasirabad (Hindi) from Nagar Valley.

3.7 Geography of Hunza

The Hunza District is bounded on the north and east by the Kashgar Prefecture of China's Xinjiang Uyghur Autonomous Region, on the south by the Nagar District and the Shigar District, on the west by the Ghizer District, and on the north-west by the Wakhan District of Afghanistan's Badakhshan Province. The Hunza District represents the northernmost region of the Indian subcontinent. The area offers connections with historical passes through the Karakoram Mountains (the Killik, Mintaka, Khunjerab, and Shimshal passes). These linkages are being used for the purposes of trade and religious preaching between Central Asia, China, and India for centuries. In the present time these interlinkages have been converted and shaped into a modern look, especially, the Karakoram Highway is a modern shape on the past trade routes which passes through the Khunjerab Pass to enter China's Xinjiang.

3.8 Location, Boundary and Area of Hunza

Hunza shares border with china from its north and Nagar at south and on the west it shares link with Shiger district. Moreover, Ghizer lies on the west of Hunza. Wakhan the district of Afghanistan links with Hunza on the north-west⁶⁴.

3.9 Physical Features

Hunza is known as Heaven on Earth, because of its beautiful mountains and attractive valleys. Hunza is surrounded by several high peaks including lady Finger peak, Ultar sar, Daryani peak, Bojahagur peak, Rakaposhi, Hunza peak and Ghenta peak. Hunza also has many beautiful pastures known as Khunjerab, Mulung Helga, Chapkherqinae, and Wurznig Curchanae⁶⁵.

3.10 Topography

Hunza is located in the northern part of Pakistan while sharing border with Khyber Pakhtunkhwa to the west and China to the north-east. The Hunza valley is situated at the height of 2,438 meters (7,999 feet)⁶⁶.

3.11 Weather

Whether of Hunza is actually very good in summer, spring, and autumn. The winter season is very harsh. The climate is very cold out there. Hunza is a snow falling region. Hunza is a mountainous region that is why winters are too harsh. Even in summers the weather is not that much hot it is very normal in summers too. Several times wind flows as fast as it even results into blowing trees and polls and loss of several other things. Due to the extreme

⁶⁴ Ibid

⁶⁵ Ibid

⁶⁶ Ibid

cold only some of vegetables and fruits are cultivated including potato, wheat, corns, apple, cherry, apricot, walnut, and pears.

3.12 Food

The food of Hunza is very special and pure. Mostly, Hand-made food is preferred as far the people like organic and local foods. The local people enjoy the local food as well as they also have introduced local foods to the visitors which the visitors also like very much. Some of the prominent names of local foods are Grall, Baat, Molida, Shulbut, Muul Khista, Diram Pitti, Gurma lo hoi etc. The very special Tumoro tea is very famous.

3.13 Flowers

The climate of Hunza suits with several flowers that are also commonly grown in other regions as well. Those flowers include rose, jasmine, sun flower, dandelion, cranesbill, blossom flowers of tree, and banafsha flower⁶⁷.



www.shutterstock.com · 1705161370

Figure 1: banafsha flower

⁶⁷ www.shutterstock.com . 1705161370

3.14 Vegetation

There are various kinds of plants in Hunza as far the whole region is also famous for its greenery other than the mountain ranges, lakes, and rivers. A report explains that there are nearly 380 species of vascular plants found in Hunza among which dwarf-shrub kind of vegetation was found to lead. Hunza valley is home to trees and shrubs that are found in extreme quantity⁶⁸.

3.15 Archeological tourism in Hunza

Archeological tourism is counted as the major and fastest growing sector of tourism industry. Due to the archeological tourism the number of tourists has boosted. The heritage tourism has played a vital role in increasing tourism in the area as well as in the whole world. In broader terms archeological tourism is explained as by tourists' visits and activities taking place. Tourism is highly recognized as the largest key to the revenue generation of any state. On the other hand the heritage tourism is one of the important component and also the fastest component of the tourism sector⁶⁹.

Visitors are taking interest in the study of history, so they visit these heritage sites to explore and store this knowledge in different ways like they write books, articles and take pictures and save them for future history to tell. The historians and archeologists conduct study trips of the students at various colleges or universities for excavations and other study purposes. Such trips visit the archeological sites many times in a term. The national and international institutions visit those sites. Along with the institutional study trips the common people also visit the heritage sites in a large number. A keen interest has been felt to be gained for

⁶⁸ Ibid

⁶⁹ Annemarie Willems, Cynthia Dunning, " *Solving the Puzzle - the characteristics of archaeological tourism,*" *Archaeology and Tourism*, January 2015.

visiting the archeological sites. It is clear to say that heritage tourism is the fastest growing sector of tourism.

3.16 Major Archeological Sites in Hunza

There are many archeological sites in Gilgit Balitistan. Most of them are not that much famous even in the area because of least attention towards them. But, some of them are famous in the area as well as national and international level. These sites have increased the beauty of the area and fame inversely. The names of the famous heritage sites are mentioned below on which the research also focuses. The sites include Baltit fort, Altit fort and Ondra fort⁷⁰.

The history of the Northern areas of Pakistan contains several small independent states that collectively form the history of the area. Hunza and Nager were traditional opposing states, situated on opposite sides of the Hunza (Kanjut) river. The rulers of these two states, Mirs known as Thum built various locks to merge their power. According to historical sources,[2] the Hunza rulers initially exist in in nearby Altit Fort, but after a conflict between the two sons of the ruler Sultan, Shah Abbas (Sháboos) and Ali Khan (Aliqhán), Shaboos moved to Baltit Fort, making it the capital seat of Hunza. The power struggle between the two brothers eventually resulted in the death of younger one, and so Baltit Fort became the prime seat of power in the Hunza state⁷¹.

⁷⁰ Ibid

⁷¹ Ibid



Figure 2: Baltit Fort

In 15th century Ayasho II, Thum/Mir of Hunza married Princess Shah Khatoon from Baltistan (in Moghul history Baltistan is called Tibet Khurd, which means Little Tibet), and he was the first to modify the face of Altit and, subsequently Baltit Fort. Baltistan has a very strong influences from the culture of Laddak territory has also has a very strong ethnical relation. Because of the strong relationship not surprisingly, the structure of Baltit Fort was influenced by Ladakhi/Tibetan architecture, and it has some similarities to the Potla palace. Moreover additions, renewals and changes to the fort were being made through the centuries⁷².

Northern area of Pakistan was known as the home of archeological sites, but Hunza, lost some of its heritage in late 19th century because the attack of Maharaja of Kashmir. In December 1891 the biggest change in the structure of Baltit fort occurs with the invasion of British. Ruler of Hunza Safdar Ali Khan and his (wazir Dadu) fled to Kashgar (China) to pursue 'political asylum' with their friends and families. The fortified wall of old Baltit fort

⁷² Hermann Kreutzmann, "*Challenge and Response in the Karakoram: Socioeconomic Transformation in Hunza, Northern Areas, Pakistan.*" quarterly 13, no 1(February 1993):19-39

and watch tower of Baltit village was demolished as the requirement of the British with the downfall of Hunza and Nagar state. Later, they fixed his younger brother, Sir Muhammad Nazim Khan as the ruler of Hunza state in September 1892⁷³.

Nazim Khan made several major and minor innovation and alteration and changes to the Baltit fort during his regime. During his regime. He added a few rooms in British style on the front and he also demolished some rooms from the third floor. On the front elevation he used color glasses, panel windows by using lime wash. The last ruler of Hunza, Muhammad Jamal Khan moved to a new house further the downhill, where the present Mir of Hunza and his family are still living there. Baltit Fort remained officially settled until 1945, till now Baltit fort is to some extent at the same condition but not at the actual condition because of recent innovations and changes for the sack of preservation of these sites⁷⁴.

3.17 Baltit Fort

Baltit Fort is located in Karimabad, the capital of Hunza, now Tehsil Headquarter of Gilgit District. It approaches the Karakorum Highway from Gilgit, the capital of the Northern Territory, Pakistan. Baltit Fort stands on a plateau built under Ulter Glacier. Located in an ideal location from the controlling view of the Hunza Valley and its tributaries, its citizens control the seasonal trade between South and Central Asia. Baltit Fort is an orderly rectangle with three floors and stands on a rocky outcrop Fig-I. While the ground floor consists mainly of storage rooms; the first floor is as spacious as an open hall. Stairs lead to a second-floor apartment that has been used extensively during the winter months which consists of a staff quarters, kitchen, dining hall, guest room and auditorium. Furthermore

⁷³ Ibid.

