

Environmental Impact of Mass Tourism: The Study of Gilgit-Baltistan

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ABSTRACT

This research is being carried out to identify the challenges and opportunities in adoption and implementation of Sustainable Ecotourism Development in District Nagar, GB. The SED is a new concept that are being adopted rapidly by the world especially developed countries, and becoming popular which including several benefits likewise, less harmful for the ecology and sustainable green economy. Sustainable Ecotourism Development not only provides economic benefits to local communities, but also protect the ecology and natural resources while providing decent economic benefits, SED is essential for tourism development in long run.

Qualitative research approach was used to identified the challenges and opportunities of SED. In depth interviews have been taken from the resource persons among all the five major stakeholders i.e. Government official, Tourists, Native Community members, Academia, and Hospitality industry with tour operators. Thematic Analysis has been used to analyze the data.

This study found that the current progress of tourism development in Nagar is unsustainable and several factors identified that ask as a challenges for ecotourism development that are, uncontrol mass tourism, policy gap, lake of regulation and implementation, major challenges are community engagement is missing in the tourism process and policy framework, unsustainable development due to lack of township planning, lack of zoning within the ecological range and awareness issues in the community and within the government sector as well. Further, this research also highlights the available opportunities for adaptation of SED that are found as a pure nature, potential of adventure tourism, rich culture and historic villages, Karakoram highway across district and adjacent to China, thus, within the district organic food appealing for tourism, potential for Agri-tourism, wildlife with unique ecology and the heritage. The lack of systemic collaboration between government and all major stakeholder led various concerns regarding sustainable ecotourism development.

The first successful sustainable ecotourism model Trophy Hunting is started from Nagar district. Recommendation is to engage community and all stakeholder for collective efforts with the systemic way and effective polices to cope with unstainable tourism and it ecological concerns. The adaptation of SED will provide edge to contribute mutual benefits of ecotourism among the whole stakeholders and conservation of the native ecology in long term.

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NOMENCLATURE

SED	: Sustainable Ecotourism Development	WAPDA	: Water and Power Development Authority
GB	: Gilgit-Baltistan	UNEP	: United Nation Environmental Program
TIES	: The International Ecotourism Society	EPA	: Environmental Protection Agency
WTO	: World Tourism Organization	NAVTTTC	: National Vocational & Technical Training Commission
ZAB	: Zulfiqar Ali Buttho	NGO	: Non-Governmental Organization
PTDC	: Pakistan Tourism Development Corporation	UNESCO	: United Nation Educational, Scientific, and Cultural Organization
CKNP	: Central Karakoram National Park	PSL	: Pakistan Sport League
GLOF	: Glacial Lake Outburst Flood	TSCAMD	: Tourism, Sport, Cultural, Archeology & Museums Department
GDP	: Gross Domestic Production	NOC	: No Objection Certificate
		WES	: World Ecotourism Summit
MDGs	: Millenium Development Goals	TOs	: Tour Operators
SDGs	: Sustainable Development Goals	CPEC	: China Pakistan Economic Corridor
UNBC	: United Nation Brundtland Commission	TBL	: Triple Bottom Line
GSTC	: Global Sustainable Tourism Council	WTTC	: World Travel and Tourism Council
IUCN	: International Union for Conservation of Nature	DC	: Deputy Commissioner
TCI	: Tourism Climate Index	KKH	: Karakoram Highway
UNDP	: Unted Nation Development Program	NGO	: Non-Governmental Organizations

Dedication

I dedicate this thesis to my loving parents, whose unconditional love and support have been the source of inspiration throughout in my education career.

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CHAPTER – 1

1 INTRODUCTION

1.1 Preamble

Ecotourism is a natural based tourism and often known as alternative tourism. It totally depends on natural resources such as beautiful landscape, water resources, glaciers, mountains, lush green pastures and lakes which are available in the region. The unusual characteristics stunning landscape led ideal destination for adventure and other tourism activities. The primary two aspects of ecotourism development make it more appealing, conservation and wellbeing of locals (Soaga, 2022). Presently ecotourism as “the responsible travel to natural regions that safeguard the ecology while also improving the well-being of indigenous communities via interpretation and education” by (TIES) the international ecotourism society (Society, 2015). In the context of world tourism organization (WTO) Sustainable Development of Ecotourism should be futuristic in terms of social, economic, and environmental concerns (Suadi Zainala, 2024). Sustainable Ecotourism is visiting to the nature and left unpolluted and soothing environments. This concept demonstrates sustainable tourism by avoiding negative impacts on environment (Mirela Ștefănică, 2010).

The mountain communities worldwide are promoting ecotourism to address environmental crisis and underdevelopment. Sustainable Ecotourism in the mountainous regions aims to promote responsible and high-end tourism, wildlife conservation and native ecology, respect to native cultural values and traditional practices, and wellbeing for mountainous communities (Sanjay K, 2024). However, there is no single universal definition of sustainable ecotourism development. The perception of local communities regarding impact of tourism and surrounding development influences their overall well-being. The positive attitude of local communities will smooth policy process and also support in plan executions to succeed. The attitude and perception of locals is directly linked to the decision-making process. True engagement and collaboration may lead to economic, social, political, environmental, and psychological empowerment to the local communities. And it educates the perception for harmony, strength, and thus wellbeing essential to promote sustainability tourism development (BHATTA, 2013). To be truly ecotourism sustainable, tourism needs to maintain balance between economic, environmental, social and cultural dimensions. Tourists will not be back if they got bad experience in the locality, and

economic benefits of native communities and services supplier will decrease. As a result of environmental degradation, the foundations of ecotourism have been damaged, cultural acceptance and communities' tolerance will be eroded, and the sense of the environment will be lost. Therefore, these all environment, cultural, and economy are equally important, they will lead to the development of sustainable ecotourism and operations successfully (Wall, 1997).

1.2 Background of the Study

Pakistan tourism evaluation, in the era of Zulfikar Ali Bhutto (ZAB), built his economic strategy around tourism. Pakistan was the first country in the surrounding region to acknowledge tourism as the engine of development in 1972. Bhutto used aviation, culture, and tourism to draw in the freshly obtained petrodollars from the Gulf States, and he was reconstructing Pakistan along extremely creative lines. After ZAB strategies regarding tourism industry in Pakistan the industry hotel and hospitality was built under the supervision of (PTDC) Pakistan tourism development corporation (Mummunka, 2019). Like the entire country, the hotel industry was established in Gilgit-Baltistan and the process of tourism started because of the Gilgit-Baltistan has the potential of tourism especially some districts, likewise Nagar has the major potential for tourism due to having Rakaposhi mountain, the Diran peak, glaciers, water bodies, heritage, and rich cultural with traditional food, that attract the tourist in to the region. In last two decades the tourism industry was growing faster in the region and creates more implication to local communities except economic benefits. The concurrent legislative powers essentially eliminated when the 18th Amendment to the Constitution gave the provinces more authority over subjects. But it was unsuccessful in providing the provincial governments any additional power in the tourism industry beyond what they currently owned due to Gilgit-Baltistan constitutional status. Gilgit-Baltistan actually a special location of Pakistan controlled through the Federal government of Pakistan. The region has been controlled by unique legal regimes as it isn't governed by the Constitution. The Gilgit Baltistan Governance (Empowerment and Self Governance) Order, 2009, outlines the present system. The Order distributes legislative authority so that the Gilgit Baltistan Council has legislative responsibility over tourism. The 1976 Hotel and Restaurants, Travel Agencies, and Tourist Guides Act formed the legal and regulatory structure. The Hotel and Restaurants Act of 1976 is the only law pertaining to tourism that the federal government has enforced in Gilgit-Baltistan. Despite having the authority to legislation, the GB council has not passed any legislation regarding tourism (PROJECT, 2013).

After that the Gilgit-Baltistan Governance (Empowerment and Self Governance) order 2018 implemented and under the implementation of 2018 order some tourism laws and policies were established by Gilgit-Baltistan government in 2020. Like Gilgit-Baltistan Hotels, Motels, Camping Sites, Guest Houses, Rest Houses and Restaurants Act- 2020, Travel Agencies & Tour Operators Act, and Tourist Guides Act- 2020 and also government of GB regulate the royalty fee from the national and international tourists for scaling peaks and trophy hunting (Baltistan, 2020). Tourism is currently recognized as an important driver of growth and development in economies around globally. whereas the sudden rise of over tourism has been associated with a rise of natural challenges and worries. Tourism's adverse effects on the ecology may become especially severe in areas with ecological fragility and a lack of natural resources, especially places like Nagar district in Gilgit-Baltistan. Gilgit-Baltistan is a geographic region of Pakistan in northern-part, bordered by Afghanistan, China, and India. It's also home to a number of the worldwide highest mountains, which includes Nanga Parbat, Rakaposhi, and K2, the second-highest peak around the world. The area is well-known for its stunning scenery as well as its cultural heritage, which makes it a popular tourist destination. whereas the region's explosive increase in tourism has left an extensive impact on the natural resource. Forest loss, loss of soil, and contamination of water have resulted from the development of lodging establishments and other tourist infrastructure. The huge number of visitors who visit the region additionally puts an impact on natural assets like energy and water. But tourism produce significant revenues for the local populations; according to the Pakistan tourism development corporation (PTDC), roughly 1.72 million visitors visited the region within 2017. In 2017, tourists contributed Rs.300 million to the local economy (Shah, 2019). In Gilgit-Baltistan, especially Nagar valley the unplanned tourism sector and its adverse ecological consequences have become an important cause of worry for the native communities and the policymakers. In recent years, there seems to be an increasing realization of the need to develop sustainable ecotourism development that minimize harm to the ecosystem while maintaining the region's social and organic gems. In response to all these concerns there are number of initiatives require in Nagar district to promote sustainable ecotourism development. That practices are that foster ecotourism, build renewable energy/Green energy, and implement waste disposal mechanism. Tourism is frequently selected by the governments to promote the undeveloped and remote regions. Yet, its advantages and disadvantages are still being discussed. Studies indicate that tourism can have implication, likewise restricted economic gain for locals, local cultural

values and social fabric will damage, and create environmental crisis with harm to resources (Gianna, 2007). To address these concerns, researchers and governments propose alternative forms of tourism like ecotourism and community-based tourism. These approaches aim to overcome the drawbacks of traditional tourism and prioritize sustainability while benefiting the local community and preserving the environment.

Excessive tourism has a negative impact on residents' standard of existence, which makes them feel isolated and in favor of attempts to reduce tourism (Alemany Buades, 2022). Managing the effects of over-tourism, is critical to sustaining an attractive residence for inhabitants. Overall, the environmental impact of unplan, uncontrol mass tourism in Nagar district, Gilgit-Baltistan highlights the need for a more sustainable approach to tourism development in the region. It is feasible to maintain economic development with preservation of the ecology and maintain this region's special cultural and natural treasures for generations to come by promoting sustainable ecotourism practices. The World Tourism Organization (UNWTO) has a specific objective of leading towards the common 2030 Agenda for Sustainable Development by encouraging accountable sustainable, and easily accessible tourism. UNWTO provides leadership and support to the tourism industry in order to enhance knowledge and develop policies worldwide. It actively advocates for the adoption of responsible ecotourism practices, recognizing the crucial role that tourism plays in driving economic growth, fostering inclusive development, and ensuring environmental sustainability. Member countries of UNWTO encourage its members to implement the Global Code of Ethics in Tourism. This code serves as a comprehensive framework to maximize the positive socio-economic contributions of tourism while minimizing any potential negative impacts (Tourism, 2005).

Tourism provides significant support to Pakistan economy and employment sector. The direct support of tourism to the country GDP in 2017 is PKR 930.9 billion, which is 2.9% of the total GDP in 2017 as stated by World Travel and Tourism Council. Also, tourism directly supported 1,493,000 jobs, which is (2.5% of total employment) of the country in 2017. Although its budget stands at PKR 410.4 billion, 9.1% of the total investment was made in travel and tourism (Elahi, 2022).

1.3 Nagar, GB Context

North of Pakistan is a popular destination for tourism especially the region Gilgit-Baltistan is most attracting destinations for tourist around the world and domestic tourist as well. The

tourism industry in the region boosting the economy of local, employment opportunities, and get attention world widely. But the mass tourism in the locality brings environment concern to the ecology, likewise, water contamination, destroyed natural landscape, unwanted development, and stress on glaciers, basically damage the ecology. It is challenge to manage the balance environmental and cultural heritage protection while attracting tourist in to north, especially Gilgit-Baltistan. Sustainable ecotourism development and practices are the key to sustain the tourism benefits in long run while minimize the negative concerns of overtourism (Amna Malik, 2024). The development in transport sector will uplift the isolated remote communities likewise Gilgit-Baltistan, improved their mobility, connected with other world and enhance the livelihood standards. Diversification in livelihood approaches linked to tourism has negative impacts and positive as well, as awareness issues, economic, cultural and social with ecological impacts (Asif, 2019). In Nagar district the local formers perceived the impact of climate change in their land-based livelihood is crucial due to climate implications like, floods, glaciers melting's, GLOFs, and heatwaves. According to Dr. Sitara, local communities are seeing that due to climate change glacier is declining in Hunza and Nagar (Dr, 2024). These factors affect the production of crop and agricultural yields and mass tourism is one the reason which trigger the challenges such as land used, waste, water contamination, transport carbon emission and noise pollutions. Farmers especially in high-altitude zones which are relay on single cropping in Nagar are becoming more vulnerable (Iftikhar Ali', 2024). Thus, in Nagar socioeconomic developments and political infrastructural have affected the indigenous food process in multiple ways since 1970s. The major two interconnected dimensions which can summarized are shift in agrarian practices and diverseness in livelihood. In addition is the main concerns for socioeconomic development in Nagar district (Spies, 2018). Uncontrol tourism poses pressure on the natural resources of the district Nagar, such concerns are drinking water crisis due to over used and contaminated by tourism industry, land destroyed, waste generation, unplanned infrastructure, there is need to develop trekking routes and mule tracks instead of concrete road, without strain on the glaciers in Nagar, like Hoper glacier, Hispar, Biofo, and Rakaposhi glacier. For the promotion and sustainability of tourism in Nagar, need readiness assessment and adopt sustainable ecotourism development practices. (Rehmat Karim,, 2021). Central Karakoram National Park (CKNP) is the highest national park in the world and largest in protected area in Pakistan which cover the Karakoram Mountain range, including the second highest mountain K2. The CKNP was establish

in 1993, to protect the ecology and to conserve the endanger wildlife species within the park. The CKNP consists of four districts of Gilgit-Baltistan which are located in the Karakoram Mountain range including district Nagar. To facilitate the protection of ecosystem while providing assistance to native communities for sustainable management through implementation of zoning system (CKNP, 2024).

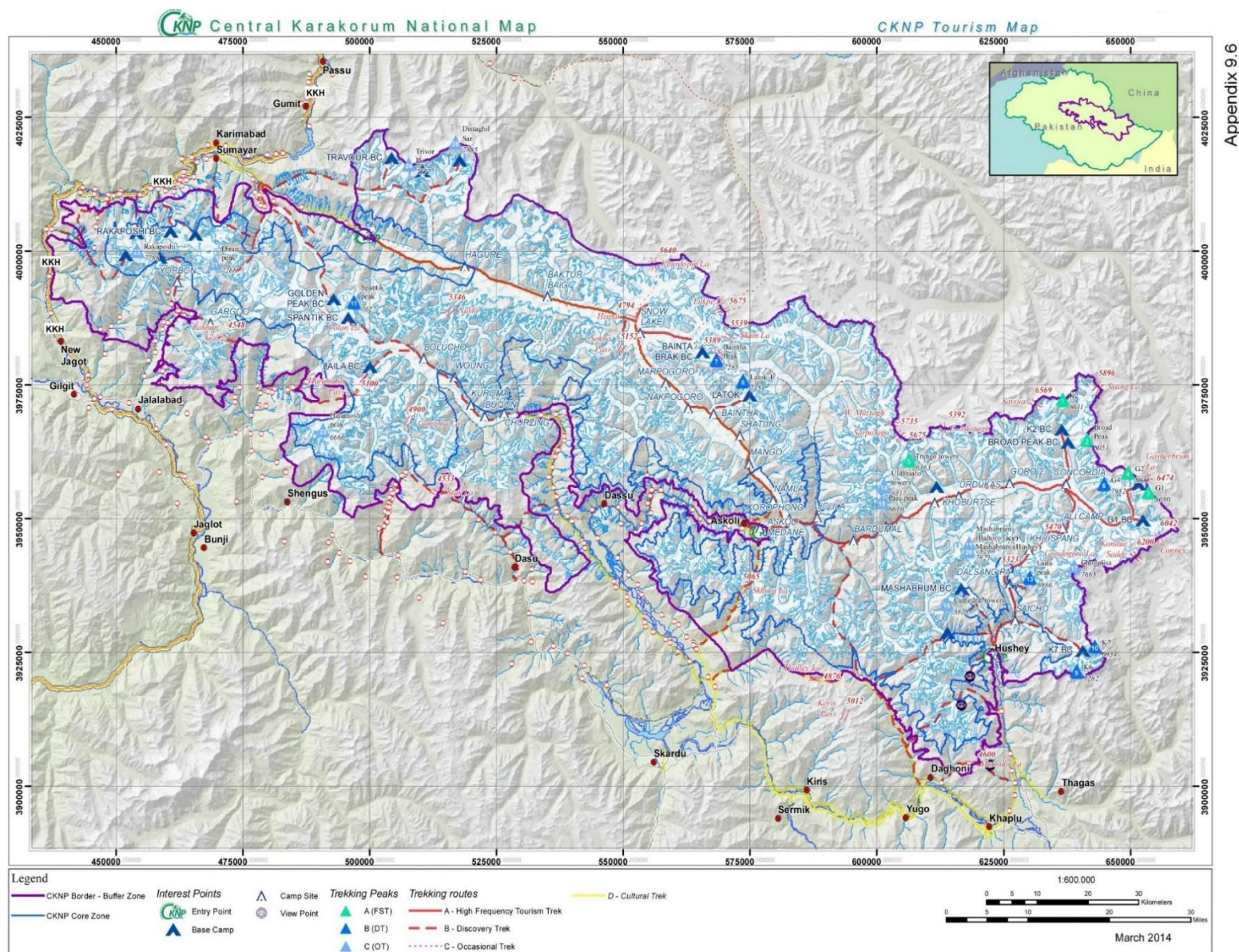


Figure 1: Central Karakoram National Park Map (Gilgit-Baltistan, 2014).

In Gilgit-Baltistan the tourism industry economic support to local economy by creating job markets but at the same tourism is the major cause for climate crisis and environmental concerns,

likewise generate waste, water contamination, drinking water scarcity for native communities due to infectious bacteria in water. Further cultural and social concerns are there but not in large scale, should not be ignored for future, lack of efficient governance by the local government increase the environmental crisis and health risks (et, 2019). After (MDGs) Millenium Development Goals in 2015 the United Nation Member Country adopted the Sustainable Development Goals (SDGs), agenda aims to eliminate poverty, conservation and protection of ecosystem, and uplift the wellbeing of people around the globe. The SDG 12 Responsible consumption and production, SDG 14 life below water, same as SDG 15 life on land, and further SDG 8 promote Decent work and Economic Growth. The tourism industry support 10% GDP of the world and provide a huge decent job market (Deedar, , 2020). The tourism development has many concerns with sustainable development goals need to achieve the SSDs, promotion and adoption of sustainable ecotourism development in important, especially in the underdeveloped country.

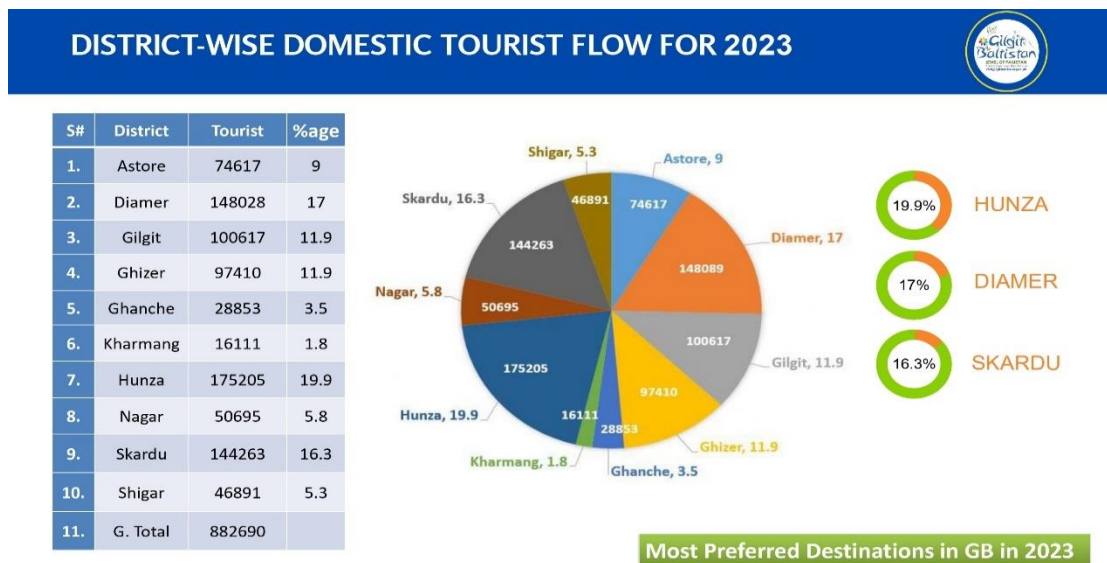
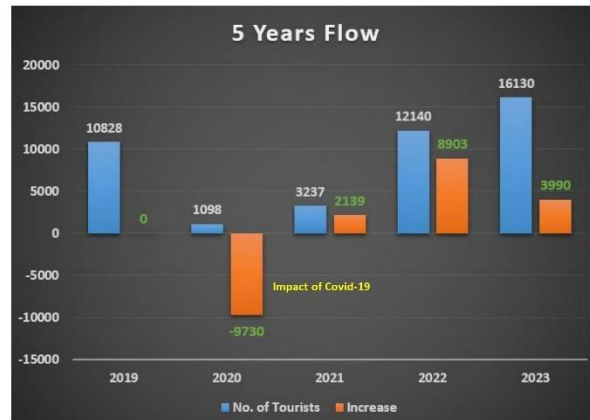


Figure 2: District-wise flow of domestic tourists in 2023 (BALTISTAN, 2023)

YEAR WISE FOREIGN TOURIST FLOW



Year	No. of Tourists	Difference
2019	10828	-
2020	1098	-9730
2021	3237	2139
2022	12140	8903
2023	16130	3990



46% of foreign tourist coming to Pakistan visit Gilgit-Baltistan Source: PTDC

Figure 3: Shows data of foreign tourist flow years wise (BALTISTAN, , 2023)

The above figures of tables shows that the tourist inflow into the region is high and the mass tourism have strain in the natural resources, especially in Nagar district the tourism flow is high due the access to Hunza district is from Nagar valley. The aims are to analysis the challenges and opportunities to adopt effective sustainable ecotourism development in district Nagar. And explores the current tourism practices in the region, and all stakeholder's involvement in the whole tourism process.

1.4 Research Gap

In the world wide may scholars has revealed that there is lack of studies on Sustainable Ecotourism Development due to new concept, especially in the developing countries like Pakistan. Although, there are researches have been done before those identifies the impacts of conventional tourism on the local communities and the ecology as well, and suggest same approaches to cope with the problems. Study examines the connection among temperature and climate change in Gilgit-Baltistan, especially the climate sensitive and weather conditions influence by tourism in the region. The tourism climate index (TCI) has identified Gilgit-Baltistan as an ideal destination due to its beautiful landscapes, diverse environment and rich in historic cultural diversity. It encourages collaboration between tourism, conservation and expert stakeholders to mitigate environmental issues and increase the range of benefits in the region. The collective approach aims

to improve economic and environmental health (al N. U., 2024). Thus, another researcher explores the potential of adventure tourism in GB, results revealed that GB offer great opportunities for adventure tourism due to its breathtaking landscapes that include highest peaks like K2, Nanga Parbat and Rakaposhi. Famous mountain passes like Khunjerab, Babusar and Burzil increase accessibility in Pakistan and internationally. Glaciers like Siachen, Baltoro, Biafo Hispar and Batura further enhance the attractiveness of the region. These natural features attract mountaineers, trekkers and adventurers from all over the world and make Gilgit-Baltistan a favorite destination for various tourism activities (Atta-Ur- Rahman, 2023). Further, the study explores the perception of local communities regarding tourism impact in GB, identifies tourism support economy growth and job market, on the other hand tourism has environmental concerns, Water testing revealed that natural resources were contaminated and posed a health risk. The study concludes that while tourism boosts the economy, it has significant environmental drawbacks and minimal socio-cultural impact (al N. u., 2019). Yet, there are huge potential of ecotourism in Nagar district, GB which need to explore, to attract tourists with the unique ecology. The existing tourism process has implication to local communities, ecology and socio-economic structure of the region. Therefore, important to understand the implication of tourism in ecology and socio-economic aspects. In the scenario, of GB especially Nagar district, has limited literature regarding tourism issues and ecotourism adoption, still a lot of research work has need to be done in the serval aspects of tourism industry. Important is to develop baseline data and knowledge regarding tourism industry and explore the potential of tourism and its complication, that how to address. Due to research limitations, I focusing to fill the gap by examining “*Sustainable Ecotourism Developmnet in district Nagar: Challenges and Opportunities*”. The factors that act as a barrier for implimentation and potential for adoption of SED in the region and thus, provide the recommendation to successful implementation of SED Policies has been identified in this study.

1.5 Thesis Statement

Tourism started in Gilgit-Baltistan after British colonial period; British army came to explore across the north region for the spying purpose. After that gradually north especially Gilgit-Baltistan explored and due the mountainous region attract foreigner for adventure tourism, likewise mountaineering, trekking, and hiking across the passes. Thus, from the early eighties Gilgit-Baltistan become attraction for tourist, especially for the explorers and researcher. Further, Gilgit-Baltistan become most popular place for domestic tourist as well after late nineties and

onward, but the tourism impact parallelly while provide benefits especially after mass tourism started. After 18th Amendment of constitution, the tourism subject shifted to provincial government due to the special status of GB, tourism legislation power shifted to Gilgit-Baltistan Council and the government failed to legislate. Thus, after 2018 GB self-governance order, tourism as a subject shifted to GB legislative assembly, in 2020 government legislate the tourism, hospitality, tour operation and tour guide acts, Further, develop climate action plan for Gilgit-Baltistan, and develop department to look after the climate concerns, the environmental protection agency. But the government collectively failed to adopt SED and control the loopholes which lead uncontrol and conventional mass tourism, and the consequences are socioeconomic, and environmental degradation of natural resources.

1.6 Problem Statement

Tourism is growing one of the largest economies of the world. Gilgit-Baltistan's, especially Nagar district appealing attractiveness brings tourist influx into the region, but this growth is also bringing about an evolving environmental crisis and socio-economic challenges to the destination. A complex issue is rising due to unwanted construction, regulatory violations, tourism influx, and their activities. Includes deforestation, natural landscape destroyed, carbon footprints via transportation and energy used in hospitality industry and increased traffic issues, pollution, degrade fragile ecosystem of the region. These increasing worries are threat to environment, cultural values as well as local economy of the destination. Ecotourism take place as an alternative of conventional tourism in the recent years. The growing interest among the tourist that involve to understand the ecology and preservation of natural environment of the destination. Therefore, we can say that ecotourism has become the fastest growing sector of the tourism industry across the world (Deedar N. , 2020). The World Tourism Organization (UNWTO) has revealed the importance of ecotourism in the world industry by declaring 2002 as the International Year of Ecotourism (UNWTO, 2002). Tourism has economic benefits but the same time conventional mass tourism industry development put stress on natural resources and ultimate destroyed the fragile ecology. Form the past few years tourism influx in Gilgit-Baltistan, especially in Nagar valley, creates challenges such as ecological and management wise in the adaptation and implementation sustainable ecotourism development. Several factors due which sustainable ecotourism development is not adopt in district Nagar. This study aims to identified those Challenges and

Opportunities due to which implantation SED is slow and how the available opportunities will be utilized to adopt efficient SED in Nagar district.

1.7 Research Question

- What are the challenges of sustainable ecotourism development in District Nagar valley, Gilgit-Baltistan.
- This research explores the sustainable ecotourism development in Nagar Valley, Gilgit-Baltistan, what are the best steps to enhance ecotourism development with efficiency.
- What are the possible opportunities for sustainable ecotourism development practices in District Nagar, Gilgit-Baltistan.

1.8 Research Objectives

- To evaluate the challenges raised by uncontrolled and unsustainable tourism development in district Nagar, paying special attention to how these issues are disproportionately affecting the local community, ecosystem, and cultural heritage.
- To explore the current status of ecotourism development in Nagar district, GB, including the activities are carrying out and how they are contributing towards sustainability.
- To analyze and suggest sustainable practices for improving ecotourism development in Nagar, ensuring the efficient use of available resources.

1.9 Operational Definition

1.9.1 Tourism

Tourism is not the same as regular travel because it involves a journey or displacement. This means that people travel, using any means of transportation, including walking, like pilgrims or hikers, in any society. To classify a trip as tourism, we consider three criteria together. First, the trip must take people outside their usual environment, which we'll explore further. Second, the purpose of the travel should be different from earning money at the destination. Previously, tourism was mostly associated with recreation or visiting family and friends, but now it includes various purposes. Lastly, the trip should not exceed one year in duration. It's worth noting that tourism can include both overnight stays and visits without staying overnight (UNWTO, 2019). While tourism can bring profitable advantages, there are challenges with mass tourism, like as damaging the ecology and erasing native cultural heritage. To address these concerns, a new concept called "sustainable" or "eco" tourism development has emerged. The terms apply to

display they're answerable and conscious for the climate change. Sustainable tourism development aims to profit everyone concerned it helps the tourism industry produce wealth, provides pleasurable adventure for the tourists, and supports green economic growth while conserving nature and indigenous culture (Paul Lansing, 2006).

1.9.2 Sustainability

In the context of environmental science and socio-economic development, refers to the capacity to maintain or support a certain process or state over the long term. Environmental sustainability, social sustainability, and economic sustainability are its three primary foundations. Environmental sustainability emphasizes maintaining harmony with the environment in order to protect natural resources and the ecological balance. A sustainable society aims to maintain and raise the standard of living by tackling issues like social justice and human rights. Utilizing limited resources in a way that benefits both the current and future economies is known as economic sustainability. Because of the 1987 (UNBC) United Nations Brundtland Commission definition (Report), which highlighted the interdependence of the environment, economy, and society, the term "sustainability" became widely used. For centuries, indigenous peoples have lived sustainably. These days, corporate strategies, policy, and global discussions all center on sustainability (UCLA, n.d.).

1.9.3 Sustainable Development

The taking care of needs in terms of development without threaten to the coming generation possibilities of development. It is like a balancing act towards environment and ecology, where we achieving our desire responsibly while ensuring the coming generation has the same opportunities. Essentially, it comes down to realizing the limitations of our resources and environmental caring capacity. Further, the decisions that should be driven accordingly. This type of perspective is critical when we navigate the challenges for development in a fragile environment with limited resources of the world (Commision, 2011).

1.9.4 Sustainable Tourism

It all about the hospitality industry should operates in such a way that benefit for local community in term of economic opportunities while maintaining the environment. It's about realizing the positive and negative impacts of tourism. Although tourism may lead to challenges such as traffic issues, environmental damage, and damage to regional social fabric, it may also bring advantages such as creating employment, cultural preservation, and organic area restoration.

Similarly, the United Nations' Sustainable Tourism Guidelines point out the importance of considering the financial, social, and environmental implications of tourism both currently and in future generations. It involves satisfying the demands of local communities, businesses that participate, ecology, and tourists. Tourism's impact on the ecology, economy, and customs has to be balanced in order for it to be evaluated genuine sustainability (GSTC, n.d.).

1.9.5 Ecotourism

Ecotourism is an approach of responsible travel to any destination while protecting the native environment and support to well-being of local communities. It is critical to preserve the ecosystem and ensure that local people perform smoothly. It also emphasizes awareness and training for every individual relevant, such as employees, locals, and guests (GEN, 2016). Thus, The International Ecotourism Society (TIES), refers to the intentional visit to the natural environment with responsibility of conservation and protection of the regions while respecting local communities and act to sustain wellbeing of native community. Furthermore, it underscores the significance of education and comprehension, guaranteeing that both the local host community and guests receive education throughout the experience (TIES, 2015).

1.9.6 Sustainable Ecotourism Development:

The sustainable development of tourism is more than a catchline; It relies on the concept of sustainable development formulated in the Brundtland report (1987) (WCED, 1987). Further this, organization developed concepts, in order to explain that, ecotourism directedly refers to the practice of while tour in the natural region in a way that protects the environment and helps native community. It's an ideal scenario where visitors can take in the glory of a place and residents can find a sustainable means of survival and community development. It's about appreciating and understanding both culture and the environment, not just sightseeing (IUCN, 1996). This strategy promotes communities' development and environmental preservation while uplifting the wellbeing of native, and additionally providing an alternative to the conventional tourism influx. In addition, an outcome, ecotourism acts as a link between visitors and the natural world, while also conserving the region's assets as well as elegance for the coming generations through inclusive plan and practices. It is about strictly a balance between regional customs, economic development, and the environment as a whole.

- **Environmentally Friendly:** Sustainable ecotourism development means being kind to nature while developing the region. It's about using natural resources wisely in term of used local and

ecofriendly material, ensuring we don't disrupt ecosystems, and actively working to protect our planet's diverse habitats and species.

- **Culturally Respectful:** It's also about valuing and preserving the unique cultures of the places we visit. This means understanding and respecting local traditions, buildings, and ways of life, through promoting local cultural and incorporate values in the daily operation of tourism process, and fostering a sense of appreciation and mutual respect between tourists and locals.
- **Economically Beneficial:** Sustainable ecotourism development should be a win-win for everyone. It should bring economic benefits to local communities, offering good jobs and opportunities, and playing a role in reducing poverty, through creates decent work and green economic opportunities.

Reaching this level of balance where effective sustainable ecotourism development adopt requires efforts. All stakeholder's participation is needed in this continuous process, including local communities, tourists, elected members, hospitality industry and tour operator along with government departments. It all comes down to being proactive, monitoring the impacts of tourism frequently, and address accordingly such as policies implementation. Furthermore, the experience of the visitor is just as important to sustainable ecotourism as the destination. Tourist should leave from a destination with a sense of fulfilment, an improved awareness of sustainability, and the intention of continuing to travel sustainably in the future.

1.10 Significance of Sustainable Ecotourism Development in District Nagar, GB:

The Northern area of Pakistan captivates most of tourism of the country. The mesmerizing and eye-catching landscapes of Gilgit Baltistan captured attentions of tourists who frequently visit to replenish their strength in the curdle of these unique landscapes. There have been many researches about the tourism sector in GB focusing only its economic benefits. Moreover, these researches encompassed what economical perks tourism provide for the people but these researches blatantly ignored the shortcomings of the influx of tourism in the region. The northern area has witnessed a remarkable ecological pressure due to the visitors which augments the process of climate change. The report of UNDP climate change Adaption reveals that the temperature of GB is rapidly rising from its standard temperature leading to melting of ice sheets. Resultantly, around 3,000 glacial lakes have appeared plus the ice sheets melting pace is 1% per year. This devastating impacts of climate change is reported in (UNDP, 2022) which shows that GB is a climate change prone area which may face many natural calamities.