⁷⁴ Ibid

the additional stairs lead to the third floor, which is partially open and consists of a reception hall, a bed room, an audience room and a summer dining room. It was living area for the Mir, (the ruling class of Hunza until 1945). Maintenance and the conservation work in the 1990's presented that the core of the structure, a single barracks, and a stone tower, were built in the eighth century AD. The tower was augmented by additional towers and was connected by a single-story building consisting of small rooms and underground storage rooms. The building was expanded to a second floor later, then on the third floor. The walls were built of common and local stone and it was built on the common ground. And the interior design was framed with the traditional wood to make it more attractive and more cultural⁷².

Baltit Fort stands in the remnants of the Ultar glacier Hunza valley, the immense beauty of Baltit Fort is traced back 700 years, to Ayasho II, Tham / Mir (ruler) of Hunza. The fort is the first ever restored (1990-96) by the Aga Khan Trust for Culture, as a pilot project for the preservation of numerous monuments in northern Pakistan. The Trust is also active in restoring monuments and historic sites in Khyber Pakhtunkhwa (Vazir House Swat) and Punjab (Shahi Hammam and Wazir Khan Mosque).⁷²

The Fort remains open year-round and seven days a week, in the sense of being an independent cultural center supported by ticket sales, memorials and large amount of donations from individuals and organizations interested in promoting and conserving the cultural and historical heritage of this part of the world. In ancient times there were few independent provinces in the northern parts of Pakistan. Among them, Hunza and Nagar were traditional rival provinces, located on opposite sides of the Hunza River (kanjut). Tham the rulers of both provinces, built various defensive structure as a means of demonstrating their power.⁷²

Altit fort was the first residing area for the rulers of Hunza, but with the passage of time and because of conflicts between the two sons of the ruler (Sultan), Ali khan (Aliqhan) and Shah abbas (Shaboos) moved to Baltit fort to make it the capital of Hunza. The war for the power resulted the death of the younger brother and Baltit fort established itself a seat of power in Hunza state.

Ayasho II, Tham was the first to change the face of Altit again, after which Baltit Fort. Baltistan - the land of the Balti people - had strong cultural and ethnic ties with India's dense Ladakh region. As a result, the formation of the Baltit Fort was influenced by the construction of the Ladakhi / Tibetan, which resembled the Potala palace at Lhasa. The additions, renovations, and rehabilitation of the building took place over the centuries by a long line of governors of the Hunza region, located on the historic Silk Route. One of the major changes in the Baltit Fort building came with the British invasion in December 1891, which led to Tham / Mir Safdarali Khan, the governor of Hunza, his nephew Dadu (Thara Baig III), fleeing to Kashgar (China) for political asylum with their friends and family⁷². The structure of Baltit fort is made up of wood stone and mud. It consists of three-story, with granaries and other stores in the basement below the moraine iceberg with small man-made libraries to sustain its ancient foundations. The relationship between both Hunza and Nager has been extended since the first episode of Mir's installation from Gilgit in the 9th century. After consulting with Hunza's military commanders, Mir Ghazzan Khan 1 decided to make, in the first year of his reign, a cannon fire in Hunza in early 1863, to deal with the shocking political conditions surrounding Hunza. News from across the river revealed that rival State of Nager had invited Hassan Afendi of Kashmir for the art of cannon fire. Mir Ghazzan Khan 1 was able to obtain the services of a cannon fighter, Adina Baig of Badakhshan in Central Asia. At first he faced shortages but found a solution in a short time and by accumulating local resources and services. This led to the successful construction

of a cannon before the Nager Empire. The Hunza State victory test launched its cannon in 1863, and is on display at Baltit Fort, showing its importance in local history.

3.18 Altit Fort

Altit fort (thang) is said to have been built in the main part by builders who accompanied a prince from Baltistan as a part of her dowry when she married the crown prince of Hunza. The ancient shikari is reputed to be around 1000 years old, making it the oldest surviving standing structure in the Gilgit-Baltistan region.

The construction style using wooden cribbage and catons are evidence of the wisdom of traditional construction which suited the local physical context of the Karakoram including its seismic realities. Just across the river is Haldeikiesh, known as the sacred rocks of Hunza with carvings dating back to the 1st millennium AD. Traces of Buddhist influences are found in the carvings on the historic wooden columns within the fort, and of Hinduism in the typical arrangement of stones.

In 2001, prince Ameen khan, second son of the late Mir of Hunza Mir Muhammad Jamal Khan, gifted the fort to the Aga Khan Development Network, allowing for Altit Fort to be conserved in an ‘as found’ state. Generous funding support was provided by the Government of Norway and the Aga Khan trust for culture for conservation spread over 2006 to 2009.

Altit Fort is a highly organized project overlooking the Hunza river valley in Gilgit Baltistan. Carbon-14 dating of its central shikari (watch tower) has shown that at least half of the central tower tower was built more than a thousand years ago, before the nearby Baltit Fort at least 300 years. However, many castle structures may have originated in recent times, as indicated by the corresponding dates of 1583 or 1581 found on the roof of the shikari gate. Traditionally, the local people says the fort was built by artisans from

Baltistan, who came here with the help of Balti princess Ayashu, who was married to Mir of Hunza, Shaan Khan. Although the main purpose of the fort was self-defense, it also served as a seat of power at the Mir of Hunza before the political center moved to nearby Baltit (modern-day Karimabad)⁷⁵.

The design of the fort was largely influenced by the square formation common to Pamir, Hindukush, Karakorum, and the Western Himalayas. One of the ancient area, in addition the waiting tower, is a second-floor lamp-room that may have been used for official reception Its distinctive features are four resembling columns that run from the floor to the roof, reflecting the biological concept of the 'pillar of the world', or axis mundi. These columns, often embroidered with elaborate ornamented wood, are found throughout Altit village in private homes. The clay platform behind these columns is generally reserved for men's use even today⁷⁶.

Many mosques, forts, palaces, and other structures in the area are not as strong or durable as the walls made of stone prepared in a compacted area. The walls are usually narrow and sit on foundation stones that are not wider than the walls, a process that allows for quick construction but does not allow any load on the wall to spread to the ground. One of the traditional methods that gives extra power is the use of cribbage cakes on walls of sufficient depth. This method involves placing logs in two squares with nests with one square measuring the outside of the wall and the other defining the inside. As these squares are tied together, four small squares are formed in the corners to add greater stability to the

⁷⁵ Ronald Bernier. *Himalayan Architecture* (Fairleigh Dickinson University Press ; London : Associated University Press, July 1, 1997).

⁷⁶ Stefano Bianca, *Karakoram: hidden treasures in the Northern areas of Pakistan*, (Torino : U. Allemandi for Aga Khan Trust for Culture 2007).

walls. In this earthquake-prone area, such design considerations significantly reduce shear pressures from earthquakes and allow for greater strength at edges.

In the late 1990's the fort and the nearby village were in a state of disorder as locals residents built modern houses outside the village, threatening the preservation of the city and its architectural values. Recognizing the historical value of the area, the Aga Khan Trust for Culture developed and implemented a complete rehabilitation program from 2006-2009. Their work includes stabilizing and repairing the castle and providing clean water and electricity to the city. Since then, the local community has stabilized and many residents have returned.

Altit fort is very old fort where the local ruler were living or it can be say that it was the old resident of the rulers of that time they were called the Mir of Hunza. Furthermore, after three centuries the rulers migrated towards Baltit fort later. The Altit fort and the shikari tower are almost one thousand one hundred years old which is considered as the oldest monuments in Gilgit Baltistan⁷⁷.

The oldest areas, besides the watch tower, have a second-floor lamp-lit room that may have been used for official reception. Its distinctive features are four resembling columns that run from the floor to the roof, reflecting the biological concept of the 'pillar of the world', or axis mundi. These columns, often embroidered with elaborate ornamented wood, are found throughout Altit village in private homes. The clay platform behind these columns is generally reserved for men's use even today⁷⁸.

Inserted in the highlands of northern Pakistan, the natural splendor and landscape of the Hunza Valley on the Central Asia Silk Route has attracted mountaineers, merchants and

⁷⁷ Ibid

⁷⁸ Ibid

tourists for centuries. In addition to these magnificent glaciers, fertile apricot farms, and lakes, the region is also rich in cultural heritage. In center of Hunza, the thousand-year-old Altit fort and the 700-year-old Baltit fort are some of the oldest regional monuments and evidence of the feudal state empire. Traditionally the residence of Mir, or king of Hunza, Altit Fort was ultimately unrestricted in favor of Baltit Fort. The rectangular refuge sits at the bottom of the Ulter Glacier and offers a view of the Has Valley and its rivers - the ideal place to control the trade route through Karakoram in central South Asia. The castle served as Mir's home until 1945. In 2004, Baltit Fort was promoted to World Heritage Site and recognized for its outstanding environmental performance. "The rehabilitation of the fort has encouraged the revitalization of traditional construction businesses while a concerted hands-on project provides opportunities for livelihood development in the area," a UNESCO press release said. "Through its new use as a cultural center and museum, Baltit Fort attracts thousands of visitors to the province and contributes to the renewal of the local community's pride in its heritage⁷⁹."