The increasing pace of climate change in GB, especially in Nagar district is being triggered by the conventional tourism in the region. Therefore, the significance of this thesis is to focus the environmental aberration by tourism industry in Nagar and the hurdles in the implementation of sustainable ecotourism development. Moreover, my research aims to explore environmental threats pose by tourism sector and explore challenges and opportunities of sustainable ecotourism. However, there are a few works have been carried out so far on sustainable ecotourism developments. This thesis further stresses the issues of adopting SED in the region due to bad governance and policies. Furthermore, this research encompasses the existing policies and regulations, and recent development of tourism in the area. It also aims to identify the gaps and flaws in the policies that hinder the adaptation of sustainable ecotourism development in Nagar district. Finally, the research addresses the consensus of all the stakeholders in order adopt sustainable ecotourism development in the Nagar valley. This systematic approach will lead to the SED, so that tourism can sustain in long run without damaging ecology of Nagar valley.

1.10.1 Research Plan:

The study consists of five chapters. First chapter is the background and introduction chapter. Gives a brief overview of the study which includes introduction to the problem with its background and discusses it specifically in context of district Nagar, GB. Identify's research gap, defines problem, highlights significance and scope of the study. Second chapter is consisting on conceptual framework and explore the existing literature regarding the topic. The third chapter describes the methodological approach and data collection technique adopted for this study. Fourth chapter will present the analyzing data and results, that was collected through in-depth interviews. By passing through various steps of thematic analysis, it ends up with discussions. Final chapter provides policy recommendations, limitations and concludes the study.

CHAPTER – 2

2 LITERATURE REVIEW

This literature review is to gain the insight into the dynamics of Sustainable Ecotourism Development in Nagar district, Gilgit-Baltistan. This literature review provides an extensive overview of the academic materials which have been published recently in the Gilgit-Baltistan. It

encompasses the problems and effects oriented by soaring tourism to local people of the region. It further outlines the beneficial aspects of sustainable ecotourism development in Nagar Valley.

Similarly, it explores the potential hidden within the purview of ethical traveling, presenting perspectives on frameworks and tactics that can direct the tourism industry's sustainable growth while preserving the distinctive nature, culture, and environmental assets of this region.

2.1 Sustainable Ecotourism Development

Ecotourism focuses on economic benefits, communities' wellbeing, and social fabric of their locality while minimizing the negative impacts of tourism in the ecology. Similarly, it aims to protect biodiversity, local ecosystem and assist locals in preserving ecosystem. It provides economic benefits by incorporating with people's life (Muthukumar , 2023). SEDs further disseminate the sense of environment protection and it incorporates rational planning and management to shape the future of tourism industry by focusing socio-cultural and economic viability. (Maria; Mirela, 2010). Not only these but SEDs also have economic benefits for native people and to its environment (Drumm, 2002).

Sustainable development encompasses the dimensions of economy, social and environment and the affects it is posing on its communities by tourism (Tourism U. , 2005). Ecotourism defined as the travel to any natural destination with full of responsibility, respect to native community and their ecology while supporting to enhance wellbeing of locality and exchange of education among communities and visitors for inclusiveness (TIES, 2015). Ecotourism through community is based on more successful positive impacts on natural and cultural resources, and their mitigation. The community control ecotourism is governed by customary laws which is positive impact for indigenous community itself, less migration for opportunities, political empowerment, and the resources development. It means community autonomy and community engagement in policy making can lead the sustainable livelihoods (Maggie Grieves, 2014). The cultural and ecological tourism development in long run through community management of cultural resources, researcher suggests in three areas of action to promote effective management of cultural resources by native community. Firstly, it develops a guideline for cultural impact assessment which play role of law in all developmental activities, secondly it makes a complete inventory document of all the cultural heritage sites and assess their visitor carrying capacity by ensuring their sustainability and protection under the international laws and UNESCO World Heritage Convention framework.

Lastly, there is a need to develop educational modules to teach regional and local cultural heritage in the native school and train peoples as a recourse person for heritage which can lead community engagement in cultural tourism (Engelhardt, 2000). SEDs is considered as sustainable alternative to traditional mass tourism (Fennell, 2015).

People who are living in rural areas are less likely go on tour and are unaware of effects of tourism on ecosystem. This causes a drastically bad impacts on ecosystem while failure to take benefit of opportunities for tourism development (Gianna,, 2008). The development for sustainable ecotourism in rural areas must be understood and thoroughly explore the cultural values, the ecological system, customs, norms and the all-indigenous characteristics of rural society. That's because the rural tourism is based on their distinctive cultural, agricultural and the farming traditions and most importantly the ethnic customs and values (Fan, 2020). Cultural development is integrated with socio-economic and environmental sustainability. The study based on alternative model for cultural development in developing countries including India, emphasizing on social harmony among the natives, equitable distribution of resources, and prevent from reproduction and uncontrol consumptions. Social inequalities may lead environmental degradation therefore the environmental planning is essential for ecological conservation (BASIAGO, 1999).

Likewise, the expansion of tourism activities in hilly areas are causing concerns for managing tourists and community-based tourism which posits threats to local culture and environment. Suitable management of tourists trekking activities and evolve hill tribes with effects and inputs, could lead positively to the sustainable development in region despite having environmental challenges (Dearden, 1991). Although, community involvement has been addressed in sustainable tourism framework but in rural areas it's in dormant state. It occurs because of hurdles like ill information, self-belief, investment, skills, and confidence among native people. Communities must be empowered through knowledge of the tourism process, demands, and knowledge to promote active participation, these steps lead to sustainable tourism practices (Cole, 2011).

The surging of tourism all over the world plus overuse of industry are causing increasing of global temperature. This rising of temperature is ensuing melting of glaciers and snow rapidly. Consequently, the world in general, and mountainous regions particularly are facing climatic

catastrophes. In order to ameliorate global warming many climate related protocols have been signed so far. Among these protocols UNFCCC and Paris Agreement are related to global temperature reduction. As per these protocols the signatories decided to reduce below to 2°C till 2030 (Hoesung Lee, 2023).

Study shows that Sustainable tourism on destination improves quality of life of local. It was unexpected that stakeholders, such as nearby native community and business owners, were more concerned with these factors instead with maximizing profits. It also established a new model for evaluating the performance of destinations that takes into account not only economic variables but also quality of life, cultural empowerment, and environmental quality (Kerr, 2021). Ecotourism practices allow the best administrative system to natural biodiversity which assists, aware and other alternative approach of tourism can be strengthen the ethical consideration and sustainability in rural areas. Enhancing livelihoods requires far more work and strategies, especially when integrating tourism with innovative ecotourism management while entirely empowering the rural population (Ramaano, 2023).

2.2 Environmental Conservation

The conservation of environment is act to protect the ecology like wildlife, waterbodies, glaciers, forests and other natural resources from the human hands to preserved for future generations. The concept of environmental conservation becomes important after 19th and early 20th centuries due the shifting of world towards industrial revolution. The need of the present time is to balance the planet's health from humans' interventions by protecting natural landscapes, wildlife, reducing he wastes, and managing the resources sustainably. This will help to preserve life on this planet (Worldpackers, 2024). Environmental conservation is based on the individuals, collective corporation of institution and communities' efforts along with NGOs so that they can preserve it and uses the resources in sustainably so that bio-diversities and habitats can be preserved from environmental crises (study.com, 2023). It also means to act for preservation and protection of natural environment from negative impacts like solid waste, water contaminations, and shifting towards renewable energy to sustain the resources of any locality (Conservation, 2010). There are some indigenous environmental conservation procedures which classify glaciers as male and female, local knowledge perceives male (debris covered) as destructive and female

(clean ice) is beneficial for agriculture. On this classification locals create new glaciers. These attributions reflect aesthetic, spiritual, and practical interpretations of glaciers (Dr, 2024).

International Union for the Conservation of Nature (IUCN) which was working with collaboration of different organizations, NGOs, and other relevant institutions around the world for biological diversity's conservation. In 1966 IUCN identifies endanger species of extinction risk and established the Red List for possible methods of recovery. In 2019 IUCN identified that 26,500 species are risk to extinction over 96,500 species, further the Red List provides conservation guidance to protect the habitats of global biodiversity, and identify more details on species, their habitat and population, risk of extinction and explore conservation actions (IUCN, 2020).

A large number of studies are focusing the relationship between tourism and the environment which say that buildings and the political systems are the main reason for tourism industries. Based on what scholars declare tourism development can cause both negative and positive impacts on the environment. Although tourism has some benefits but at the cost of deterioration of environment. According to United Nations Environment Programmed (UNEP), when environmental resources are not able to cope with the level of visitors then these resources have negative impacts on environment (program, n.d.).

Similarly, the study emphasizes that although improperly managed tourism has negative impacts on the environment which may enhance consciousness. Tourism on one hand will degrade the ecological elements of the natural destinations if it is not welly planned and on the other hand the author argues that by increasing awareness among the local community and visitors regarding the importance of ecology can lead the preservation of environment. It is difficult but necessary to achieve sustainable tourism that serves all segments which are involved and protected the environment. The findings indicate that the effects of tourism are widespread which highlight the necessity of proactive planning to reduce adverse effects and enhance favorable ones (Amin Shahgerdi, 2016). The processes by which the tourism industry affects the environment are man-made processes, some are deliberate while other are incidental like Pollution, Consumption, Hunting, and through development and many other tourism related activities which impact the ecological elements of environment. According to Butler the interaction between tourism and its effects on the environment have bad impacts on destinations (Butler, 2010).

While in Pakistan ecotourism has a positive role for conservation through awareness and advocacy of environmental challenges. Ecotourism fosters the acceptance and appreciation of visitors towards ecology and biological diversity. By educating skilled staffs and well-informed ecotourists can educate tourists about the destination and its fragile ecology and creates a sense of responsible tourism (Zahid, 2023). Ecotourism satisfies both social and environmental aspects, by conserving of biological diversity in direct and indirect approaches likewise protection of wildlife, interpretation of environmental ethics and enhancement of natural resources (Lee A. Fi, 2019).

2.3 Economic Viability

The economic viability is not merely relying on financial analysis but it takes costs and benefits accounts that include social and ecological expenditures of the project and its implication on national regional context (Guidelines, n.d.). Environmental impacts and externalities should be included while calculating economic cost of the project because those positive and negative impacts are affecting the people out of the project. Economic benefits refer to the total benefits that a project brings to society by exceeding the expected costs such as decent transportation, less maintenance, and better infrastructure. Furthermore, the effective education enhances economic activities in the region for well-being of native society. Economic viability also focuses on the goals of project to ensure its achievement cost effectively (PPPRC, 2024). It ensures economic prosperity and development through usage of resources sustainably by supporting the economy, employment, while protecting the nature assets and by reducing the environmental impact (Nikhilesh Chandra Sha, 2022). Thus, ecotourism refers to environmental protection, socio-cultural development, and enhancement of economic growth for the communities. Way forward for conservation of ecology and natural habitats by supporting fund and build financial sources for local communities (Seppo Junnila, 2020).

While numerous individuals see tourism as a beneficial driver of (economic) development, this has additionally been associated with several kinds of negative consequences, such as the destruction of ecosystems and the demise of historical and cultural assets. The phrase "sustainable" or "eco"-tourism has gained popularity recently as a remedy to such issues. These new terms are being used by both countries and (transnational) corporations in their advertising to get set themselves apart and attract morally-aware tourists. These new tourism models aim to address the needs of various stakeholders: by providing the travel and tourism sector with income and profits;

by providing increasingly well-off travelers with ethical travel experiences; and fostering economic viability alongside with socio-cultural and environmental protection for host nations (Lansing, 2007). According to the study the economic and environmental cost of tourism of this region has seriously affected by tourism, which causes problems including rising costs, delays in traffic, noise pollution, trash accumulation, and environmental damages. Concerns regarding these issues are raised by both natives and tourists. The regulations on constructional activities and traffic measures help to reduce ecological pressures. Economic viability actions are crucial for reducing negative tourism impacts on environment (Hussain, 2016).

2.4 Infrastructure

Infrastructures involve production of means of goods. The systematic structures mean transportations, management of energy and water, communication, educational institution and other everyday life usages and businesses requirements (Investopedia, 2024). But ecotourism infrastructure development provides high quality services to visitors while reducing irreversible environmental impacts which includes usage of environmentally friendly materials, green energy, and preserving habitats. It is done by incorporating sustainable practices destinations offer highly eco-friendly experiences that attract environmentally conscious tourists and ensure long-term sustainability (Management, 2016). Sustainable ecotourism infrastructure refers to reduce environmental implications and generates economic viability for long run in the destination. That avoid to destroy natural landscapes and biodiversity while constructing the buildings, focuses on best utilization of resources and engage with all stakeholder along with government. In infrastructure, sustainable practices are incorporated for instance efficient water treatment plants, waste management and green energy practices. This will reduce environmental impact (al A. P., 2022). The ecotourism is based on travel with responsibility, pure natural experience which highly enjoyable for tourism and creates a scene of awareness regarding resources and its preservation. Further, the infrastructure must enhance and protect the natural values of the region and must not contradict with the objectives of environmental protection (Ramyar, 2020). In the hospitality sector which includes green and renewable energy and ecofriendly materials and other sustainable products incorporate in the development of infrastructure helping to reduce the impact tourists on the ecology of the destination (Portillo, 2024).

Despite having positive opportunities for ecotourism development simultaneously some countries face challenges. There are some issues like insufficient infrastructures and services, the

lack of governing institutions, security worries, trained staff, ill-usage of technology for marketing, efficient policy framework and ecological code of ethics is missing and lack of community participation and inequitable distribution of resources among the native communities (Wondirad, 2020). Tourism leads to regional change, study reveals that's tourism is rapidly transformed infrastructure and caused a large expansion of the private market, mainly on commercial basis. It poses identical crises and stresses on cultural independence of local people. The decline in traditional practices have also been noticed. Researchers point out possible future problems such as decrease in solo tourists due to the region loses its peace and ecologically harm the countryside. The issues have come under the ignorance of tourism administration because they are putting tourism as an economical generation especially to gain foreign exchange (Gormsen, 1990).

2.5 Cultural Preservation and Respect

Cultural heritage management involves efforts of safeguarding of physical and traditional heritage which define the identity of a community. The ignorance of indigenous cultural and spiritual worldview of natives while adopting modernity led to the ecological crisis. According to Aziz Ali Dad It is modernity that has caused a rupture of the human world with the natural world. Before this change in cultural mindset, a person tended to see beautiful fairies adoring each juniper tree by perching upon it. With the disintegration of traditional world views, instead of fairies the same person now sees money dangling from the same trees (Dad, 2024). The distortion of such values is due to globalization. Globalization gives exchange opportunities which also posits threats to diversity of culture by homogeneity. Therefore, it is crucial to protect cultural heritage and local knowledge for the preservation of diversity and the knowledge and skills to be passed on to future generations (Kiarie, 2024). Sustainable culture preservation is not only an option but also a necessity. Our culture reflects our identity, history and values. It connects communities to their roots and provides the basis for new journeys. However, various threats make the preservation of cultural heritage a priority. Cultural heritage which includes both the tangible and intangible aspects of our common history. The heritage passed down from generation to generation consists of inheritance as well as the culture and knowledge that define our society. As culture is a continuously evolving which shapes our present and future (GGI, 2024). The development of the cultural ecotourism sector will stimulate other economic sectors such as organic food market, local trade and transportation. With a constant global demand, ecotourism is showing willingness to

promote cultural preservation which has positive impact on tourist markets and native communities, promoting the adoption of sustainable development models (Nicula, 2014).

The impact of tourism in cultural identity is based on historical neighborhoods of Lisbon of Portugal in which the finding argues that the tourism industry impact in three manners social/cultural, economic, and environmental and the culture have often been wrongly measured the development which has been occurred inside the cities such as gentrification, multiculturalism, overtourism, cultural identical crises, and authenticity due to overflow of tourism. The resident's perception regarding the security of their cultural identity of historic neighborhoods is very low (Pauline Daly, 2021). The environmental concerns of tourism are several around the world, loss the natural beauty and wilderness in crowded tourism that negatively impact on the cultural assets and natural sites.

Tourism also leads increasing crime rates due adjoining towns (May, 1999). In the result of ecotourism, the output will generate in terms of economic, environmental, and cultural sustainability. And it would be the best when the activities related sustainable tourism are managed by local communities. Similarly, other mountainous regions around the word sustainable tourism are like a myth in Pakistan. Due to unplan and uncontrol tourism environmental degradation is strikingly taking place. The cultural heritage and economic challenges for native youths which are the backbone of any regions or country for development, they are migrating due to lack of employment opportunities and ownerships (Haroon, 2002).

2.6 Regulatory Framework and Governance

A regulatory framework and governance define to a set of rules, practices, and processes that the institutions and business or government sector follow while practicing business and engaging with environmental implications. But the instability and limited exposure to the governance and regulatory framework of green economy lead challenges in the development of efficient frameworks that enhance sustainable investments (Ibrahiem, 2023). Traditionally tourism governance has been understood as "the rules and mechanisms for the development of strategies and plans that can include all organizations and individuals" in tourism destinations (Vargas-Sánchez, 2023). However, the ancient people of GB had believed in Kahanat (divination spiritual leader) is the concept that regulates the political and ecological system instead of law its governance as informal institution through spiritual beliefs where deities convey the message to the Kahan's. Behavior is governed by spiritual ethics and the balance of nature. There are different

deities in Shina cosmology that act as regulate the ecology and the moral concerns regarding land, basically these deities have specific association to mediating harmony and balance in between the nature, humans, and that forces hide from common eye (Ali M. , 2024). In modern times mechanism of governance means within a system includes rules, regulations and policies exercise by institutions to manage societal affairs, economy, and political structure through interacting within and between the states, communities, and business sector (Forje, 2022).