3.19 Ondra Fort

This fort is located on Ondra hill, which has a very beautiful view of Gulmit and Ghulkin village. Qutlug Baig has built this fort in the 16th century. He was the first Wakhi ruler to threaten the Mirs of hunza. He decided to live in Gulmit to rule. Among all the forts of upper Hunza Gojal Resit fort of chupursan and the Qalandarchi fort in Misger village Ondra fort is more noticeable because of its unique location on the hill rock of Gulmit valley. Kamari valley and Ghulkin. The area which the Qutlugh was ruling started from Khyber valley and ended at Gulmit valley. To secure his kingdom from attackers he built two gates the first gate he built at Khyber which was the starting of his territory and the other gate

⁷⁹ Gulnaz Khan "MEDIEVAL FORTS RESTORED AS SPECTACULAR HUNZA VALLEY BUILDS ITS FUTURE," National Geographic, July, 2 2018.

was built at Gulmit. Both of the gates used to be closed. He built Ondra fort to keep eye on the enemies from north and south. Because in the north there lies the state of Hunza and to the south the Khirghiz use to attack Gulmit⁸⁰.

For twelve years Qutlugh has ruled Gulmit and the connected area to Gulmit. During his era the whole area was safe from every kind of insecurities. He sent back the Khirghiz back to their land and never let them to come back and never let them successes in their plans to capture the area. The story of bravery and heroic of Qutlugh are still recalled by wakhi people. Ondra fort has a very unique location it has a mind-blowing panoramic view of Gulmit. The view of different villages from Ondra fort has something like out of beauty to define it has a very clear view of Shiskat village Ghulkin village and glacier of Ghulkin valley it has an eye-catching view. The qaroon peak and the Tupopdan peak from the west, it has an outstanding view of Gulmit glacier, Gulmit tower, Shisper peak and Ultar sar. The sun set and sun rise has a heart touching view one can enjoy these both from the surrounding peaks. So, the local people has decided to preserve the Ondra fort by their own and they have made an amazing work they have made 1500 stairs to reach this fort which is not easy but the people has decided to conserve the heritage site because it has damaged totally by mining and looting. The higher authorities didn't give any proper attention to the Ondra fort in specific so the people have made a history of unity. They will complete it soon and it will create many opportunities for the locals⁸¹.

Like other valleys of Gilgit-Baltistan, the Gojal district of Upper Hunza hosts many of the historical monuments found in its valleys. Gulmit, a large city, is lined with wooden temples, maktabas (religious schools) and fortresses. Among the forts such as the Qalandarchi fort in Misgar, Res Reshit fort in Chipursan valley, however, the Ondra fort is

⁸⁰ Ibid

⁸¹ Ibid.

the more dominated fort. The fort I situated on the hills of Ondra hill supervising the neighboring villages such as Gulmit valley, Ghulkin valley, Kamaris valley and Shiskat valley. The fort was built in 16th century by the Qutlug, he was the first Wakhi governor he established his own kingdom at Gulmit valley and threatening the Mirs of Hunza. Before Qutlug Gulmit was under the ruler from Gilgit known as Azur Jamshid. He ruled over Gojal from 1550-1556.⁷⁴ he has two sons named Su Malik and Mir Malik they were allocated to collect the tax from the local people of Gojal upper Hunza valley. Once they were coming back from collecting the tax from Yishkook in Chipursan valley they liked the area and they decided to live there in Gulmit. After the death of Azur Jamshid, the elder son Su Malik decided to sit on the throne of his father. He then became the new ruler of Gilgit (1556-1578). According to Muhammad Zia (zoon) of Gulmit, after some time ,Mir Malik, Qutlug with the help of the local people they captured Gulmit and the nearby valleys during his stay in Gulmit. Mir Malik has built a Mosque there which carried his name but unfortunately the mosque has no clue left behind. Qutlug belonged to the Charshambi khotor (clan) family of Wakhis⁸².

The zone of the ruler Qutlug started from Khyber and it ended at Gulmit village. To give high protection and security to his territory from the attackers he built two gates strategical and very technical one gate was built Khyber village and another gate was built at Gulmit, both the gates were used to be closed at night. The remaining of both gates and the protection wall can be seen today at Khyber village and Gulmit village. An egg shaped, the height of the ram parts of the Ondra fort are 6 to 15 feet high. There were living area inside the fort on south and north side which were separated by a wall that runs east-west. The central part of the fort is higher than the northern and southern defense wall. The quarter of

⁸² Ibid

the north support the army of Qutlug to keep watch dog on the enemies from that side and the southern side there were soldiers to keep eye on the enemies from Hunza side⁸³.

The defense walls are provided with reception and melons. Only the north walls are provided for reception. The walls of the fort are in good condition. However, the eastern and western defense walls have collapsed. The fortress of Ondra establishes the power of its ruler Qutlugh who has never been defeated by the Mirs of Hunza. He was famous for his gentility warship and sword. Mirs of hunza feared his rising power. They never crossed the field. Qutlugh was poisoned to death by one of his older female employees. He was sent to this job by Mir of Hunza. He was poisoning the food of Qutlugh and his officials. After the death of Qutlugh Gulmit was recaptured and Ondra came into the control of Mir of Hunza. Qutlugh was buried in Gulmit with his nobles. According to the local people of Gulmit elders Qutlugh graveyard was located where there is now a state girls' high school. Qutlug was very powerful everyone was afraid of his power and no one dare to cross the territory of Qutlug. Even the Mir of Hunza was afraid if his rising power. He was basically poisoned to death by his elder female servant she was sent on the mission by the Mir of Hunza⁸⁴.

Qutlugh has ruled Gulmit and the surrounding area for twelve years. During his rule, the life and land were secure. He pushed Kirghiz back to their homeland and did not let them achieve their goal. The bravery of Qutlugh is still remembered by the Wakhi local people, one can have a panoramic view of the Gulmit district, the headquarters of Gojal tehsil. From the south one can see the Gulmit and as far as the shishkat valley and from the north one can view and enjoy the Ghulkin landscape and the glaciers, the Tupopdan peak and the Qaroon. From the west, there are spectacular views of the glaciers Gulmit, Gulmit tower,

⁸³ Ibid

⁸⁴ Ibid

shisper peak and Ultar Sar. And from the east is the magnificent view of the Hunza River above. One can enjoy the sunshine and sunset from Ondra fort in the surrounding peaks. To maintain the tourist capacity in the area, efforts should be made to preserve the fort. The Aga Khan Cultural Service in Pakistan (AKCSP) which has played an important role in preserving the ancient Baltit and Altit fort in hunza and Shigar fort in Baltistan can take this work along with other historical and cultural sites in the valley⁸⁵.

⁸⁵ Ibid

Chapter 4

Research Methodology

4.1 Introduction

Research methodology the major formulating and thematic body of the undertaken research that guides the field work and thesis writing in every step. This directs the investigation while boxing it within scientific approaches and validity. The research method is a body which comprises a brief explanation of research design, guide for data discussion of the respondents, explanation of scientific theories and approaches, providing methodology to the research, and direction of data collection. The research method explains all the previously mentioned approaches and tools of the research being conducted.

4.2 Research Design

Research design is explained differently by various writers. Research design strengthens the research gathers the whole pieces and bits of the thesis. The research design, in empirical research work, is an inclusive strategy to gather the desired data⁸⁶. The writer names it as a “blueprint” which guides the research design for the sake of data collection and analysis while responding to the specific research question. Furthermore, the research design consists of three general procedures; data collection process (this describes that how and on which basis the data is gathered). Secondly, formulating mechanism for collecting data (this comprises the methods of collecting data). Finally, the sampling (this means the characteristics and people from whom the data is collected)⁸⁷.

⁸⁶ Ibid.

⁸⁷ Anol Bhattacharjee, *Social science research: Principles, methods, and practices*. (Global Text Project January 2012).