Tourism industry is getting popular these days by ensuing environmental degradation and economic booms. As per author, through sustainably implementing management can benefit ecology while restructuring mechanisms of the governance in the ground of tourism management process is beneficial for sustainability of industry and as well as it can foster green economic developments which can lead socio-environmental benefit in long run. To achieve green tourism development all stakeholders should take seriousness in this matter to develop polices and strategies, in order to ensure benefits of community and tourists in long term while maintaining the environment (Sarker, 2016). A qualitative study found that the village/community-based tourism was possible and successful in Ponggok village of Indonesia. The findings show the success of managing the sustainable tourism on native community. The achievements are based on the implementation of these four approaches: Spatial, ensuring the direction of the development growth. Sectoral based approach can lead the framework of village owned-based enterprises and their development. Third human resources capacity building of native community in the management of natural resources and the last approach is information technology enhancement to improve the services, transparent and accountable system. These practices influenced the leadership and good governance within the society (UDIN, 2019).

The degradation of environment today is per unit production due to technological advancement, rather than population. This emphasizes on the important of technological decision into account while developing efficient environmental policy (Stamler, 2014). Sustainable tourism is a complex phenomenon due to its conflicting objectives. It requires awareness of about these conflicts in order to ensure more sustainable consequences. There will be conflicts between development and ecological issues, therefore legislators need to be well-informed about both the benefits and drawbacks of each. Historically policy-makers neglected the environmental factors, which has resulted in the continuation of unsustainable conducts. Implement environmental auditing frameworks to account environmental factors and a viable approach is requiring to assess

the trade-offs within profits and ecological integrity for environmental sustainability in long run (Cater, 1995).

2.7 Tourism in the Region

Pakistan tourism industry has the potential to attract the tourists with diverse variety of cultural and historical landscape (beautifully natural landscapes). The tourism industry from the last two decades the industry is suffering with some law-and-order issues which can lead the negative impacts on the economic growth of the industry (Shahbaz, 2017). According to world travel and tourism council the revenue from tourism to Pakistan is 6.9% of GDP in 2017 and contributing 6.3% in job market, which is a very low compared to other countries. Therefore, government of Pakistan needs to implement such policies which are in favor of tourism and their safety so that tourism industry plays a major role in economy and GDP. According to WTTC forecasted the revenue growth in tourism sector will rise to 36.1 billion by 2030. There is a need to improve infrastructure, connectivity and enhance the security measures especially in the northern region, addressing these challenges will lead to economic growth and international relations (Zada, 2022).

In Pakistan tourism sector provides jobs and annually generates Rs. 328 million in GDP. There are some measures that have to implement to promote sustainable ecotourism in GB like low interest loans to youths and engagement of women can bolster the economy of the region. Ecotourism practices must be promoted through educational programmers, which must be supplemented by NAVVTC-aligned with ecotourism training. Conservation taxes at popular tourist destinations could support ecological initiatives along with education and training specific to meet the unique demands of tourism. Advertising initiatives utilizing local-global operator collaborations will attract foreign interest. Ecological integrity must be prioritized in infrastructure projects, and an in-depth tourism preparedness evaluation will ensure community-centric development. Legislation must safeguard the local interests by preventing griping of land by outsider and ensuring local involvement in development, thereby protecting cultural assets and the environment (Dr. Rehmat Kari, 2021).

Study reveals that 1% tourists are foreigners rest are domestic travelers. Statistics shows that from 2002 to 2020 foreigners ratio decreased while domestic tourism augmented (Rahman, 2022). The willingness of tourists to pay for conservation of natural landscape in the north region especially in Hunza valley is quite impressive, the study reveals that 69.6% of total respondents

out of 1,046 tourists are willing to pay entrance fee in natural destinations for the managing and sustainability of destinations. Researcher suggest entrance fees could play a vital role to address financial challenges of policymakers and tourism managers to managing and maintaining the tourism sites (Shedayi, 2023).

Tourism development is causing pollution which also distort sheer purity of tourist destinations. However sustainable tourism expansion requires eco-friendly framework, which is not existed yet. If the individuals are concerned about the environment, then the tourism destination will be able to improve in the long run (Giannoni, 2008). Ecotourism may not be sustainable and will pose negative impact on the ecology worldwide when it depends on long-distance travel. Some important variables like the consumption of water, the unchangeable nature, and technology developments in tourism industry lead severe damages. Ecotourism is less harmful for environment, however mass tourism is terrible harmful (Ballet, 2012). The research based on the Indian State; Role of Ecotourism in Sustainable Development reveals that the rapid growth in tourism can result in pollution, deforestation, overcrowding, and ecosystem damage. On the other hands, construction of hotels industry will create solid garbage and non-biodegradable waste which lead to negative impact on ecosystem, natural animals, local farming industry and historical wonders too. In this regard well-run ecotourism can enlighten community and tourist, boost the local economy and instruct tourists (Muthukumar2, 2023). Community based ecotourism draws attention to the challenges involved in managing several objectives. Ecotourism promotes biodiversity but it doesn't completely give protection. It can promote income and community development, but it takes a lot of time as well as funds, the author suggest community-based ecotourism is more effective and efficient than ecotourism because in community-based ecotourism the community is directly involved in economic activities and the concept emphasized on concrete conservation, socio-economic, and as well the native community too (Kiss, 2004).

Researcher explored the green hospitality management and sustainable tourism in the hospitality management within the Gilgit-Baltistan revealed that the hospitality managers are familiar with sustainable tourism terms and most of unfamiliar with green hospitality management concept, and their practices within the hospitality entities are not related to sustainable or green hospitality management standards like ill-waste management system, nonrenewable energy, drinking water wastage, private transportations, and unsustainable consumption (Atta-ur-Rahman, 2022).

In the recent times huge development and urbanization within the region Gilgit-Baltistan are happening due to socio-economic, increasing population, internal migrations and international project like CPEC. Study shows cropland are turning into construction zones which increases land price in GB. This change is largely due to urbanization pressures and the mass tourism one of the factors which are affecting the region's economic and environmental landscape. These findings emphasize the sustainable practices for land use and proper planning to manage economic benefits while protecting ecosystems (Amjad Ali, 2021). A detailed SWOT analysis has been done on Ecotourism development strategy in Gilgit-Baltistan; the researchers highlighted the potential of tourism in the region due to its outstanding natural beauty and diverse ecosystems. The region has strengths like landscape and natural resources, weaknesses lack of regulatory frameworks, Government Planning, unorganized infrastructure and unsustainable environmental practices. The opportunities and threats are also discussed the security issues, cultural conflicts and climate concerns due to fragile ecology but at the same time like CPEC, government Policies in collaboration with NGO sector working for ecotourism promotion in the region like conservation of endangered snow leopard and designated some areas are as ecotourism destinations (Songhey, 2023). Residents' perspectives on sustainable tourism are both positive and negative, the awareness of environment among the tourists is moderating the effect in the destinations. The research which is mainly conducted in Gilgit-Baltistan reveals that the dimensions of sustainability make a huge impact on residents' satisfaction with tourism and it suggests policymakers and stakeholders consider sustainability dimensions in tourism policies for the sake of native's satisfactions and fostering sustainable tourism in the region (Khan I. U., 2022).

Consumers behaviors have an important role in environmental sustainability in tourism and hospitality; the eco-friendly consumptions behaviors can lead environmental sustainability in long run. The author emphasis on role of academia in promoting customer behaviors and understanding consumer behaviors to promote environmental-sustainable behaviors (Han H. , 2021). Meanwhile, barriers to community capacity building for tourism development in South Asian countries (Iran), finding reveals that lack of community capacity building is the main barrier for the development of tourism industry, especially in the new city or destinations. Author argues that to boost the growth of tourism industry in locally, it is essential to prioritize capacity building and community engagement in policy making process and involvement in tourism development initiatives. When natives have the sense of ownerships over the industry this may lead the local

communities come economically to get empowered and preserve their environment and culture. In order to promote inclusive and ethical tourism practices, it is imperative to address obstacles to community capacity building (Aref, 2010).

The role of China-Pakistan economic corridor in governance and tourism industry of northern areas is crucial as it acts as a mediator to strengthen the good governance, especially political stability, law and order of the region. With good governance more tourists will visit to GB. Study emphasizes on improving the infrastructure and connectivity in Gilgit-Baltistan will help in tourism development (Zehra, 2020). The social capital fosters entrepreneurial activities in the mountainous region. Natives of Gilgit-Baltistan are moving towards metropolitan's city due to lack of economic activities despite they have the potential of entrepreneurship within the region. The researcher emphasis on the awareness and trainings among the local communities for economic development through entrepreneurial activities focusing on the local market product like dry fruits, handicrafts and minerals, and the China Pakistan Economic Corridor also provides much economic opportunities to the people of Hunza region (Yousuf, 2019).

In developing countries, the tour operators-based ecotourism is positively managing sustainable development via supporting activities/ initiative within the locally and business venture with native people these activities provide employment and economic growth too. The purpose of engaging community is to make local self-sufficient. Although ecotourism can positively impact the environment but some factors are out of control for tour operators which negatively impact on environment, these are the external factors, uncontrol tourism, irresponsible tourists and interest groups. The study emphasizes the awareness regarding environmental concerns for understanding of these external factors towards importance of the initiatives of ecotourism (Lidström, 2013).

While findings argue that if tourism resources are not effectively governed, they will be overused and eventually depleted just like common resources. Researchers here refer that tourism is common who utilize and experience common resources. They draw attention to issues that pose a threat on sustainable development, such as exploitation and degradation of resources by overusing. Policies require that all the stakeholders engage and be warned of the potential of resource depletion if not handled correctly. Lastly, the researcher emphasizes to guarantee that tourism ultimately serves everyone. Therefore, efficient management to mitigate health of destinations it is essential to implement effective policies (Briassoulis, 2002).

Mass tourism behaviors in participating ecotourism practices in Hawaii, the attitude of tourists is clearly positive and shows willingness to participate in future again. The positive experience of ecotourism motivates tourists for future participation in ecotourism activities in the ecotourism destinations (Yee, 2018). The study based on the neighbor country Bangladesh reveals that the rural tourism has a significant opportunity for the growth of rural development is totally complied with the set of SDGs. Rural tourism has the diverse and pure resources of attraction and offer different indigenous activities of rural life, cultural diversity, and social contract by having these kinds of opportunities the utilizations is not fully taken yet. The researcher suggests that to address these factors such as lack of infrastructure, community awareness and participation and policies for the future growth of rural tourism development (Sobhan, 2019). In South Asia, the growth of ecotourism has encountered conflicts and barriers to defining and executing the concept of ecotourism. Studies show that the discourse of ecotourism has placed a higher priority on economic expansion and involvement from commercial enterprises than on ecological sustainability and community engagement. Such compromises may result in disputes over land usage, the degradation of the environment, and an exclusion of native communities over engagement in decision-making as a stakeholder. Consider the main three aims of ecotourism, economy, preservation of environment, and indigenous participation. These practices may ensure the long-term viability and advantages of ecotourism initiatives (Das, 2011).

Many students show positive attitudes towards climate resilient policies; some students actively participate in climate advocacy. This climate advocacy was mostly led by those students who have political or progressive associations. The findings enlighten that inclusion of SDGs into syllabus and community awareness help students to take part in climate action. Moreover, students' engagement and civic awareness are due to political discourse and advocacy for climate challenges (Middleton, 2020). The engagement of local communities and government efficiency is essential for ecotourism developing states and other small island because of their ecological fragility and geo-graphicly isolations, therefore need careful policy considerations. Hence, Gilgit-Baltistan is also ecologically fragile and isolated region with a vulnerable ecosystem. This can ensure preservation of natural resources for long run and provide economic benefits to community at large (Stefanos, , 2002).

Sustainable ecotourism strategies are feasible for the conservation of the environment, management of the destination and enhancing development of local population of small regions.

Thus, its emphases on ethical tourism, engaging awareness of responsibilities among the host community and tourists, and human resource building. The world tourism code of ethics argues this too, urgent demand is implementations of ecotourism strategies to preserve the indigenous traditions and rare ecosystem (Tojeiro, 2011). In green tourism practices, trust deficit is the main problem of customers because the claims of the products and eco-labels make uncertainty because such products and labels are not actually authentic. Therefore, it is imperative to improve rule of law, transparency in labeling process, and educate community to gain trust (HUSSIN, 2010).

There are some countries where resources are limited and tourism is the main source of foreign exchange but face failure to capture revenue from tourism industry. This is due to damaging the environment by losing the ecological carrying capacity in tourism destinations. Social challenges are increased because socio-economic capacity has been beyond the limits due to wealth disparity and cultural transformations (HALA HAMEED , 1997).

Social media plays an important role regarding the tour and planning because users value the opinion and experience of their fellow users. Northern Pakistan attracts tourists and social media has a greater impact on decisions making than conventional marketing. People use social media to communicate with travel agencies and other travelers in order to plan their trips, as well as to get direct information and make a comparison. In Pakistan, social networking is a reliable and powerful tool for organizing tours and making decisions (Moiz, 2019). The image of the destination has the main role in tourism industry, in marketing to attract the tourists. Researcher reveals that mass tourism and communication impact the image of destination, people have negative perceptions to the destinations due to these concerns overcrowding, garbage, and unfavorable news reports, including terror and political events. Mass tourism brings negative challenges. Perceptions were shaped by communication, involving personal experiences as well as media representation. To mitigate the negative perceptions and sustain the image requires sustainable practices and strategic communication in tourism industry (Heinrich, 2018). According to findings, in India, tourists use online platforms to understand sustainable tourism which encourages individuals to look for sustainable travel approaches to cope with the negative impact of tourism. Social media helps to provide information to tourists but it rarely leads to sustainable practices. Awareness and information on social media are increasing the eco-friendly travel demand among natives and tourism lovers (Gulati, 2021).

According to researcher sustainable tourism emerges in reaction of the negative impact of mass tourism and the influence of sustainable development, the sustainable tourism development is to make a profit while both preserving the environmental concerns and assisting native population. However, sometimes, business and political power come in their way. This need all stakeholders in one page and involvement is compulsory to cope with it and success. But locals, however, frequently encounter barriers while attempting to participate in the discourse (LE, 2016). The environmental, social, and economic effects of ecotourism must be taken into account for effective ecotourism particularly in vulnerable to culture and ecology. Planning which ecologically sound requires a high priority on protecting the environment and cultural assets whereas encouraging civic engagement and raising public awareness. For effective ecotourism experiences and preservation development plans must be implemented with ecological integrity and emphasize on environmental education with its interpretations. Ill practices of ecotourism led damages the ecology, economy, and culture particularly in fragile places (Kiper, 2013).

A recent study based on CPEC which the carry title; horizons of CPEC in Gilgit-Baltistan argues that's the north Pakistan has huge potential of tourism due to rich cultural heritage and stunning natural landscape, but environmental pollutions, lack of insufficient sustainable infrastructure and unskilled workers is challenges for the growth of tourism industry. Although numbers of domestic tourists have increased recent years yet problems like limited lodging and poor public transportation facilities still exist. To maximize the potential of tourism in Gilgit-Baltistan while protecting its ecosystems, better infrastructure, environmentally friendly tourism strategies, including a long-term regional tourism policy is essential (Dad, 2017). On the flip side, study based on Law, governance, and culture in Gilgit-Baltistan reveal that the main issues faced by local of Gilgit-Baltistan find itself marginalized from critical decision-making process such as CPEC which is started from Gilgit-Baltistan but there is no participation of locals in any decision-making process or policy formulation stage. Secondly public places are increasingly vulnerable due to conflicts over religion. Sectarianism has impact on job market and security as well as local political dynamics, while additionally indicates other forms of governance. Even healthcare is suffering during crises days or tensions, problems are neglected by administration which is like normal. The paper emphasized on the need of more inclusive governance practices in the region (Holden, 2019).

In the highland communities mainly relies on the natural resources for their survival in terms of generate household income and sustain livelihood within fragile ecosystem. But the ecosystem in high-elevation national parks of Pamir and Karakorum regions and the local community associated with these parks are facing crucial challenges, such as conflict among human-wildlife, over usage of natural resources, and global climate change concerns pose threats to sustainability of ecosystem. The mass tourism and improper management trigger ecological concerns to address these concerns and enhance sustainability of ecosystem of high-elevation regions holistic approach is needed with collective policy framework (Jaffar Ud Din, 2020). Integrated concepts of tourism in the mountainous region of Karakoram and Himalayan with sharing borders Gilgit, Pakistan and Kashgar, China to contribute sustainable ecotourism development in the mountainous area, the researcher argues that Gilgit-Baltistan has a full potential nevertheless facing encounters in accessibility, communication, and the importance for ecotourism development practices. The isolated mountain ranges have come closer together by the construction of the Karakoram Highway. Gilgit-Baltistan may maximize its tourism potential, while promoting cross-border collaboration and sustainable development within the geographical location (Kreutzmann, 2021).

The author cited some contributing factors leading to decreased tourists, such as mismanagement, regional isolation, transport and infrastructure, and political instability. However, the main reason for tourism downfall in late 80s to 2012 is security issues due to ongoing sectarian conflicts in the region. Currently, Gilgit-Baltistan tourism industry is facing trust deficits specially in foreign tourists because they have concerns regarding security issues due to previous history (Khan K. , 2012).