Moreover, the aims of this research are to know the socioeconomic potential of archeological sites in Hunza for generating revenue for the local people and the national economy. Furthermore, it aims to identify the problems of tourist industry, more specifically, preservation of archeological sites in response to the challenges due to the increased visitors and destruction and how to cope these issues in order to make Hunza a more sustainable and attractive tourist destination. Since this research work is descriptive in nature that is why open-ended questionnaire is used to collect data. Questionnaire is developed to collect data via conducting open-ended interviews from local people belonging different walks of life, concerned departments, and related people to the tourist sector⁸⁸.

Moreover, along with the governmental tourist departments, opinions of the private tourist companies and staff of the archeological sites are also taken to develop a counter narrative. The reason behind interviewing the government officials and tourists was to know the similarities and differences among the opinions. Application of this methodology leads the investigation towards

Validity and a more constructive debate and conclusion. As far the sample size and characteristics is concerned, three governmental officials were interviewed along with 15 locals and 10 private tourist agencies. Most of the interviews were conducted face to face during the fieldwork in District Hunza while several people were interviewed via email due to their unavailability. Regarding conducting interviews via email (Thompson, D., Mak, W. M., & Lo, K. L. 2016) are of the view that it is one of a best method of conducting interview that is cost and time saving⁸⁹.

⁸⁸Bryman, A, *Social research methods*, (Oxford: Oxford university press 2012)

⁸⁹ D.Thompson, W. M. Mak, & K. L. Lo, "Whose Training Needs Are We Analyzing?" A proposed Framework for Literature Review, Mar 1, 1999

It provides the opportunity of an easy and free questionnaire response to the interviewer and respondents. This method also helps for a more precise and faster response⁹⁰. Furthermore, ages of the respondents were in between 20 to 60 years old belonging to different gender, profession, and academic background. Moreover, the age group is divided into 3 categories; the age category of first group consists of 20 to 35. There were 10 respondents, and the second category consists of 35 to 45 age group among which 15 respondents were interviewed. The third category was group of 45 to 60 and five respondents were interviewed within this category.

The research will also follow the research ethics while hiding the identity of the respondents, especially, the government officials. For this purpose, their identity is represented as Official 1, Official 2, and Official 3 instead of revealing their actual names. The research maintains anonymity of the respondents while not mentioning the identities of the respondents so that their privacy will not be violated.

4.3 Classification of Scientific Perspective

The scientific perspective of the thesis is classified as following a deductive approach because in this thesis the researcher has followed the empirical data collection, based on the questionnaire and open-ended interviews. The researcher has set the objectives to know the socioeconomic potential of archeological sites of Hunza to know the significance of those sites for contributing revenue for locals and the state as well. Furthermore, the investigation is an attempt to build knowledge regarding the challenges faced by the archeological sites which is resulting to an unsustainable archeotourism and revenue generation for the local people.

⁹⁰ Ibid

4.4 Research Method

(Creswell, J. W., & Creswell, J. D. 2017) define research method with the words that a well-focused, systematic, and well-ordered direction to and collection of information towards responding to research questions. Qualitative research method is employed in this thesis. The question of whether employing a qualitative or quantitative method relies upon the objectives of the research⁹¹.

4.5 Qualitative Method

According to Hennink qualitative research means to allow researcher to examine people experience in detail, by using different ways which may include interviews, observation, content analysis, focus group discussion and real-life stories. The qualitative research method is very fruitful to the investigator because by using this method the researcher can capture the actual sense and a very clear image and it also helps to make a clear sense⁹².

4.6 Research methodology of thesis

In this thesis the researcher has an objective to collect empirical data through questionnaire which include both open and close ended questions. The same questions were asked by the tourism officials and local people in the same way to record their responses about the socioeconomic significance of archeological sites of Hunza.

⁹¹ John W. Creswell, J. David Creswell., *Research design: Qualitative, quantitative, and mixed methods approaches*(SAGE Publications, Inc,2017).

⁹² Monique M. Hennink., Inge Hutter, *Ajay Bailey. Qualitative research methods.*(Sage Publication 2010)

4.7 Data collection method

Data collection method is, the most important part of the research design. For this process the researcher must be very conscious, focused and creative. Data can be gathered by different ways and techniques, the most common data collection techniques or process are observation, questionnaire and interview, The data can be categorized as secondary data and primary data⁹³.

4.8 Primary data

Primary data indicates to the data which is directly collected by the researcher to mark an accurate problem. The most eminent techniques to collect primary data are face to face interviews, surveys, and observations. The foremost advantage of collecting primary data is that the assimilated data is appropriate to the specific problem⁹⁴.

4.9 Interview

An interview is a process in which the researcher is directly in contact with the respondents. This interview process has been divided into different categories like structured and unstructured and either face to face or by telephonic process and through emails. The advantage of the structured interview is that it offers the constant information which can be compare at any time. Moreover, in semi-structured interview the researcher follows the interview guidelines with the scheduled set of questions and the specific topic and answer to the specific questions. According to (Harrell, M. C., & Bradley, M. A. 2009) the third

⁹⁴ Ibid

type of interview is semi-structured. In structured interview it consists of open ended and close ended questions⁹⁵.

Moving forward in the basic advantage of semi-structured interview is a chance to the interviewer to collect more detailed information about the chosen topic for the research. In unstructured interview type the researcher does not ask accurate question to the respondents rather the questions are asked to the respondents in accordance with the flow of the respondents' response. In which the sequence of the questions may fluctuate. The benefit of this type of interview is that it provides freedom to the interviewer to explain the question to get the possible response from the interviewee.

4.10 Questionnaire

For collecting primary data there is another way which is called questionnaire. Questionnaire is a very convenient way where the researcher briefly experiences the requirement to reach the scale of interest. The questionnaire comprises of both open-ended and close-ended questions which depends upon the nature of the research⁹⁶.

4.11 Secondary data

The secondary data symbolizes the data which is collected by the individual for the assured purpose for solving the present problem⁹⁷. The major source for collecting secondary data are books, journals reports and articles¹¹⁶. For collecting the more applicable data the secondary data consume more time because the researcher has to study and review lots of

⁹⁵ M.C Harrell,, & M. A Bradley., *Data collection methods. Semi-structured interviews and focus groups.* (Rand National Defense Research Inst santa monica ca,2009).

⁹⁶ Nirit Koren-Lawrence, N. Collins-Kreiner, Y. Israeli.,*"The future of the past: sustainable management of archaeological tourist sites - the case study of Israel."* Tourism Management Perspectives, quarterly 35, no 01(2020):20-35.

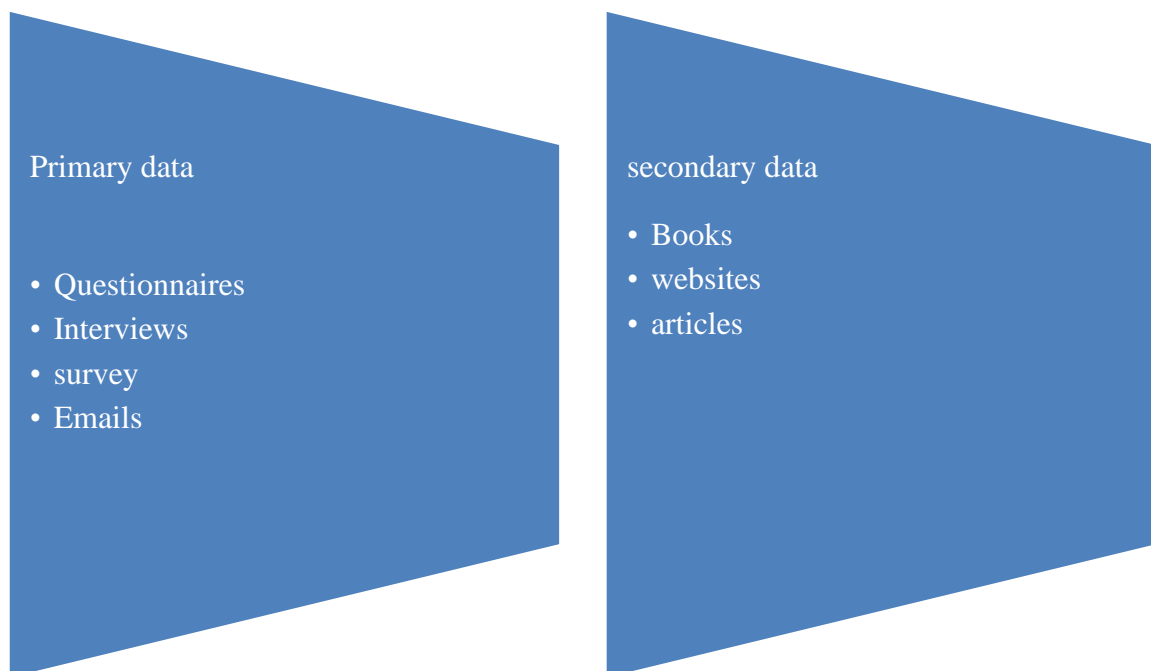
⁹⁷ David Aaker., V. Kumar., & George S. Day, *Marketing Research 8th edition,* (Wiley: 8th edition USA November 19, 2003)

material which is related to the research topic. So, the researcher has to be very careful when the secondary data is collected¹¹⁷.