In the Karakorum region has increasing number of foreign tourists' engagement in adventure activities, like trekking and mountaineering. Therefore, the interaction among local porters and tourists is regular job. But the portering community and off-road travel structure has not developed yet over the last 150 years. The author reveals that's the porters face economic disparities, cultural challenges due to navigating their own cultural norms and tourist's demand. Additionally, health safety concerns are associated with porters because working in harsh condition and hard areas. In fragile mountain ecosystems, the rising demand for adventure tourism including portering operations could result in adverse ecological implications (Butz, 1998).

To reconcile the conflict among mountainous communities and large carnivore animal in Pakistan. By interventions of conservation have positive role which lead population of snow leopards are increased and tolerance building in native community towards wild animal especially leopards. And the number of Ibex is also raised, behind the positive impact external intervention in terms of implementing strategies on ground such as insurance policies, mitigation and community empowerment through trophy hunting and project snow leopard (PSL). Trekking in the snow leopard habitat and the villages where Project Snow Leopard implemented is one of the ecotourism experiences available to visitors (Tatjana Rosen, 2012). Thus, avian diversity in the Central Karakoram National Park (CKNP), especially in district Nagar. The wildlife species perform an important role in sustaining the ecology by controlling the populations of insects and rodents, dispersing seeds that help preserve forests, and providing nourishment to avian hunters. Researchers emphasize the conservation of avian diversity by taking practical steps to safeguard bird species, like establishing important bird regions as no-hunting locations, establishing bird protection camps, reducing the number of hitting permits, enhancing local observing to prevent illegal hunting, amending legislation to safeguard rare and threatened species, and controlling the use of pesticides. Furthermore, they suggest carrying out Environmental Impact Assessments before starting significant construction activities and also suggest students' participation in research and bird-watching programs to increase awareness among the natives (Awan, 2014).

Year-wise and month wise domestic and foreigners' data set of tourist's inflow in Gilgit-Baltistan. The data is received from Tourism Sports, Culture, Archaeology & Museums Department while investigating the study. In addition, the data set of tourists those came to the north for adventure tourism such as expedition and trekking purpose for the last three years. Received the data from deputy commissioner office of Nagar district.

Year Wise And Month Wise Domestic Tourist Inflow In Gilgit-Baltistan (2018 to 2023)													
Year	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
2018	11286	17324	46075	82197	115969	206584	378901	295364	122015	61139	37074	26727	1400655
2019	9245	13950	37912	62289	90364	201922	205670	201540	103682	55364	28950	22963	1033851
2020	3063	5277	1500	2200	2057	2500	3200	296017	178098	95458	25169	19805	634344
2021	8908	13124	9307	60275	81751	100688	157453	158426	103312	56689	39823	29646	819402
2022	26399	20663	31601	59800	77707	128636	178407	156021	86856	80508	55473	24315	912587
2023	5574	6796	14790	29930	51855	88754	70703	63210	46087	51371	53519	42111	882690
Total	64475	77134	141185	296691	419703	729084	994334	1170578	640050	400529	240008	165567	5683529

Figure 4: The Data of Domestic Tourists Inflow in Gilgit-Baltistan Year Wise and Month Wise from last five years. Data Collected from Directorate of Tourism Services (Gilgit, 2024).

year	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
2018	70	200	375	623	927	1190	1422	1663	1520	641	201	195	9027
2019	110	375	558	936	1078	1263	1577	1850	1790	754	331	206	10828
2020	37	60	150	0	0	0	0	0	210	356	163	102	1098
2021	71	95	196	306	195	403	350	388	393	470	202	168	3237
2022	58	96	440	687	974	1225	1680	1389	1401	3190	775	225	12140
2023	156	157	1000	2211	1394	1688	1285	1890	2040	3474	416	419	16130
Total	502	983	2719	4763	4568	5769	6314	7180	7354	8885	2088	1315	52460

Figure 5: The Data Set of Foreign Tourism Inflow in Gilgit-Baltistan Year and Month Wise from past five years. Data Collected from Directorate of Tourism Services (Gilgit, 2024).



Figure 6: City Wise Industrial and Commercial Special Waste (Kgs)

As in the graph it is demonstrated that Hunza Nagar produce approximately 15 metric tons of domestic and commercial waste. Municipal corporation collects 40-50% of the total generated

waste. However, these wastes are disposed in an open air which causes many hazardous impacts on native as well as tourists' health (Shehzad Hasan Shigri , 2012).

2.8 Tourism in Nagar Valley

The district Nagar is one the five districts of Gilgit-Baltistan consist on (CKNP) Central Karakoram National Park near China it's home to huge glaciers and highest peaks i.e. Rakaposhi, Diran and Golden peak (CKNP, 2016). The distinct ecology of the district attracts a large number of tourists in season, potential of adventure tourism attracts the mountaineers and trekker, and enrich in cultural and historically.

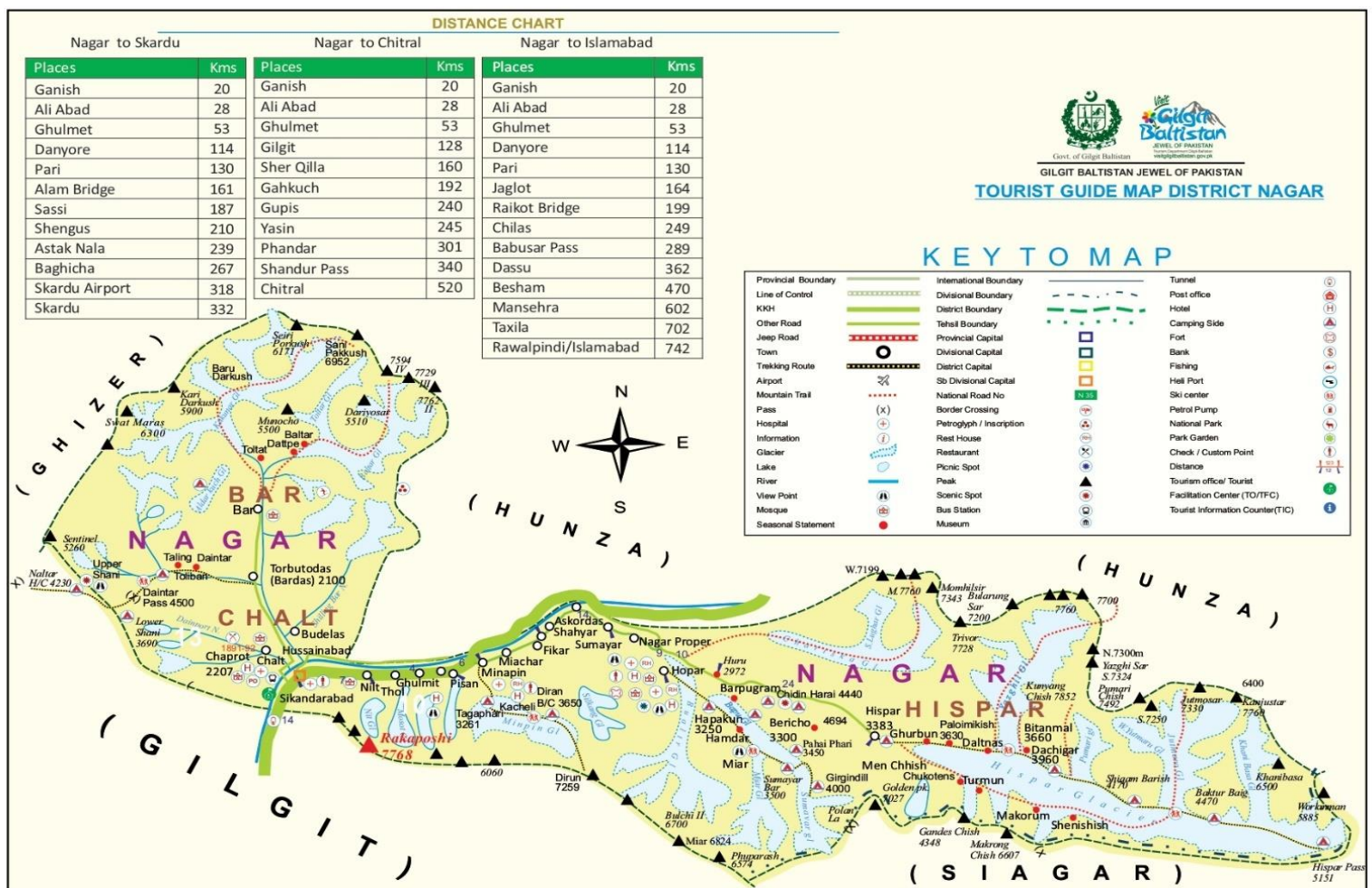


Figure 7: The tourist Guide Map of District Nagar, GB (corporation, 2024).

In the past few years, tourism is rapidly increasing in GB. Most of the developed countries rely on tourism as a support for their development. Foreign Tourism has more positive

impacts in economic growth than domestic tourism in GB. Nagar, particularly and whole GB generally have the potential to generate economic growth through tourism (Atta Ullah Khan, 2021). Climate crisis in Gilgit-Baltistan, especially in Nagar valley is completely relying on the snow and glacier melting water for harvesting but the changing pattern of climate adversely impacting the natural cycle of agricultural in the Nagar valley as increasing temperature leading melting of glaciers and low precipitation causing water scarcity. Further, the temperature rise and bad air quality effects the indigenous fruits and its taste (Ali I. e., 2024). Meanwhile, in Gilgit-Baltistan it became clear that the region had huge possibilities to ancient and sustainability travelling.

While a large number of visitors visit annually, there is still room for expansion through enhanced accommodations, roads, and healthcare facilities, along with teaching residents via administration and a nonprofit organization project. The local economy can be strengthened and its natural resources can be preserved by developing the region for sustainable ecotourism and the local community can be involved in tourism-related projects. Further recommendation like decentralized the policy framework, establish tourism development cell, promotion activities and communication via transportation, infrastructure, and festivals through participatory approach with native to achieve the Ecotourism in real times (Syed Naeem Abbas, 2015).

The recent study in the context of the CPEC assessed the potential of ecotourism for sustainable development in Gilgit-Baltistan. The socioeconomic status of GB is comparatively weak than the national status in terms of poverty rate, literacy rate, and per capita income, the study highlighted the socioeconomic and environmental profile of GB in comparison with national data. However, GB is rich in its natural ecosystem and landscape and the CPEC aims to uplift the economy of country and connect peripheries with national and international markets under the framework of CPEC. Therefore, ecotourism is a critical tool for providing inhabitants with an option of survival whilst protecting ecosystems as well as the environment (Nigar, 2018). In another study based on CPEC argues that this mega project has environmental concerns in the region, it means the concerns directly associated with tourism industry and the ecology of the region. However, it argues that there is a potential to address these issues with sustainable practices (Khalil, 2021).

Tourism industry if left unchecked it may threaten sustainability. Prioritizing sustainable development in tourism strategies make it crucial for policymakers to safeguard the region's

resources without sacrificing economic expansion (Hassan, 2021). Based on the recent study the Role of Tour Operators in Sustainable Tourism development in Pakistan states that essentially, even though tour operators (TOs) acknowledge the value of sustainability they frequently mistake it for social responsibility, primarily using both concepts for advertising purposes. In order to be considered truly sustainable, tourism management must comply with WTO and GSTC guidelines. Even though TOs care about the ecology and traditions responsible behavior is hindered by the absence of instant rewards. Negative effects to be reduced, government action is essential (Han Z. U., n.d.). Promoting mountain sustainable ecotourism without strategic planning can lead to results like overcrowding, noise, waste pollution, resource reduction, and environmental dangers for native communities. Governance and bylaws are necessary to cover both the environment and native communities but it is currently best alternative to mass tourism in mountains regions if it's implemented with proper strategic planning. The author also argues that this concept is used haphazardly which need to develop comprehensible and a clear set of criteria is required (Nepal, 2002).

In the starting phase native communities will bear the cost of tourism development to gain economic benefits but in future there is no chance, the author suggested in the base of tourism policies, Tourism policy of Gilgit-Baltistan prioritizes economic sustainability over ecological concerns. All stakeholders in the tourism industry must be responsive, aware and included in integrated frameworks that address environmental challenges. Sustainable tourism requires cooperation amongst stakeholders and government programs that encourage environmentally responsible behavior (Ud, 2020). Thorough planning is essential for sustainable tourism, encompassing both natural and man-made resources. This entails engagement from indigenous people, environmental assessments, and land utilization strategies. In mountainous regions, achieving sustainable tourism requires political determination effective strategies, and local participation. To maximize the potential profits from tourism, the indigenous administration must build an integrated tourism master road map, and the relevant authorities must revise its policies in light of Gilgit-Baltistan's unique requirements (Karim, 2012).

Travelers expressed dissatisfaction with sustainable accommodations and native transportation and others factors like no waste managements and any strategy to recycle the solid waste which is generated by tourism industry in the natural destinations. These concerns are based on lack of responsible practices by government, responsible stakeholders and tourists too, but glad

with local food, water, safety, attractions of natural ecology and affordability. Study highlights a pressing need for sustainable tourism and makes improvement in green management in hospitality for the sake of regional sustainable tourism development (Farooq, 2023). Recent study argues that, GB suffers with the transportation barriers in tourism industry, more sustainable means of transport can lead to sustainable tourism. By creating tourist information centers, improving advertising strategies and means of communication, and modifying regulatory travel guidelines are all necessary to boost tourism in Gilgit-Baltistan. The focus should be on enhancing transportation, accommodations, security, and facilities by the efficiency of tourism policy and awareness of Gilgit-Baltistan as a tourism destination among the world tourism industry that are suited to Gilgit-Baltistan's ecosystem (Albina Kharipzhanova, 2022).

Yet taking into consideration worldwide implications is necessary for a comprehensive understanding of sustainable development. The harmful effects of tourism go beyond travel destinations and involve transportation and infrastructure development, even in the case of eco-friendly tourism. A careful evaluation should also be taken into consideration due to decreasing environmental stress in the regions which is most of the time blatantly ignored. Thus, the study based on Turkey which explore the impact of tourism says that the attitude of native communities is significantly financial dependent on tourism industry and moreover, the values, beliefs, and cultural customs of a society are gradually shift as a result of tourism. Native residents of the area are more affected by this. Locals may be tempted to alter their way of life by seeing the tourist. There are seven other factors which were found to have an impact on tourism by the study: cost of living, community attitude, environmental quality, local and national services, cultural and social dimensions, economic growth, and overcrowding and traffic congestion. All of these factors showed that imbalance of tourism management and missing unsustainable ecotourism development Practices (Azakli, n.d.). Due to its numerous benefits, the tourism and hospitality sectors have the potential to alleviate inequality. As an outcome, it is critical that we collectively resolve global warming. Stakeholders in the tourism sector need to be aware of climate change and its effects in order to guarantee the growth of the sector and its beneficial effects on poverty. It is essential that we abide with both the Paris Climate Change Agreement and the 2030 Corporate Agenda for Sustainable Development. It is necessary to integrate climate change into tourism marketing as more and more tourists choose eco-friendly travel destinations (Sinclair-Maragh, 2017).

Climate change has increased the vulnerability of Rakaposhi Valley in the Karakoram Mountains, with unpredictable weather patterns, increasing temperature and catastrophic incidents with high intensity are affecting health, livelihoods, and biodiversity. By addressing this risk demands an awareness about the region's travelers, which include environmental effects and social and political shifts (Laxmi Dutt Bhatta, 2019). Study investigates the environmental effects of mountain mass tourism specially in the Hunza, Ghizer, and Gilgit valleys as noticed by the local population. Native community is aware about mass tourism concerns, they expressed the tourists spoil their neat and clean environment and without permission tourists entering their working fields, gardens, and throwing garbage in agricultural lands and more on creating traffic issues to local populations this indicates major tourism issues to natives. While numerous individuals understand tourism's negative environmental implications, such as pollution and ill-planned development, they also realize its economic advantages. An integrated approach focusing on environmental protection is required to ensure sustainable ecotourism development, which could serve as a model for whole country (Sadrudin Bahadur Qutoshi, 2021).

Global climate changes are affecting Gilgit-Baltistan (GB) with shifts in seasonal and agrarian trends, extreme temperatures, altered rainfall, frequent hydro-meteorological catastrophes, and decreasing glaciers. Despite the fact that climate change is a global concern, awareness across authorities and vulnerable communities in the Gilgit-Baltistan remains low. To tackle this, the Gilgit-Baltistan Environmental Protection Agency (GB-EPA) is implementing a project called "Mass Awareness and Understanding of Climate Change in Gilgit-Baltistan" to better understand specialized duties, adaptation plan and mitigation measures (agency, 2016-2017).

The fragile mountain ecosystem of Gilgit-Baltistan is highly prone to climate change which is affecting the biodiversity on which the locals are dependent strongly. Mountainous regions have the most fragile ecosystem. Climate change effects most of biological diversity of mountains as well as indigenous species. The northern Pakistan which contains three mountainous ranges Karakorum, Himalayas, and the Hindu Kash are the main sources of water for the country. Researchers must be able to predict future ecological changes. Given the region's relying on natural assets, efficient policy implementation for managing resources and support for life is critical. For effective policy making based on evidence, governments, nonprofit organizations, and research

organizations have to fill knowledge gaps, and regulate mass tourism to cope climate changes in the mountains regions (Ali, p. 2016).