4.12 Data collection methods for thesis

As I mentioned above that in this thesis the empirical data collection was based on questionnaire as far it contains open-ended and close-ended questions which directed the researcher to qualitative evidences. Moreover, the researcher has collected data from both primary and secondary sources. For collecting the primary data, the local people of Hunza and the officials of tourism department of Hunza were interviewed. To get more detailed information the semi structured interview gives more freedom to the interviewer to get more information regarding the research topic. On the other hand, mixed method (primary and secondary) for the data collection process is used because this method can help in collecting and the analysis of data.

4.13 Data collection



4.14 Sampling

Sampling is a method in which a small number of populations is selected to interview them and generalize it over the population overall. Sampling may also be called a statistical process in which we select (sample) of the overall population to lead the rest of the population. The number of respondents are actually representing the population for the purpose of observation. There are many types of sampling method that include; snowball sampling, expert sampling, quota sampling, multi-stage sampling, matched-pair sampling, cluster sampling, stratified sampling, systematic sampling, random sampling, and probability sampling. Each sampling method has its own benefits and disadvantages⁹⁸.

4.15 Sampling for this thesis

For this specific research the researcher has chosen a random sampling method because the respondents were chosen randomly at different archeological spots of Hunza. The researcher conducted interview from the local people of Hunza residing near those spots and also interviewed the tourism officials in Hunza. The researcher has also interviewed the people who are running hotels, shops, and small business which has been established only for the sack of tourists to please their daily needs like tea, fruits, bottle of water, and some local food. These things are actually presented on the roadside of the tourists' spots and they provide the local food and handicrafts on very cheap prices because some people has the only way of earning is depending upon on the daily products which they sale on daily basis to the external/non-local visitors, and more precisely they only get the benefit of these road side carts in only summer because winter becomes very harsh to survive.

⁹⁸ Ibid

4.16 Research credibility

In any type of research work, regardless of data collection and analysis, the credibility and authenticity are the main concerns⁹⁹.

4.17 Authenticity

This tends to represent the authenticity of research work which contains the questions, data collection and the findings to the problem are accurate with the reality¹⁰⁰.

4.19 Reliability

We can call this reliability in simple words. Reliability is very important in selecting the data collection so that the results remain responsible and may not be changed from that of the accurate ground realities. Reliability is the main tool to measure the constant, and actual facts and figures¹²¹.

4.20 Validity and reliability for this thesis

The researcher keeps in touch with the assigned supervisor, officials of tourism department, and the local people of hunza to reach the scale of validity and reliability. The questionnaire was used to collect the data. It is mandatory in any research that the researcher has to put aside his personal biasness and remain neutral in his research because it's the basic ethic of every research. Moreover, the data belongs to the particular research locale of hunza. The validity of this paper can be found, and the results can also be generalized. To maintain the credibility of this research the researcher tried his level best to collect the authentic data from books, journals, and web sources.

⁹⁹ Ibid.

¹⁰⁰ Ibid.

4.21 Summary of methodology

Qualitative and quantitative both methods are used in this research and the data is collected by using primary and secondary data. Local people and the tourism department officials were interviewed for collecting the primary data and for the sack of secondary data books, articles, and web sources were used. Random sampling method is used.

4.22 Working in the field; (The research process)

The researcher has categorized the research into two stages. Firstly, the researcher has observed the secondary data which consists of published papers, books, articles and web sources. This type of investigation helps to find out the information regarding the assets of heritage and tourism activities in Hunza. Furthermore, the second stage is the primary data in which the researcher has collected the required data from the respondents and from the observation of the local community, in-depth interviews, and focus group discussions. The research was started very smoothly in the beginning many places were covered by visiting people to interview them and tell them about the research where they were all happily responding. Firstly, the objective of the research was described before conducting a proper interview.

Furthermore, the researcher divides the interview session into three parts. In the first session researcher interviewed the concerned officials who were directly and indirectly involved in the sector of tourism like the office barriers of hunza which are directly linked to the tourism and security of tourists and mainly all the tourist guides and tour operators. These guides and operators are actually the backbone of tourism to promote more and more tourism in Hunza specifically with the hard work of these guides and operators the international and domestic tourists are convinced to visit the area by their own experience and own struggles. Secondly, I chose the local people who are indirectly involved like the owner of hotels, and

transport related person and those who run a seasonal business only in summers for example they sale the local fruits, handicrafts, and local dishes which they prepare themselves to please the tourists and to stabilize their economic condition. Because some people really rely on these types of small businesses to survive.

Furthermore, the people of Hunza are well-educated and very supporting in the field of academia. When the researcher told them the reason of the research they welcomed warmly to respond and to support the efforts of the researcher. There is zero resistance of refusing to respond the researcher. They feel owner to be parts of such academic activities.

Chapter 5

EMPIRICAL DATA AND ANALYSIS

5.1 Introduction

This chapter includes the empirical data which has been collected from the respondents who belong to the department or field of tourism directly and indirectly, and the people who are involved in the activity of generating revenue from tourism. The major thematic questions desired to be responded were; how much the archeo-tourism is contributing for the socioeconomic development of, particularly, the local population of Hunza? And while witnessing destruction of heritage sites due to the numerous visitors, what responsive stances can be taken to preserve and conserve the heritage sites from destruction so that a sustainable activity of revenue generation must proceed for the local people and state as well? And how far the inclusion of local population can be more effective for the preservation of heritage sites than the traditional policies of concerned authorities?

5.2 Importance of archaeological sites

When the first question was asked from the respondents about the importance of archaeological sites; most of the respondents responded that archeological sites are one of the most important assets which are left behind memories of our ancestors to us to know about their life styles at their time. And most importantly these are those remaining of our ancestors which they have lived very harsh time but with a very unique way and with a very unique culture which we are carrying till now to live and to promote our culture. Because of these remaining of heritage sites and related things to their daily life usage we came to know about our culture and about our livings.

Moreover, nowadays we cannot live that life which our grandparents have had lived. We have changed these things into museums and more attractive places where these remaining has been kept in very fine way to preserve the things and, also, they preserve those cultures and inherit the culture to the upcoming generation to know about the root of our culture through these remains which have been preserved the culture in the form of archeological sites which indicate the real lifestyle and the system of that era.

The heritage sites contain a socio-economic, political, cultural, and educational importance. Heritage sites enable the archeologists and historians to trace the history of any region or civilization. On the other hand, to elaborate more the importance of these sites in today's generations is that these archeological sites provide more tourists attraction towards the unique culture and to visit these sites people came from across the world to see these places which is beneficial for the state economy as well as for the local people of Hunza.

The local people of hunza get benefit from these visitors economically. Because people concerned with the tourism are getting the direct benefit from the visitors, they arrange a very good travel schedule for every day for the visitors to cover the beautiful sites of Hunza including the archeological sites. Tourist guides and tour operators get the direct benefits while the transport related people also get benefits and while the other several people having small business set up also get benefits from tourist activities. People of Hunza are getting more stable economically because of more tourism in the area.

5.3 Archeological sites promoting tourism in Hunza

In response to the question regarding the archeological sites as sources of promoting tourism in Hunza many of the respondents had same views that archeological sites play a key role to attract more visitors because of the unique existence and preservation of these sites. Firstly, the area is very attractive and very beautiful naturally which is attractive to the tourists, and on the other hand these archeological sites are also the focus point for the

visitors to visit. Because of these archeological sites, tourism has reached at a very high level in Hunza that on daily basis people visit these areas. Few of the respondents also add up that most of the international visitors are more interested in these areas. They prefer to visit these areas because these sites are full of beauty and full of knowledge regarding historical facts and figures.

The heritage sites are also worth visiting for the educational trips where a lot of educational and cultural departments visit annually. The archeological sites have also gained educational trips. Most importantly, some of the respondents viewed archeological sites most worthy and famous among all the other sorts of tours. The modern literate world is paying more value/attention to the archeo-tourism because this literate era is the era of seeking knowledge and preserving the historical background of the civilizations. The factor of seeking more knowledge about the world and conducting scientific researches in archeological sites have resulted into a boost in tourism sector.