Types of Tourists	2022		2023		2024	
	Groups	Member	Groups	Member	Groups	Member
Expedition	--	--	Korean (Kanjut Sar 2 Peak)	05	Total=03 G1(Russian Malangoti Sar) G-2 (Japanese Golden Peak) G-3 (French Pumari Chush Hispar Glacier)	14
Trekking	--	375	--	315	--	463
Other for Foreigner	--	538	--	953	--	1111
Total Foreigner	--	913	--	1273	Jan-2024 to till June	1574
Domestics	--	45000	--	36,700	--	45,315

***Table 1:** Number of Adventure Tourists inflow in to District Nagar, Foreigner and Domestic from last three years. The Data set collected from Deputy Commissioner Office, Sikanderbad (Nagar,2024).*

The provide data in the above tables, revealed that the inflow of tourist in Gilgit-Baltistan, especially Nagar district is still a huge number. And the number of adventure tourist is also a big number those came for the purpose of Trekking, Expedition and other adventure activities are unexpected, and the number of domestic adventure tourist are also interestingly increased in past few years, this shows that the potential of adventure tourism in Nagar valley. Thus, the study based on adventures tourism of Gilgit-Baltistan, revealed that, the north of Pakistan, Gilgit-Baltistan received the highest number and groups of tourists for adventures tourism, in terms of expeditions, trekking, Camping, Jeep Rally and other adventurous activities, from all over the Pakistan (al M. Q., 2022).

2.9 Theoretical Narrative for the Study

There are various approaches to study Ecotourism development but Triple Bottom line is most reliable to explore Challenges and Opportunities for Ecotourism Development.

Triple Bottom Line Theory:

The concept of the “triple bottom line” (TBL) is introduced to evaluate the profits and loss of the organizations, firms and industries in the base of Economic, Social and Environment outcomes, before that the evaluation of industries are only rely on the net income which insufficient picture of the industry. Industry mainly focusing on profitability success, but they pose impacts into account the social and environmental segments, wherever a companies operate. TBL emphasizes on that balance between economic, social and environmental concerns for the true sustainability (Elkington, 1997). Triple Bottom Line Theory (TBL) is a method to assess the performance of industry or organization via measure and its impact on the society, local economy, and the ecology. It in connected with concepts of sustainable development and argues to firms transparently share their performance of the area. The TLP emphasizes on the equal distribution of economic wealth with all the stakeholders, including the native population where the business operates. In addition, it focuses on firms should positively contribute to society and the ecology, and also related to corporate social responsibility (Stoddard, 2012). It is straightforward to implement on the research “*Environmental Impact of Mass Tourism: The Study of Gilgit-Baltistan*”. By investigating the sustainable ecotourism development in Nagar district: opportunities and challenges of tourism industry through the lens of the TBL framework, we can make sure that is sustainable ecotourism development are economically, socially feasible and environmentally sound. The steps that follow can help local and tourists regarding ecotourism development in the long run and also the academia for further studying on sustainable ecotourism development; the triple bottom line concept implement in the three ways are appropriate for evaluating opportunities and challenges.

People (Social Responsibility):

Ensuring that ecotourism development encourages equitable society, protects cultural assists and well-being of communities at large through engage indigenous peoples in the process and formulate people centric policies.

Planet (Sustainability of the Environment)

Minimize the negative effects of Mass tourism on the ecology and encourage the preservation of natural landscape of the region by adopting ecofriendly practices in development. Implementing recycling waste management, biodiversity preservation through environmental institution.

Profit (Growth of the Economy)

To ensure that ecotourism development will benefits the native economy of Nagar district and enhance the economic viability of the region in long run. Establish and encourage sustainable ecotourism development projects that may appeal to a niche market ready to pay more for an environmentally friendly experience. To ensure throughout the year of attractions, expand the tourism services. Educate locals and engage in the advantages of ecotourism while protecting ecology and preservation of cultural heritage.

In Conclusion, by incorporating the triple bottom theory into study evaluation of “sustainable ecotourism development in district Nagar, GB. It will be ensured that the opportunities and challenges in the region are thoroughly examined. This approach will provide a way forward to establishing sustainable ecotourism development accessible in Nagar valley by promoting long-term economic growth, environmental preservation, and the benefit of local communities.

2.10 Conceptual Framework

The sustainable ecotourism development is defined using the conceptual framework displayed in *Fig. 7*. This graph shows that the sustainable ecotourism development is dependent on a number of factors, such as the community engagement in ecotourism initiatives, the environmental conservation, the economic viability, the region's tourism infrastructure, cultural preservation and respect to native cultural norms, and the regulatory framework and governance of the region has impacts on the tourism (Nazia, 2020).

Sustainable ecotourism development in Nagar district, the valley has capabilities to build sustainable ecotourism development model and governed the industry through sustainable practices because the valley enriches in nature with stunning landscape. The regions have mountains peaks like, Rakaposhi, Diran Peak and lush green pastures. Need a conservation of ecology to maintain the mountainous habitat and integrity of biodiversity because it is important to sustenance of unique ecosystem of the regions. This unique natural environment attracts tourists from around the world. Community engagement in tourism decision making and operations within

the regions has crucial role. It empowers the local populations, the socio-economic benefits are equitably distribute among the community, encourage social cohesion and capacity building. The Nagar valley has culturally rich and diverse, preservation of culture and respect regarding cultural values and traditional norms among the tourists can lead the authentic experiences exchanges of indigenous knowledge and cultural diversity. Promoting respect for native community and cultures, thus offer genuine experiences for tourists. The economic viability of the regions is important to maintain tourism for revenue generation in long run, this may lead employment opportunities for locals, equitably distribution of income and create entrepreneur opportunities for native population this will add value in tourism products and cope with economic leakages, whereby native community and local economy will empower in Nagar valley. In the last governance and regulatory frameworks is important to implement effective policies in collaboration with all the stakeholder where all the ecological and social concerns will address. The framework will be transparent and access to accountability, thereby the tourism industry will well be managed and aligned with the sustainable development goals SDGs. All these factors provide an edge to sustainable ecotourism model that beneficial for the ecology, native community and the culture of the region. Sustainable ecotourism development is the only way forward to maintain tourism in Nagar valley in long run.

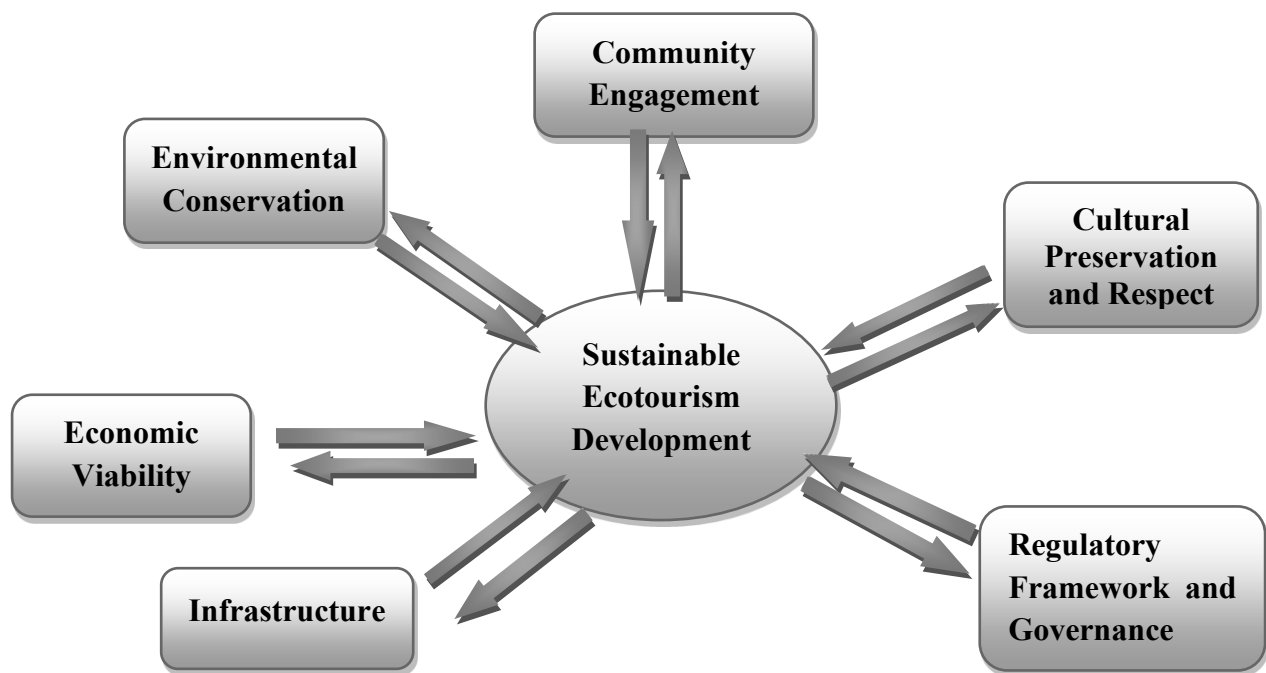


Figure:8 Conceptual framework for sustainable ecotourism development. Source (Ahmad, 2020).

CHAPTER – 3

3 RESEARCH DESIGN AND METHODOLOGY

3.1 Research Paradigm

3.1.1 Philosophy / Approach

The social, cultural and environmental factor of Nagar District, Gilgit-Baltistan, have a significant impact on the growth of sustainable ecotourism because tourism become one the most popular social factor and phenomenon for the economy over the globe. It combines environmental preservation, community, well-being, and cultural promotion. Because of different groups understand "sustainable ecotourism development" differently, this study takes an interpretivism and constructivism approach. These paradigms recognize that reality is not fixed but rather changed by social interactions and cultural settings. As a result, there is no single reality regarding what constitutes; rather, it is determined by the different viewpoints and experiences of the local community and stakeholders involved (William, 2024).

From the interpretivists point of view, it focuses to comprehend the world through people subjective experiences. The interpretive paradigm focuses on understanding the world through individuals' subjective experiences. It emphasizes meaning-oriented methodologies, like interviews or participant observation which rely on the subjective link between the researcher and subject that constructs the reality through finding (Pillay, 2024). As per constructivists emphases that individuals aspire to understanding through in which they live and work. Individuals create meanings subjectively from their experiences, meanings focused at certain objects or things. These meanings are diverse and multiple (Creswell, 2018). This interpretive / constructive paradigm holds that humans construct knowledge through their surroundings /social interactions (Vinz'e, 2001).

Consequently, the both constructivism and interpretivism are employed to analyze societal norms and practices by allowing for a more comprehensively understanding of the beliefs of individuals. This paradigm enables the researcher to construct new concepts based on the reflection and experiences of others (Gregg, 2001). constructivism and interpretivism paradigms used in the current research will assist us in identifying certain factors that serve as challenges that hinder the execution of sustainable ecotourism development.

3.1.2 Ontology

It concerns the nature of reality. Ontology is a set of facts and beliefs that represent an individual's knowledge of the structure of reality. Simply put ontology is concerned with what we see as reality. In this scenario, ontology is subjective.

3.1.3 Epistemology

Epistemology examines where knowledge originates from and how we perceive it. It's about determining the essence of knowledge, the way we acquire it, and what constitutes real or legitimate data. Simply stated, it allows researchers to explain how they know what they believe they know and how they develop their understanding of a topic.

Sustainable ecotourism development in Nagar District, Gilgit-Baltistan, is a comparatively a new phenomenon and there are various aspects that directly or indirectly influenced its growth. Sustainable ecotourism develop adoption by including the behavior and norms of the native communities, their future potential of Ecotourism, reliability and economical and environmental considerations. So, it is a social phenomenon and is subjective which is shaped by experiences, culture, values of locals, and perceptions play a significant role in determining the challenges and opportunities it faces.

3.1.4 Methodology

Being a new concept of study and several factors to be identified that influence in the adoption of Sustainable Ecotourism Development in District Nagar, qualitative method is adopted. Only a few samples are available in the country. Non-probability, snow ball sampling is used.

3.2 Research Design

The research design refers to the overall approach that you adopt to combine the numerous components of the study in a consistent and logical manner, so assuring you will properly handle the research challenge (Kirshenblatt-Gimblett, 2006). It defines the precise route for the complete research process and must be adopted accordingly to the nature of the study questions (Onwuegbuzie, 2007). The present research, as the title indicates, it is case study research using qualitative approaches. Detailed research design in explained in following table:

Table 2: Research Design

Objective of the Research	Objective of the research is to analysis the current state of tourism in Nagar, further explore the challenges and opportunities in the adaptation and implementation process of sustainable ecotourism development in Nagar district.
Research Question	What are the challenges and opportunities in adaptation and implementation of Sustainable ecotourism development in district Nagar.
Sampling Technique	Non-Probability, Snowball sampling is used.
Data Collection	Data is collected through In-Depth Interviews.
Data Analysis	Data is analyzed through Thematic Analysis.

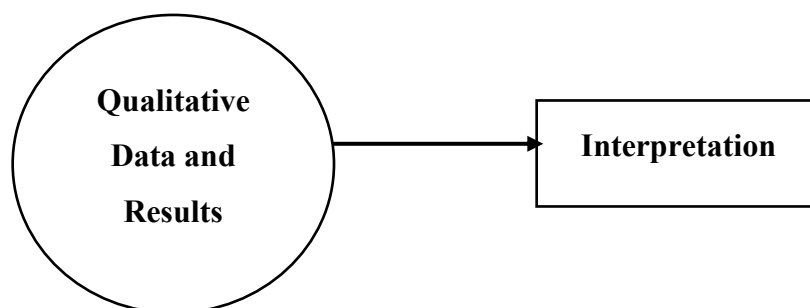


Figure:9 Research Design

3.3 Justification of the Case Study Research

The nature of objectives and its proceedings led to the selection of case study. The case study approach is flexible when it comes to gathering data using tools like surveys and in-depth interviews etc. (Punch, 2013).

3.4 Research Approach and Strategy

In District Nagar, sustainable ecotourism development is a new and social phenomenon. It has immediate effects on local community wellness and the ecology, particularly in connection with preservation and climate change challenges. This phenomenon is subjective and socially

constructed, influenced by various kinds of beliefs and points of view. As a result, a constructivist and interpretive approach is adopted.

3.5 Research Methodology and Framework

The qualitative method is adopted. Thematic analysis was used to examine the data that was gathered through in-depth interviews. Details are being described in 3.6.

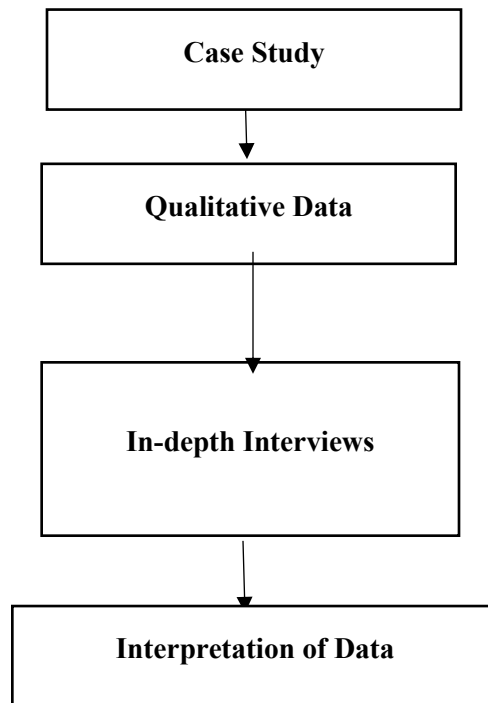


Figure:10 Framework of Methodology

3.6 Qualitative Approach

The objective of qualitative research is to comprehend the fundamental reasons and motivations. In general, the sample size is relatively small. One-on-one interviews, focused group discussions, and other methods are utilized to gather data, which is then non-statistically examined. The quantity of qualitative research is modest, but its quality is high. The process consumes more time but provides greater knowledge. Qualitative approach has been adopted like (Ahmad, 2020), (Abbas, et al., 2015) have adopted in their studies on Sustainable Ecotourism. Details of methodology used in this study are as under: -

3.6.1 Sampling Technique

In research, it's important to consider what exactly is being study, but also whom we are studying. We have to be selective since it is not feasible to include everybody. I focused on five major stakeholder groups in this study on “*Environmental Impact of Mass Tourism: The Study of Gilgit-Baltistan.*” government official of tourism department, native community member, visitors/tourists, academia, and the hotel/restaurant and tour operators. Their perspectives are crucial as they are the ones who are most immediately beneficial and affected. The choice of method is Non-Probability Sampling because these stakeholders aren't officially listed or included in any dataset. This implies that instead of choosing respondents at random, consideration is given accordingly to their relevance and relationship to the topic. I've utilized snowball sampling to identify the appropriate individuals. Often, qualitative approach sample focuses on smaller groups, but these participants provide deep insight. In order to gain a comprehensive and diverse knowledge of the Challenges and Opportunities in sustainable ecotourism, I have selected a sample size of eighteen individuals in this research, ensuring the representation of all stakeholders.

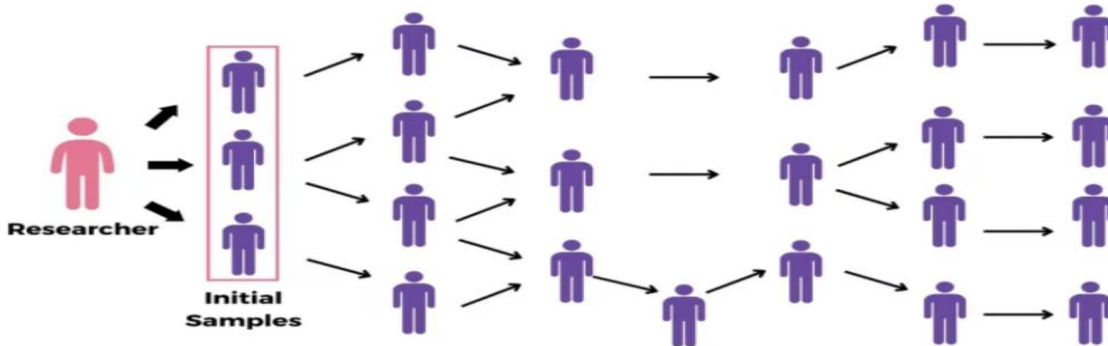


Figure 11: Snow Ball Sampling

3.6.2 Data Collection

There are following types of data collections that have used in this study:

Preliminary data collection. Above 130 published articles and books have been reviewed to build concepts regarding Sustainable Ecotourism Development. Recently published articles were reviewed but all-time relevant articles were not been ignored. The articles on the factors related to the implementation of sustainable ecotourism development in the South Asian region, especially in Nepal, Bhutan and the subcontinent, were given

importance because the environmental scenario and the ecotourism development scenario are very similar in these countries.