The archeological sites are focused by various visitors like study trips of schools and universities, historians, researchers, social scientists, and the general public also takes interest to visit because of rich and unique looks of these sites. The above-mentioned parties visit only the archeological sites but not the naturally beautiful locations. Such trips make the archeological sites unique places to be visited. Various respondents viewed that looking at the abovementioned information it can be easily known that the archeo-tourism is playing a vital role to increase the number of visitors and so to promote tourism in the area.

5.4 Archeo-tourism generating revenue for locals

When the question about archeo-tourism generating revenue for the locals was asked several respondents added much information to this question with an affirmative response. Because the flow of tourism is increasing day by day so related to tourism people have started to build new hotels, restaurants, roadside café to entertain the visitors and to fulfil

their economic needs. On the other hand, the transport is also the most important factor for the tourists to travel so people have bought their own vehicle to engage in the tourist activities and generate money from this business. Tourism is counted as the major business activity of Hunza among all other enterprises. There are several other small level sources of revenue generation in Hunza including agriculture, sports festivals etc.

Several respondents were of the view that tourism is the major source of income generation for the local people of Hunza. The income generating activities of the field of tourism include big and small tourist enterprises, hotel and guest houses, shops, local products like embroideries, transport companies, tour guides, mountaineers, and also the tourist companies get help of generating revenue from tourism. The local women also get opportunity of making money from the visitors of area as far they sell their sewed handicrafts, home-made local dishes, and other local products. Women run small-scale businesses including small huts and restaurants where they sell local tea, coffee, local soup (*Dawdoo*), fruits etc. The local foods include *Molida*, *Baat*, *Grall*, *Sholbut*, *Samann*, and *Mamtoo*. The local people including men and women design beautiful furniture that are sold in a high number to the tourists. The traditional dresses and the traditional cap of both male and female are bought in a high ratio by the tourists and local people as well.

Most of the people are somehow depending upon tourism which is the main source of income to many locals. So, they are trying to stabilize their small setup into a large business, and several have also succeeded to do so. When we take a glance at the weather of Hunza which is very harsh in winters even locals are not able to move anywhere. Because of the harsh weather a least number of visitors visit the area. The winter season put a break down to the business related to tourism. Same is the case with the agriculture sector because of a very harsh winter in the area they just cultivate one kind of crop to fulfil their needs and their economic needs.

Both tourism and agriculture are the main source of income in Hunza but both of them are seasonal, unfortunately. The tourism is somehow sustained in winters by providing them the basic facilities of heating but most of the hotels and restaurants are not able to provide this facility because it costs them very high. Some of the hotels and restaurants provide this facility but in a high cost which the elite class visitors only can afford. In both condition the low class of business is suffering due to the weather.

The local population also provide facilities of camping sites along with tents and other needy things of picnic. They provide such facilities on rent which they charge for on daily basis. Moreover, several respondents added that they provide portions of their houses and also other guest houses on rent to the tourists. Which helps them generating a good amount. Moreover, people of Hunza are relying more on the tourism because it is increasing day by day that's why people are starting permanent business according to the tourism. People are relying upon tourism due to the fame of this sector. They have been fully dependent over the income generated by tourism. They have started building their own hotels, restaurants, and many other camping sites and mainly they have converted their houses into guest houses to get more advantages. These are the major factors that have convinced the people to start their business. On a minor scale people are selling fruits on the roadside in bulk because fruits are also available in a fine quantity.

The farmers do not have direct access to the market. People has no straight way to the market to sell them if they sell them to the local market, they sell them in a very cheap price so the farmers prefer to sell these fruits by themselves. Fruits are considered a perishable goods so people cannot store it for long time, so people prefer to sell them in time either in low price. But nowadays tourists are loving the clean and fresh fruits too they demand for these fruits and that's why farmer are getting benefits from the tourists. Somehow the people of Hunza are getting benefits from the visitors in different ways as it is mentioned

above that every individual is busy in indulging themselves to the tourism activity to earn in different ways some are earning in large scale and most of them are earning according to their available resources.

The above-mentioned knowledge has been gained from the several responses of all the respondents that tourism is helping people of different walks of life to generate income by selling their produced goods or via business. Tourism is the major way of accumulating and generating revenue to the people of Hunza. In response to this question most of the respondents responded like yes tourism is impacting the local economy positively. The local people were satisfied by their income as they are generating enough income via tourism. Some respondents said that in future tourism will bring many more opportunities in the valley. They were suggesting the young generation to take keen interest in the field of tourism to promote more tourism in the area.

5.5 Archeo-tourism generating revenue for the state

Several respondents, especially key informants, were of the view that in the current era tourism is counted among the major sectors of generating more income among all the other sectors. The field of tourism helps out not only the local people in generating income but the whole state as well. Because of tourism a lot of other populations visit the particular country which helps to boost the travelling tax collection, buy and sell activities of the visited country, and several other sources of income generation. Heritage tourism also increases visits in governmental guest houses, residencies, and heritage sites where a good amount of money is gained via selling tickets, serving food and transport, and other living and dining facilities. Some of the respondents said that the highway toll plazas get help of a boost in collecting money due to an increased number of tourists. If tourism is benefitting some area economy, it can also effect the state economy.

Most importantly in response to this question most of the respondents were saying that yes tourism is generating revenue for the state too because when visitors visit a country, they have to pay for everything in their daily routine. So, if the visitors visit, they are staying at hotels and eating food at different places and most importantly they use the airlines of the state which is directly proportional to the state economy.

Furthermore, if the tourism is benefiting any area of a state, it is indirectly benefiting the state too. Because the area is belonging of that state. And because of the famous area the whole state is getting benefits in different ways. Because of particular heritage sites the areas become more prominent, and the state becomes more famous. Due to this fame more visitors are attracted to the country. All the respondents informed in an informative and affirmative way that tourism is a major source of the revenue generation of the state.

5.6 Archeological sites gaining attraction of tourists

Several responded to this question that archeological sites play a vital role to attract more visitors. Because these sites have a very unique story behind and a very attractive place in a very beautiful area. These areas have a very beautiful history, and these areas are unfolding new narratives from the history of the ancestors. Archeological sites are visited by the historians and archeologists. A lot of study trips are brought to these archeological sites. Archeological sites are mostly visited by the archeologists, historians, researchers, students, and other cultural institutions to gain knowledge about a particular civilization or an ancient set up for particular studios and research purposes. One another response heard in most of the responses was that the ancient sites including forts, museums, monuments, and other ancient explorations offer a very beautiful and interesting view to the people. The ancient forts and other findings are very attractive. The pots and other remains discovered via excavations are mostly kept in the museums where not only the locals but also too many

external people visit. Due to the archeological discoveries, museums are interestingly visited by a large number of internal and external population.

Several other responses were of the view that the heritage tourism gets a keen interest by the people because of the fact that people seek knowledge regarding their forefathers and ancient history. Many factors of the heritage tourism gain the attraction of tourists that include the beauty of the discoveries, a good management of the museums, attractive scenery of the ancient sites, research and study purposes, and the interest of seeking knowledge about past.

Many respondents talked about some common issues with regard to this question that the domestic visitors are not that much interested in these heritage sites most of them come just to take pictures. They have no interest in the history. So, on the other hand the international visitors are very much anxious to visit these places and they take keen interest in the history, and they ask questions about the history and take very much interest in the archeological sites. They became very happy when they listen to the history and the harsh condition of people of that time. They watch everything with interest and respect. This point was strongly agreed by the respondents who are directly and indirectly engage to the tourism department and who work with the tourists personally like tourist guides and tour operators.

5.7 Sustainability issues of the archeological sites

When this question was asked importantly some said that it is the most alarming issue to sustain these archeological sites because of many reasons including no budget allocated for the maintenance of these sites by the concerned departments, no focus is paid in response to a lot visitor, and the local people are not involved in the maintenance activities. Many respondents complained that the officials must recruit the local people by generating new jobs of security, excavating, management, and cleanliness of the archeological sites. But the locals are not involved and not paid that's why they do not take interest for an unpaid

activity. The sites are getting destroyed due to untrained excavations, stealing of precious discoveries, and no attention in response to a large number of visitors.

The burden of a large number of visitors in the heritage sites is not being paid enough attention and enough budget which is resulting into the destruction of the sites. There are several cases of untrained and illegal excavations. Many time people have begun to dig the sites wherever they discovered any ancient or precious things because of the prediction of getting more things. This rough digging has resulted into destruction of many ancient sites. Neither the federal government nor the local government is paying attention to this issue. Few of the respondents said that local people by themselves are trying to work for the sustainability of these sites. Some of the heritage sites are totally ruined and within some more time they will vanish because of their present condition. These sites need to be renovated and conserved for future. If good attention will be given to these areas, they will become more famous and will be more attractive for the visitors. But unfortunately, these are neglecting by the authorities.