Principal data collection. One-on-One in-depth interviews have been taken. There are five major stake holders of Sustainable Ecotourism Development in District Nagar:

Government Official. Tourism and Cultural Department has formulated the policy and intervention of different government Agencies in the ground, like Environmental Protection Agency, Central Karakoram National Park and NGOs are engaged in the process. Two senior officers of TCDGB, one senior officer of GBEPa, and one side in charge officer of CKNP, and, one senior officer of NGO IUCN have been interviewed very thoroughly.

Hotel Industry and Tour Operators. There are hundreds of hoteliers and tour operators' companies that are involved in Sustainable Ecotourism/ Tourism related activities in District Nagar. Three major officials (in total) from these companies which are in leading position in the region have been approached and interviewed in detail.

Academia. This is the hardest sample to find because there are very few academia's that include analysis of ecotourism development/ tourism effects. Two people from different academic background which are serving in the native district has been interviewed in detail.

Tourist. There is influx of tourist in the region, approached to foreigners and domestic tourist in different areas in Nagar valley. Four tourists have been interviewed in detail.

Community Member. There are many towns in Nagar valley, some are very famous for tourism, it is difficult to find the sample. So, selected from different towns. Four native members have been interviewed thoroughly.

Total eighteen interviews have been taken and importantly the both genders participated in the data collocation process.

3.6.3 Data Analysis

Thematic analysis has been used to analyze the data. According to (Clarke & Braun, 2006) "thematic analysis is a method for identifying, analyzing, and reporting patterns (themes) within data". It helped to identify the aspects of the phenomenon that participants talked about most in a detailed and understandable way (Koroush, 2016). Clarke and Braun (2016) states that the thematic analysis provides simple and systematic

procedures for generating codes and themes from qualitative data (Braun & Clarke, 2016). While justifying the steps for thematic analysis Clarke & Braun (2016) further states that thematic analysis can be used to analyze large and small data-sets – from case study research with 1–2 participants to large interview studies with 60 or more participants and homogenous and heterogeneous samples.

Thematic analysis involves analyzing themes within a data set to determine meaning based on the research question. It is useful in case of large amounts of data, where the aim of the research is to explore new aspects, concepts/themes that are not identified in qualitative data. Thematic analysis allows you to break down and classify large amounts of data to simplify analysis. It is useful when you need objective information based on participants' experiences, opinions, and perspectives.

Following are the steps that have been followed to analyze this qualitative data:

Steps of Thematic Analysis.

Developing familiarity with the data→ organizing and preparing raw data for analysis → generating initial codes→ defining themes→ reviewing themes→ write-Ups / discussions→ final analysis

Approach of Thematic Analysis.

Here we adopt deductive and latent approaches for thematic analysis because researchers have developed in-depth literature-based ideas about themes.

Type of Thematic Analysis.

In this study, we adopted a form of reflective thematic analysis to maintain flexibility and elastic in analysis. This type has been adopted because this research is a part of postgraduate studies i.e. thesis so the researcher is working solo and already generated codes have not been found.

3.7 Ethical Considerations

Research ethics is a continuous and important part of the research process, from the selection and adoption of the research topic, to the collection of data and the final analysis and dissemination of the results at various stages (Elliott, 2016). These include ethical considerations regarding subject protection and research ethics in conducting research (Anna-Maija Pietilä, 2020). Ethical considerations in research are based on two foundations. One is ethical principles that protect the individual engaged in research, and

the other focuses on professional research standards to ensure good standards and scientifically appropriate research (Mustajoki, 2017). Qualitative research involving human participants must be conducted in accordance with ethical codes of conduct and institutional rules and regulations (Beauchamp, 2009) and such study must follow ethics that protect the participants. However, these guidelines are based on research and not prescription (Roberta Heale, 2017). The researchers should take the following common research ethics into consideration:

3.7.1 Autonomy

In this study, all participants were given the right to decide whether to participate in the study through interview and were granted freedom of expression. Their consent was obtained due to their willingness to use and publish the information they provided in this study. They gave a satisfactory answer regarding privacy, stating that their data will only be used for research purposes and should not be shared with third parties for any purpose.

3.7.2 Non-maleficance

No one was harmed physically, mentally or emotionally. Neither equipment, Business product or other items were affected during study.

3.7.3 Beneficence

This study was conducted for the wellbeing of community at large in the context of adopting sustainable ecotourism development in district Nagar; Challenges and opportunities. Researcher make every effort to produce the best results that can bring positive changes in this field.

3.7.4 Justice:

The sample was selected by snowball sampling. Sample selection is not influenced by gender or social status. The composition of the sample is mixed, including male and female respondents, as well as people from the elite and middle class, even incorporated the foreigner tourist too.

CHAPTER – 4

4 DATA ANALYSIS AND FINDING

4.1 Thematic Analysis

Concept of thematic analysis has been discussed in details in chapter three. Deductive and Latent approaches of thematic analysis have been used to analyze the data. Reflexive thematic analysis is being carried out it is considered a reflection of the researcher interpretive analysis of the data conducted at the intersection of the dataset. The theoretical assumptions of the analysis, and the analytical skills/resources of the researcher (Byrne, 2021).

Braun & Clarke suggest that top-down or bottom-up approach can be used for analysis as per the research design. All the questions in the data are summarized and organized to identify themes. A very convenient structured approach is suggested by Braun & Clarke (2006), which has divided the thematic analysis into six steps:

Step 1: Developing familiarity with the data

Step 2: Generating initial codes

Step 3: Searching for themes

Step 4: Reviewing themes

Step 5: Defining themes

Step 6: Write Up

4.1.1 Step 1 Developing Familiarity with the Data

One-on-One in-depth interviews have been taken from major stakeholders of Tourism i.e. Government officials and relevant institutions, Academia, Hospitality Industry and Tour Operators, Visitors/Tourist and Native Community Members. The interviews have been recorded on the papers and audios and have been converted into Microsoft Word format on the same day to avoid skipping any information provided by the participants. Interviews have been taken from following officials:

Data Information

The data used in analysis of this study is totally primary data. For this analysis, each single interview was used and the data collection was consisting for approximately 25 minutes. Eighteen interviews were conducted so that the total amount of data extracted was 4.40 hours.

Respondents Demographics

The average age of the respondents was around 35 years. Interviews were conducted from various five different stakeholders, following details are given below.

Tourism and Culture Department/ Environmental Department GB.

- (1) Gilgit-Baltistan Tourism, Sports, Culture, Archaeology & Museums Department– Deputy Director Tourism Secretariat, Tourism and Culture Department, Jutial Gilgit, Gilgit-Baltistan.
- (2) Ministry of Forest, Wildlife, Environment Department Government of Gilgit-Baltistan– Deputy Director Environmental Protection Agency, Khomer Gilgit, Gilgit-Baltistan.
- (3) Gilgit-Baltistan Tourism, Sports, Culture, Archaeology & Museums Department– Assistant Director Tourism District Nagar, Tourism and Culture Department, Sikandarabad Nagar, Gilgit-Baltistan.
- (4) Central Karakoram National Park - Forest, Wildlife & Environment Department Government of Gilgit-Baltistan– Game Watcher Central Karakoram National Park, Minapin Nagar, Gilgit-Baltistan.
- (5) International Union for Conservation of Nature, Pakistan– Biodiversity Expert IUCN Gilgit-Baltistan.

Hotelier and Tour Operator.

- (6) Osho Thang –Owner Minapin Valley, District Nagar, Gilgit-Baltistan.
- (7) Diran Guest House – Managing Director, Nagar District, Gilgit-Baltistan.
- (8) Tour O'clock Adventures – Manager North, Gilgit-Baltistan.

Academia.

- (9) USWA Public School– Principle, Pissan Office Nagar, Gilgit-Baltistan.
- (10) Government High Girl School– Lecturer Nagar, Gilgit-Baltistan.

Visitor/Tourists.

- (11) Foreigner Tourist, from Latin America, Nagar Valley, Gilgit-Baltistan.
- (12) Domestic Tourist, from Karachi, Nagar Valley, Gilgit-Baltistan.
- (13) Foreigner Tourist, from Germany, Nagar Valley, Gilgit-Baltistan.
- (14) Domestic Tourist, from Hazar Menshera, Nagar District, Gilgit-Baltistan.

Community Member.

- (15) Native Member– from Hopper Valley, a Scholar – Nagar District.
- (16) Native Member– from Thole Valley, a student, Nagar District.
- (17) Native Member– from Gulmet Valley, a businessman, District Nagar.
- (18) Native Member– from Gulmet Valley, an Islamic Scholar, resident of District Nagar.

Organizing and Preparing Data

Responses have been organized in following ways: Respondents have been divided into five categories i.e. Government Official Departments/ Environmental Agencies and NGOs, Hotelier and Tour Operators, Academia, Tourist/ Visitor, Native Community Members. Important points that e to be emphasized have been extracted from the data provided by the participants. To avoid lengthy analysis, all relevant points are written combined in the study. The only unique information and important points have been mentioned.

4.1.2 Step 2 Generating Initial Codes

A reflexivity journal has been maintained for defining themes and generating codes. Respondent's data have been reviewed thoroughly only relevant segment of the information that addresses the specific question has been considered. Codes have been systematically generated on the basis of this reflexivity journal and have been arranged in following five patterns; In this step data analysis involves generating initial codes by organizing information in a meaningful and systematic way. This process helps break down large, complex data sets into smaller, more manageable pieces that are amenable to analysis, while also eliminating irrelevant information. Coding can be approached in two ways: data-driven or theory-driven. A data-driven approach is more flexible and inductive, allowing themes to emerge naturally from the data without preconceived notions or expectations. In contrast, a grounded theory approach begins with specific questions or frameworks in mind and guides the coding process to focus on specific areas of interest. Both methods play an important role in uncovering meaningful insights and ensuring that the analysis remains focused.

Coding Process

The data is first organized according to the questionnaire modules. Valid responses are identified through read and read the data, after that codes are refined to match with the research

questions. The manual method used to compile and then saved in Word format. The initial codes for each module are described below.

Module 1: Government Official of Tourism Department and relevant Institutions

Government Official. Following important points have been highlighted during interview with Government Official and other relevant Departments: -

Comprehensive Policy. Policy should be comprehensive and implementable; it should cover all aspects of all types of Tourism especially Sustainable Ecotourism Development. In current time GB government and the tourism and cultural department incorporated the sustainable ecotourism within the policies draft but failed to implemented it in ground. Currently there is no proper definition is mentioned in the policy because the policy makers are still facing challenges to implement there draft effectively as they mentioned in their statement during interview.

Initiative of Sustainable Ecotourism Development in Nagar. After 2018 order, the subject of tourism was transfer to Gilgit-Baltistan from the federal government. Immediately after this, the department passed three acts, in which the first Gilgit-Baltistan own hotel and restaurant act, Gilgit-Baltistan tour operator act, Gilgit-Baltistan tour guide act, brought these three acts and approved them in 2020 by the cabinet. The framed rules are also approved in 2023 and printed in the Gazette of Pakistan. The initiatives of tourism department are projection and promotion of since 2018 and onward. Likewise design product for national and international market and exposure visits around the world to get green investment and provide opportunities to local stakeholder and businessmen to the international market. From the first of January the tourism and culture department of Gilgit-Baltistan has started facilitation with promotion, the Directorate of Tourism is functioning as a Directorate of tourist Services, so the tour guide, tour operators, travel agents, hotels and restaurants are regulating, registration and the renewal process has been started. The second initiative is that the GB government has establish the sub office of tourism in Islamabad to facilitate the foreigner tourist in issuing permits, particularly mountaineers and trekkers, in permits fee the GB government charge the environmental fee as well to sustain the environmental health of the region. And the other hand EPA is regulating developments under the environmental protection act, to sustain the environmental fragility. Currently GB government draft the ten years policy to adopt ecotourism development effectively in near future, while the policy is under review.

Objectives of Tourism Policy in Gilgit-Baltistan. There are many objectives of this policy.

The primary objective of Tourism is to tackle the climate change problem in Gilgit-Baltistan and to keep the environment clean and green while achieving the economic benefits of tourism. Second major aimed at preserving the natural landscape of Nagar district by regulating infrastructure development and monitoring carbon emissions. Tourism Department of GB regulate tourism activities such as registration of hotels and restaurants, tour operators and other services, which lead to promote sustainable ecotourism that respects local culture and the ecology. Local administration and relevant institutions are engaging local communities to deliver sustainable community-based ecotourism, encouraging community participation in the protection and promotion of natural resources and sustainable practices. Lastly the major reasons are to implement long term policies to adopt the sustainable ecotourism because the practices required research and development, GB government is planning to implement the ten years policy plan of tourism. The initiative underlines the commitment to the sustainable development of ecotourism by focusing on the expansion of key resources such as human capital and infrastructure over time while ensuring the sustainable of the ecology.

Basis of the various recommendations made in the policy. As per the government officials of relevant departments, currently local communities have been taken onboard before finalizing the policy, for sensitization among local communities and official regarding sensitivity of ecology, secondly, the recommendation have been sought from tourism department and relevant institutions/NGOs are looking for zoning the region according to the sensitivity and ecological conduction of the areas. In addition, the departments are working on study-based productivity of the tourists. On the basis of these inputs and recommendations and study driven results the GB government have made these recommendations in the policy to effectively adopt sustainable ecotourism developments.

Climate Change Problems of Gilgit-Baltistan. Gilgit-Baltistan is being affected badly by climate change. Especially the sensitive areas and the Nagar district is a sensitive and vulnerable locality because of the fragile ecology. Climate change is felt in Gilgit-Baltistan, causing floods, droughts and destruction of infrastructure, natural resources and wildlife (Sapru, 2024). No doubt there are many others reasons for these calamities in Gilgit-Baltistan, but control tourism and its emissions from transport sector and bonfires, noise pollution, overcrowding in the region we can somehow tackle the climate change issue. Many other steps are being taken as well and Government of Gilgit-Baltistan has brought New Climate Action Plan 2017 and this climate

strategy and action plan is focusing on adaptation aspects for future development and mitigation planning in Gilgit-Baltistan (R&D/NEQS), 2017).

Government Initiatives for Promoting Sustainable Ecotourism Development. Despite being in tight financial conditions, Government of GB through policy is still providing various strategies and plans for tourism development around Gilgit-Baltistan. Comfortable environment is being created for the new investors and tourists through promotion at national and internationally. Attractive benefits, including ecotourism loans for youth entrepreneurs, encouragement local products and its marketing in government level, training for community development to enhance community-based ecotourism.

Budget Allocation. Various newly government schemes have taken place in GB especially in Nagar district, like the government GB started a loans program for youth entrepreneurs, where local government bank provides loans for ecotourism development, IUCN with collaboration of government has developed camping sites in Nagar district especially, Hapakun Valley and Rakaposhi basecamp. Secondly, the tourism department allocate budget to build trekking routes, a trekking route is developed in Gappa valley, Nagar district. And the same has being others district as well. In addition, IUCN done capacity building training individual whose are associate with local hospitality industry and operating tour operation within the Nagar district. So, this will lead the local youth empowerment and take ownership of native environment and act accordingly, trekking and hiking will support to reduce carbon emission of transportation and the camping sites reduce huge construction in high ecological zones.

Heritage Revival and Conservation. IUCN International Union for Conservation of Nature with the collaboration local government and Italian Embassy in Pakistan has launched pilot projects to enhance sustainable ecotourism development. In Minapin Valley, district Nagar community managed ecotourism initiative comprising 200 hundred years old heritage includes four houses and an information center for tourist. Additionally, 4 water flour mills, each 200 years old, were renewed in working condition. In order to attract the attention of young people and offer them alternative lifestyles, three climbing pitches of different difficulty levels were created for tourists.

Sports Tourism, Events, and Festivals. The government of Gilgit-Baltistan have annual plan of different events, festivals and sports activities to promote tourism in the region. Especially, in Nagar district the tourism department conduct different events and host cultural and historic

festival to promote indigenous sustainable ecotourism, likewise a community-based fest Ginani Festival (Harvesting Season) take place at Mir Palace in Nagar at the month of June. Secondly, regional level sports festivals and events are taking place in all districts of GB including Nagar, Ice Hockey, Ice Skating, Indigenous games (Basra, Pinduk & Balbat) and rock climbing, cultural show and traditional food festival in blossom season. In addition, tour de Khunjerab cycle rally has been start from Gilgit and Nagar is the 2nd rest point with the grand event of cultural night. Cherry Fest has taken place annually at Rakaposhi view point and display different dry fruits stalls. National events, tourism department of GB actively participates in the event along with different artisans and cultural assets of GB to promote tourism in Gilgit-Baltistan. And in international events the tourism department promote the rich tourism potentials of Gilgit Baltistan to the world's leading travel and tourism arena around the world.

Programs for Implementing SED. Government has approved the policy and relevant department are functioning with the set of rules and regulations. That lead the practices of sustainable ecotourism development in the region. For this purpose, many rules and regulations are in place. So, the tourism department regulate under their Acts, the first, Gilgit-Baltistan tour operator Act, Secondly, Gilgit-Baltistan tour guide Act and the third is Gilgit-Baltistan Hotel and Restaurant Act. The GB tourism department as working as a Directorate of Tourism Services to provide registration and renewal services as well. Hence, the GB EPA has also mandate to regulate the development under the Gilgit-Baltistan Environment Protection Act 2014.