Sustainability is considered the most alarming issue for these sites. Because these sites need more attention regarding their preservation and conservation. If these sites are not kept safe for visitors no one will take risk their life to visit these areas because these are very old and any time any kind of misshape can happen. To overcome these issues the authorities, have to take a step to conserve these sites.

Most the respondents told that the local people are worried for the conservation of the ancient sites of their areas because these archeological sites are a big source of boosting the attraction and so the number of visitors. The gained number of tourists has boosted the income generation of the locals. The least interest paid for the preservation of the sites will decrease the income generation ratio of not only locals but also the state.

5.8 Efforts of authorities for the conservation of heritages

It is the condition of all over the country as people of every area complains of a non-serious attitude of the concerned authorities towards the preservation of the heritage sites. The archeological sites are getting more and more ruined day by day. Same is the situation with the discovered ancient sites of District Hunza. Several issues are faced that include untrained and illegal digging, no conservation in response to heavy winds, snow and rains, and no management for lots of visits in the sites. Till today the discovered things are being theft. The high rush of visitors, and heavy weather need an equal response of conservation. The cases of stealing things and illegal diggings require an equal response of care. If a proper care and accountability will perform in a good way, it will help to sustain the heritage sites for a very long time to attract more visitors.

A very disappointed reply was observed in response to this question as most of the respondents answered to this question in a very straight way that no there is no one who pays keen attention for the preservation of the heritage sites. Because of least attention these sites are getting dangerous to visit. Furthermore, some respondents told that the allocated budget for the rehabilitation and renovation of these archeological sites is not enough. Because of corruption the actual amount is not reaching there in a fine condition. The higher authorities are taking benefits of such funds which the locals are not even aware of.

On the other hand, few respondents responded that all the rehabilitation are done because of the locals they themselves are very concern to these heritage sites. So, they work on their own to sustain these areas from more disturbing situation they try to preserve these areas by themselves with the limited resources they have.

In response to this specific question the respondents told the researcher about a new project which is upon the Ondra fort (one of the famous and very old fort, which is located in upper Gojal, Hunza). All the local people gathered and renovate the area which was destroyed because of mining and looting. The fort was almost vanished no one visited the area. But now the local people have tried to conserve and renovate the area in a very good and a very unique way. They made 1500 stairs to reach at the fort which is not easy to make such things by their own because there is no such way to take machinery there because of high cost and bad road condition.

The people are united together they have completed such a project which may not be possible to complete in years, but the people made a history they completed the project in just 3 months. Within the people have decided to display all the antiques and remaining of their ancestors at the fort and try on their own to make the fort beautiful. All the people of upper Hunza have requested to put their effort in it because whoever has the antique pieces at their home, they have to donate these things to the fort to complete the beauty of the fort. And in future this fort will surely attract visitors towards its beauty and unique location. Actually, this fort is located above all the villages, and the scenery of the fort is very unique. So, it came to an end that local people are working on their own to preserve and conserve these heritage sites. The authorities are not paying attention towards these places. It's the effort of the local people that these areas are still existing in a fine condition otherwise relying on the authorities the heritage sites may have caused a very destructive condition. According to this question every respondent was not satisfied from the authorities they were rather encouraging the local efforts.

5.9 Marketing method of attracting more visitors

There are several marketing methods of advertising particular goods/activities to attract more and more audience towards it. The most famous techniques of marketing include advertising via television, internet (social media), brushers, and FM radio. The easiest and cheapest method of marketing among them is social media. The tourist companies of Hunza are observed to use the technique of social media for attracting more visitors.

Families, students, and other groups mostly contact the tourist companies of Hunza via internet for the arrangement and guidance of trips. Majority of the people responded that the other methods of marketing for tourism is very expensive to be used by the people of Hunza. The majority of the population is middle class. They do business to earn as much as possible. So, it is never preferred by the tourist companies to use other costed techniques of marketing. By using the cheaper methods, the companies get a higher profit.

While in response to this question many of them told that the people of Hunza are more literate. They are living all over the world because of their education. They are also connected with different people. Because of their education they came to know the use of digital marketing. By this source people of Hunza are attracting more visitors because all the universe is on social media every people have an easy access to the media and internet. So social media has become the easy way of marketing. They advertise the beautiful culture and unique places on social media and yes off course more visitors visit because of the beauty of Hunza.

And once the people visit this area they visit again and again because the area is so clean people are so nice, humble, and kind. Their culture is rich people are also attracted from the culture which is counted among the diverse cultures. Even the domestic visitors tell that Hunza has very unique culture. So, yes, many respondents said that digital marketing is the powerful method to attract more visitors.

Almost every individual is aware of the social media in today's life, and everyone has the excess to the social media world. In simple words we can say that the world has become a global village. We can get any kind of information regarding anything we want to inquire. so social media is a very powerful way to attract more visitors towards Hunza. The people of Hunza are very dedicated people toward their land and they take keen interest to develop their area as much they can do through social media.

5.10 Available sources of marketing

Hunza is a well-known tourist destination of Pakistan which attracts the visitors by its immense beauty. The natural look, archeological sites, attractive culture, kindness/hospitality of people, and a peaceful environment were told to be the most convincing sources of marketing the tourism in the district. However, in the past ages access to the area was the major issue faced by the visitors due to what the ratio of tourism in Hunza was very low. The construction of Silk Route under China Pakistan Economic Corridor (CPEC) has made the journey of Hunza very easy for the tourists. The traditional foods, dancing festivals, local embroideries, and sports festivals are counted among the most attractive sources that play a prominent role to convince more and more visitors to visit the area.

Moreover, several respondents were of the view that the heritage sites are the most eminent source of attraction. Among the previously discussed marketing sources, heritage tourism is also calling up a lot of tourists in the area and so counted as a good marketing source. The natural look of beautiful location of the area also brings the area into the preference of the visitors to plan trips in Hunza. These qualities help out the tourist companies in advertising tourism within the area in a better manner.

Cultural and heritage sites made Hunza trip memorable for visitors. They provide word-of-mouth stories which bring the guests return and draw an ever-widening population of Hunza into the tourism industry. The people of Hunza play a key role to expand their local products and encourage the local economy. There is a huge amount that recognized tourism business which help local products and business flourish, such as rising archeological outing for visitors in partnership with residents, supporting local dance the festival, providing business and marketing advice to the music business, training local guides' specialists in local history and environment, or integrating local crafts into hotel furnishings. A tourism destination that thrives on local cultural products will open up many opportunities for local people and economic growth. Of course, disadvantaged Hunza must not be pigeon-holed into one corner of the tourism industry. But, if the cultural products are not developed to full potential, myriads entrepreneurial opportunities will be closed off to those who could take advantage of them.

While continuing with this conversation respondents said that the area has 100% literacy rate and zero percent crime rate, so this is the main thing people prefer to visit Hunza. So, the zero-crime rate is also playing the main role for marketing. In past decades Pakistan was facing issue regarding terrorism which effects the whole sector of tourism. But now time has changed people are visiting because the country has developed in this sector more.

5.11 Promotion of local products

People of Hunza make local food and handicrafts in excessive amount which they display anywhere to attract visitors to buy them. Local foods are totally organic made by local products which is healthy and has no harm to health. Due to the flow of more visitors the local products has got famous and high demand of these organic food and the unique handicrafts. The demand for the local products is actually increasing day by day. Most of the visitors like the local crafts and local food. Because of the increase of the demand of

these products the small-scale businessman gets benefits of these products which fulfil the daily needs of the family who are depending on the seasonal business.

Many of the respondents were agreeing with the point that due to the flow of visitors the local products (handicrafts, dry fruits, and other dishes) have promoted. People came to know about these products and started to use these products in excess. Promotion of these local products has positive impacts on the small-scale business who runs a business just to fulfil their basic needs of life and also impact on high scale because these products are also displayed at the five-star hotels to the attraction of visitors. So, it has impacts on both groups.

As it is mentioned above that by tourism the area itself has come at the surface of the world. Most of the people of the whole sub-continent and even a big part of the world became familiar to the local products after visiting the area, and they love the organic foods and the hand made products which has no harm in it. As mentioned before that tourism and the local products are the only earning sources of the people of Hunza. The various sorts of tourism have boosted the visits of people in the area which helps out the local people to sell their local products. Due to a lot of visitors the local people get a bunch of customers to their products and so the sale ratio gets higher. Women also run small scale businesses of selling different local products in shops, road-side stalls, cafes, restaurants, and even in their own houses.

Several respondents were of the view that before the fame or an increased ratio of tourism in the area the local people used to produce a very small quantity of particular products just to sale them within the local population. So, the profits were also unsatisfactory. But now with the increase of the tourist activities the profits of the native people have also uplifted. People have got a very good source of a higher income than before. The particular local products have got a good worth for initiating business and earning a good amount of

income. Tourism has become an opportunity to earn for, especially, those local people who did not have access to the big markets to sell their particular products. Women have also been facilitated from the uplifted business opportunities after a boost in tourism.

5.12 Local products as a source of promoting tourism

As the researcher ask this question many of the respondents responded the same way as they responded in the above-mentioned answer that tourism is promoting the local products and to some extent local products are promoting tourism. In other words, both of them are interdependent on each other. It can be assumed that tourism and local products are directly related to each other and depending on each other, so they have a reciprocal relation and dependency on each other. To some extent it tends to be the source but not the only source to attract more tourists because local products are counted a source among many other major sources. By the high ratio of visitors, the local products have been introduced to the tourists.

As mentioned above that by the visitors the local products have got a good coverage and become famous. Both of them actually depending on each other. By tourism local products are sold by the local people if there is no tourist there will be no selling and buying procedure in high quantity. The local products are the foremost reason of promoting tourism. Local products have a small part in promoting visitors. Most probably the visitors are interested in the beauty of Hunza and the unique places and unique culture. So Hunza has many more sources to promote more tourism.

Some of the informative responses listed the local products that actually what actually local products are. A knowledgeable count of local products was provided by them. Expanding this view, they told that mainly the diverse culture, sports festivals, cultural songs and

dance, local embroidery, traditional caps, local foods, and other cultural events are considered the most prominent local colors of Hunza. These local products were said to be the beauty of Hunza.

These local colors make additions in the beauty of the region along with the natural beauty of green plans and mountains, and lakes. So, the sociocultural entities also help to attract/increase the number of visitors as far the natural look of the region do.

5.13 Archeo-tourism as a source of creating job and business opportunity for the locals

An affirmative response was received from most of the respondents who were of the view that as far archeo-tourism is a source of increasing the tourism in the region just like other types of tourism. A big number of visitors also visit the heritage sites of District just like the mountainous locations and rivers. So, an increased number of tourists in heritage sites is producing opportunities of business and jobs. Today, the tourism and hospitality sectors are the most important sectors of the economy. It improves the balance of payments as well as income creation and employment opportunities.

Tourism and hospitality industries have created many job opportunities for millions of people in Hunza in different sectors like accommodation, food and beverage (restaurants, dining rooms, cafes, fast food, bed and breakfasts, motels, hotels, resorts, lounges, catering operations, boats. Land transportations including bus, travel agencies, tour operating companies), natural and cultural attractions such as national parks, caves, monuments, museums and galleries, theatres, concerts, festivals, carnivals, conferences, trade shows, and exhibitions. Political stabilities reduced working hours, technological advancement, increased income and conducive climate are the major favorable conditions for the development of the stated tourism and hospitality establishments to create millions of jobs.

Many respondents told that the sector of tourism has created more opportunities to the local people as well as to the whole country. Because Pakistan is also getting more and more benefits from tourism. No doubt Pakistan is blessed with many beautiful areas. Tourism is creating many job and business opportunities to the local as well as to the state. People are taking advantages on their available resource they have. They are extending their small-scale businesses and many of them already have extended. This can create more job to other people because when the business is extended work force and skillful labor are needed to run the business in smooth way to take more advantage.

In this process the owner of the business is getting benefits while he is also benefiting many people who are working with him\her. Many people are utilizing their barren land they built small shops of local tea and coffee and other daily use product they sell on daily basis. Mainly there are many beautiful places beside the main roads people have constructed small restaurants besides to attract more visitors. People visit these sites even local people of Hunza also use to visit these sites and enjoy tea and coffee among the beautiful scenes. Not only archeo-tourism is creating job opportunity but all kinds of tourism are creating economic activity to any area.

Chapter 06:

Conclusion

It is concluded on a nutshell that through analysis and discussion of the data, it is found that the potential for archeological tourism of district Hunza is substantial to boost economy of Pakistan, specifically, the local economy if the supply-side and demand-side challenges are tackled. There is need to take serious responsive stances to tackle the existing issues faced by the tourist activities, particularly, archeotourism of the area that include destruction of the heritage sites, untrained excavations, irresponsibility of the concerned authorities, and exclusion of the native people in the whole arrangement system of the heritage sites, especially, by not providing proper employment opportunities to them.

The travel industry of Hunza is the worthiest arena of income generation opportunity for the local people. Even the poorest and socially excluded people are generating income from this industry. Tourism, in Hunza, is a kind of revenue to illiterate, aged, and retired people, who have no other options of generating revenue for their household. Several aged women, and also widows are getting benefits from tourist activities as far they run their own small-scale businesses and feed their children.

For the sake of promotion of tourism in Hunza these steps must be followed. This fact is unavoidable that the naturally beautiful places containing mountains, lakes, glaciers, and bearable weather make the area a perfect location of tourism. But this point is also notable that the archeotourism plays a significant role for the fame of area in the whole world. Due to heritage belongings the people from all around the world become familiar with the area within literatures, documentaries, and historical researches. The fame of the area may attract more visitors.

Heritage tourism increases the number of visitors. Archaeological sites are counted as most significant among all the immense natural travel sites. Archaeological/heritage tourism,

also labeled as ‘archaeotourism’, is considered a significant tour that concentrates to visit and experience ancient sites and historical places. It is a form of cultural tourism which is aimed to bring public interest in archeology and the conservation of cultural heritage. There are, also, various other reasons behind an aspiration of archaeological tourism including a passion for learning about the earliest/ancient cultures that inhabited the area being visited. Archeological sites are major tourist attractions throughout the world.

An increased number of visitors visit the area for the purpose of heritage tourism in Hunza. The archeological tours in the district include visiting to cultural heritage dedicated parks, museums, exploration of conservation works, and it also includes attending traditional dances, festivals, and other cultural events and exhibitions of the thousand’s years old materials. This sort of tourism has played a significant role to promote consciousness about the shared cultural heritage of Hunza, to inspire public to visit archeological sites, and so it has helped the state and local population to generate more tourist revenue.

Several suggestions were gained for the sustainability of heritage tourism. An appropriate budget should be allocated by the concerned authorities to maintain and sustain the reservation and preservation of the heritage sites. Both provincial and federal governments are responsible for the budget allocation in a well-mannered way. There is a dire need to monitor the expenditure of the funds so that the allocated money for the preservation of archeological sites must be consumed accordingly, and corruption must be tackled in this process. To encourage the domestic and international tourists, the law and order should be improved all over the country and Hunza in specific. The utmost importance is to take keen interest in the risk management of these heritage sites and to deal with the tourism crisis.

The image of Hunza is at the best level as far it has zero terrorism risk and other mishaps, but natural disasters occur several times. Regardless of the fact the prediction of natural disasters is always told to the visitors before the journey begins but there are not any

efficient management to avoid the risk of natural disasters. Safety must be the foremost element of the tour. Furthermore, apart from the improving law and order situation, better infrastructure facilities, well trained and educated guides at different places and a well-trained and experienced tour operator can help the tourism department. For the surety of the existence of all those people, it is significant to keep them on governmental employment. To improve the local economy stable and sustainable initiatives must be taken by the federal and provincial governments.

Moreover, the conservation and reservation of these archeological sites must not be taken for granted. The conservation should be of good standard which may maintain the beauty and safety both. An appropriate education and awareness must be provided to the local people, most importantly, to the concerned departments, and to those people who are directly and indirectly involved in the department of tourism.

If these basic points are followed in a good manner than within some time the whole country will get benefit from tourism on a large scale and no doubt some people are taking benefits. With the development initiatives the circle of the beneficiaries will be enhanced with fully equipped and mannered way. With the expansion of the field of tourism all of the existing small-scale and large-scale businesses of the local people of Hunza will get advantages. When the flow of tourism will increase the large-scale business activities will also increase, automatically, but on the other hand the small-scale businesses will also be initiated in a large number.

Moving forward, as far as the economic development graph of country is concerned, it is calculated with the formula of per capita income while including the whole population. The development factor of the country can be counted when job and business opportunities for people get increased. Because it is said that the economy of the country is the fundamental element of development and reason of happiness. When the basic needs of individual are

being fulfilled everyone will spend a happy life. It is an unignorable fact that tourism is the biggest source of income for the people of Hunza but due to the management of the tourism sector the local economy of the area is affected. For the long-term sustainability of the income generation, it is necessary to establish a cyclic management monitoring process.

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