Targets set to Adopt SED. Major targets of GB tourism department and Relevant Institutions are: Regulate Hospitality Industry, Tour Operators, and Tour Guide within the region under the Tourism Act to control unplanned and unauthorized tourism. Further purpose is providing facilitation of registration, renewal process, and permits to national or international tourist for adventure tourism especially mountaineers for revenue generation. On other hand EPA targets is environmental protection under EPA Act, EPA regulate development to insured sustainable and environmental sensitive development, secondly, EAP incorporated research and development NOCs for mega projects with the GB. The mandate of EPA is to implement the rules that are Initial Environmental Examination, Environmental Impact Assessment Regulations, and Environmentally Sensitive and Critical Areas, under these rules the development takes place after approval of EPA, this will lead sustainable development in certain ecology.

Barriers / Challenges and Opportunities in Implementation of SED.

Challenges. Factors that can play as a barrier in implementation in the policies are: Firstly, Lack of awareness among the people and ill information regarding environmental concerns, they are short-sighted want current time benefits. The second is that within many government agencies and department, we still don't have an understanding of environmental change and awareness. There is no understanding of ecotourism concepts within the common people, neither in government sector nor in academic sector. And additionally lack of information regarding cultural tourism, Agri-tourism, and religious tourism, which has the more potential in the region. Hence, in the tourism influx most of tourist flow is ill informed regarding the ecology where they have been at the same time huge number of tourists is non-productive in terms of economic, socially but left the maximum footprints in the nature. Another one of main challenge is the high-altitude alpine areas are open for tourist, and construction are under progress which is also threat to the ecology. Government department are unable to control due to personal holding of local community. Lastly, the lack of data and township planning in local government and its implementation due to above mentioned concerns. All these points play a very important role in the adoption of SED in Nagar district.

Opportunities. Nagar which is unsettled district yet, this is an opportunity for Govt of GB. Convert it into settlements as soon as possible and we should develop future plans to achieve ecotourism accordingly on the available land of government. Natural hiking trail and trekking routes in addition huge potential of adventure tourism, especially, rock climbing, mountaineering, camping sites to attract tourist and this tourism is totally ecofriendly. Nagar has another opportunity of ecotourism in term of cultural tourism, historical tourism, and Agri-tourism. Because the district Nagar is famous for agricultural, crops, fruits, and vegetable production, so it can be a potential to market the local product to fulfil the requirement of hotel industry. Hence, as a history place with huge heritage and indigenous construction structure and cultural values are practices by local community, need is to preserve and promote to attract tourist. Religious segment, wildlife, and adventures tourism has the potential to adopt sustainable tourism with maximum benefits just like our neighboring countries, likewise Nepal, Bhutan, and India. Lastly, the main opportunity is that Nagar district is so far what explored is 30 percent for tourism, the 70 percent is yet to explored and this is a great opportunity to utilized according means firstly planned sustainably untouched areas and gradually open for tourism. Currently new avenues are open to

boost ecotourism, like Sharah Nagar is in progress which is alternative of KKH a connect many valleys within the Nagar district.

Government Plan and Models for the promotion of ETD. Government is looking forward to convert the unsettled district to settled, declare government to act accordingly. Secondly, tourism department and government are willing to introduce tourist insurance card and get some certain benefits, so that the high-end tourist will filter. Thirdly, it is an important issue to address, the tourism department are tried to regulate those tour operator and tour guide those are not under any government net, they are working through social media and bring tourist into the GB. Thus, Gilgit-Baltistan has six-month tourism season, therefor GB government and tourism department are willing to focus on winter tourism to promote ecotourism in winter as well. The government of GB and EPA are engaging all stakeholders in climate action plan, the plan is to engage every sector, 17 sector are under consideration. Wildlife, GLOF, Agriculture, Fisheries, and Livestock are involved currently. The plan of policies implementation is in different time period, moreover in short-term, med-term and long-term with focusing on the specific agenda and targeted areas. Lastly the main plan to develop sustainable ecotourism development in Nagar district is spread awareness among the communities and sensitization within the government structure regarding climate change and the importance of sustainable ecotourism development.

Module 2: Hospitality Industry and Tour Operators.

Codes:

Benefits of hotel industry development and tour operations. The development of hospitality industry and tour operation within the district, is generate economic benefits for owner and jobs creation for local community in small scale and the constructed industry is not full ecofriendly as well. The role of hotel industry, tour guiding, and tour operation is to sustain the wellbeing and maintain the basic life standard. But it is limit to certain number of individuals not community at large. In small scale it is beneficial for farmer as well dur to some local hospitality owner purchased daily commodities from local farmers.

Ecotourism practices incorporated in operations. Some of the hospitality industry and tour operators are incorporate sustainable ecotourism practices in their daily operations, likewise, the tour operators trained their staff accordingly, they mentioned environmental concerns with their customers, and also guiding while tour, kept bag to collect waste generated by them and their customers. Bonfire closed, and explain the environmental concerns of carbon emission many of

tourist will appared and some did refuse. And try to not buy the product from market especially the product is wrapped in plastic. In adaptation, new has been developed structures are focusing on sustainable and ecofriendly producers, like sifting to solar energy to reduce petrol and diesel usage. Lastly, incorporated water treatment plants to deal with contaminated water of hotel industry. But this is happening in very small scale and a few individual practices sustainable ecotourism the rest are unsustainable.

Challenges and Opportunities to Implement SED.

Challenges. Nagar has not been explored yet and the development is it initial face. Lack of awareness and information among local community regarding ecology, the construction sector is unsustainable even trekking route are built by concrete work. Development is happening totally unplanned, unsustainable and unprofessional, the government institutions are failed to implement policy on ground. Thus, the influx of tourists is preferring car to travel due to lack of efficient transportation, this were led traffic congestion, noise pollution, and carbon emissions. The roads are built unplanned, the agriculture land is being destroyed, the historic and old trees are being cut down, those trees take centuries to grow, especially wild trees. The main challenges face by community and hospitality industry is lack of health facilities, electricity, internet, even mobile network issues in 2024. Failure of education system is also a challenge, missing of tourism subject in curriculum. Lastly, policy gap is big challenge and the government agencies and relevant departments are failed to enforcement of existing rules of law. Because of this big investor take advantage and exploit the natural resources to get profits.

Opportunities. The natural landscape and resources, mountains, hundreds of glaciers, lakes, and tracks in addition potential of adventures tourism. The under-progress Shahrah e Nagar is a great opportunity which connect many towns on a single expressway; therefore, the district Nagar is adjacent to China, and the KKH also goes across the Nagar. The development is it initial stage, no big structure was built yet, there is option to control and progress sustainable or community-based model. Another big opportunity is the native community is own natural resources need to engage community in policy making process and also in implement. Lastly, Nagar is the global assist due to its unique ecology.

Encourage customers about Sustainable Ecotourism Practices. It is dilemma of our society is that we don't act practically in comparison to the foreigners' tourists. So, informed them through the signboards and personally, like how to act ecofriendly in this special ecological zone.

Through offering the traditional food and present the culture. Thusly, fruits gardens are open to eat by picking them self, which new and ecofriendly practices and many other organic things to experience closely. Lastly, we should take the responsibility and spread awareness to the tourist, how to act in this ecology and sensitive cultural region. Likewise, don't waste the food, don't disturb the local, farmers, caution to make noise, and importantly when you are going to the community take to wear clothes like native accept you. Interestingly a huge number are tourists acknowledged and want to experience the ecosystem in it pure form.

Module 3: Academia.

Codes:

Academic Understanding of SED in Nagar. The process of tourism development in which development and other tourism activities are govern smoothy without disturbing the cultural and natural resources of the region or locality, and act to preservation of unique ecology and the native culture. The sustainable ecotourism development and it practices without incorporating artificial things on natural resource and development, attracting tourist through indigenious architecture, heritage, agriculture, cultural values, traditional food, and other adventure tourism activities. In 80s the people are unaware about tourism and its benefits, so at that time there were no hotel industry did exist gradually individual become aware about the economic benefits and the hospitality sector started to developed in small scale without any township plan, future plan or sustainable way. Because community is unaware about and majority is illiterate, further government has not efficient at that time and now as well. Currently in community-level small scale of management is happen and the socially active figures (Lamberdar) is look after the process and act accordingly. This mostly process is governed by indigenious customary laws. Especially in communal properties, and a whole community get involved on it, because from centuries the region Gilgit-Baltistan were self-governed by native through customary laws.

Effect of SED in Economic, Social, Cultural lives of Natives. Obvious, sustainable ecotourism development is directly associated with lives of native communities, the native environment will remain sustainable for coming generations, a respect toward the cultural values and the ecology of the region. Creates economic opportunities sustainably for community's member, especially for those, who are involved in hospitality, guiding, and management. Socially, ecotourism fosters community participation and capacity building and strengthens communities by building platforms for cooperation and participation in tourism activities. Cultural promotion,

respects and acceptance for the cultural values and Norms. But unfortunately, this will happen in very small-scale individual did incorporate ecotourism in their development and daily operations, the large sector of tourism is badly unsustainable. Need to prevent unsustainable practices but government and community are failed due to many factors. Importantly large number of household livelihood is based on tourism it should need to be sustain.

Hurdles to adopt SED and Potential.

Hurdles. There are a lot of hurdles involved to adopt sustainable ecotourism development in district Nagar; the biggest hurdle is that lack of government involvement on ground. People doing unsustainable constructions with any NOC and township planning, especially in the ecology zones, likewise in the river beds, near to glaciers, high-altitude pastures and other sensitive areas and even people doing deforestation as well, importantly the wild trees. The environment impact assessment is not happened in any public or private development project, lack of township planning and other policy gaps lead to unwanted development of tourism and hospitality industry. Lastly, lack of awareness among the communities is the main hurdle to adopt sustainable ecotourism development, and community did not aware how to market their local products, nonlocal commodities of daily used replace the local product which also hurdle to sustain economic benefits within the town.

Potential. Nagar district is rich in potential to adopt ecotourism development, because of its natural landscape, mountains, waterbodies, lakes, glaciers, and forests, high-pastures, trekking routes, rich in culture and history, need is to market in sustainable way and allow only ecofriendly tourism. The district is 70 percent is untouched yet, and unexplored if focus on development as per native nature, reduce concrete replace with local architecture. the important potential is local cultural values and traditional food with historic heritage, promotion these local products with the involvement of community to attract tourism in the region will lead sustainable ecotourism development. And trophy hunting is a success example of community engagement and community take the ownership. Current time it is plus point that the majority of community is literate need to sensitization and awareness.

Academia engages stakeholders to promote SED. Academia is a teaching part of society, has the knowledge and information regarding issues and challenges regarding sustainable ecotourism development. In the district Nagar academia engage youth and students in community-based projects, likewise cleanliness drive, plantation, awareness sessions, and some schools are

willing to incorporate tourism and environment as subject in their curriculum. There are cultural club to promote cultural values and traditions as well. The excellent role that academia is play that provide proper guidelines and instruction to youth, like NGOs, government agencies doing, awareness sessions for youth and community as well in the context of sustainable ecotourism development. The academia has crucial role in any society to provide research-based information, mentioned the issues and suggest solution accordingly. Basically, academia makes mind of community regarding issues, which lead a great social contract.

Module 4: Visitors/Tourist

Codes:

What attracts you the most to Nagar Valley. The Nagar district attract the most tourists by the unique nature. The mighty Rakaposhi, viewpoints, pastures and its glaciers sites especially the Rakaposhi base camp and Diran peak, this experience is not available in all over the world. So, it is much easier here to get around that actually it is really important point, because in other parts of Pakistan it was most difficult to get around there, so in these areas that is much easier, and off course the mountainous areas if you like hiking it a very good area to go and different views in general the peaceful natural views attract the most. Another point is the contrast between the valleys and mountain and scene like very untouched, very pure nature and also tourists is able to see like amazing mountain and glaciers views with an hour hike. Lastly, the biggest attraction for large number is norths mountains, the culture and people of north. In addition, the orchards here are most fascinates to tourist. So, the Agri based tourism, culture-based tourism and natural based tourism is also attraction for tourist.

Did you experience ecotourism activities in Nagar. The major experience of ecotourism activities is hiking, trekking and the local are involved in Agri-tourism which is also ecotourism activity. And most of foreigners tourists are focusing on adventures tourism, like hiking, trekking, and prefer to camping instead of living in hotels. In general, it is quite Eco touristic mostly places and the nature is untouched and left like without any human hands, without any artificial stuff, this is also an ecotourism practices, which attract the tourists. Also, the way peoples living here in the district Nagar, it's really traditional and natural way. In hospitality sector individual maintained the local culture and promote tradition foods which is quite ecotourism practices, not in the international criteria. Lastly, in a nutshell the ecotourism activities happening in Nagar is very limited level need to effectively enforcement of ecotourism practices.

What is the contribution of tourist to Sustainability of Ecotourism. Tourist can contribute the most if they are aware. like, care about cleanness, do not damage the nature, avoid bonfire which led carbon emissions, properly dump the waste and avoid the usage of plastic. In addition, respect the local culture and values. Another contribution tourists should live like a local and experience like a local, that should aware you what people are eating, how they are living, using public transport and then off course the big thing is pollution so they should not put their waste in anywhere dump in bins wherever you go, leave it as untouched. To contribute to the sustainability of ecotourism tourist awareness is important unfortunately people are ill informed. So, the small number of tourists are aware and act as a sensible tourist to protect the natural environment.

Recommendations to boost SED in Nagar district. Basically, the lack of investment in ecotourism, the people are investing in commercial tourism which is devastating for ecology and tourism as well. Recommendation is to encourage and aware people to invest in the way of sustainable ecotourism development. And the regulatory bodies and agency need to implement effective policies accordingly. The major recommendation is the importance of awareness if tourist get awareness about ecology, life of people which are mostly relay on natural environment and respect their local cultural values, traditions and living style. And tourist acknowledged that how is living supposed to be in this region. How they can improve their behavior to the natural environment of locals, this led to ecotourism. On the other hand, important to support like local businesses, it's important to pay fair prices and act to take care of environment. Lastly, recommendation is combined the ecotourism to the approach of community-based tourism (CBT) model. Educate native community and tourists, people like visuals so need sign boards in the starting of town or villages regarding information and what to do or not to do. In addition, promote local handicrafts and Argi-tourism products to brand them in marketplaces. Because people then go back after the visit, they will take a packet of cherries as well which provide ecofriendly income.

Environmental Impact of Tourism in Nagar. People did misbehave with the ecology and mass tourism is continued which lead social, cultural and environmental crises. Tourism has the negative impacts, everything built new or built artificially near to the glacier and river bed sites. Over development is happening that impact on the environment, on nature this lead large consequences in long run. The major impact of tourism is when there increases accessibility, it would harmful for fragile environment, glaciers, and eco zone will be disturbed. I understand that some places should be reserved for ordinary people and some pleases should reserve for special

people. People think that development is that our normal car will be reached at the top of glaciers, this is not to be encouraged at all. It should be divided into zones, this is practiced all over the world. And determine that which zone is for whom. Currently, every place is open to all then obviously that negatively impacts the ecology. And the constructions are not matched with the culture and ecology. These gaps created negative environmental impact and crises for glaciers.

Module 5: Native Community Members

Codes:

Aware about ecotourism practices. Ecotourism has multiple benefits, wherever ecotourism practices take place in any region it benefits mutually distributed among all the stakeholders like, local community, investor or outsiders, business owners and revenue for governments as well. Ecotourism means without disturbing ecosystem tourism practices and enhances ecosystem for long run economic benefits, it also decreases environmental negative impacts and reduces climate change. Obviously, tourism at large is connected with livelihood of locals. But the community is not so far aware about ecotourism and its benefits regarding what can create a good impact in our economy, what has its negative aspects, community has zero understanding in this regard. Because of tour operator and those who are associated with tourism industry are ill informed and unaware towards ecotourism actually. Potential of ecotourism in district Nagar is very rich, from Chaparote, Gappa valley to Hoper valley the district is rich in historically, cultural, and natural. Basically, Nagar was once a State and it has very old civilization, it has a rich history in terms of Forts, old villages, and heritage which has to be rehabilitated. Tourists come to experience natural beauty, historical places, cultural heritage, archaeological sites, and mountainous landscapes. The Eco touristic practices, accept the local culture with respect to the heritage history and act to sustain environment. So, lastly local should be aware about the importance of natural environment and its conservation to sustain it for long run. Currently, local and tourist both behaviors are not so good environment.

Community Involvement in Ecotourism Activities. When it comes to involvement in ecotourism activities, the involvement in ecotourism activities is negligible collectively not as much as it should be, some people are trying individually, but it has not yet been done according to the plan or standards of ecotourism in government level or community level too. To spread awareness among the communities to motivate and setting the compliances for betterment of tourism industry that never had happened yet especially in district Nagar. The work that happened

is the effort of NGOs and other individual community member. Currently, the private sector implemented the compliances and awareness regarding the benefits of ecotourism. The government has failed to engage the community in the policy making process and its implementation, even did not take a serious step. sometimes the community will do cleanliness drive. They clean the garbage around the tourist sites, the drain and dump it.

Negative Impact of Tourism. There are lot of negative impacts, for example conventional tourism have been here the flow of tourists has suddenly increased in this region, the native communities are unaware about the tourism business, about its pros and cons, like the agricultural resources in term of fruits cherries, apricots, and walnuts etc.; these are the products which is main source of income is closed due to influx of tourists because tourists ask for free of cost and take without permission, secondly, new constructions happening rapidly, drain pipes was immersed in clean drinking water which contaminant the pure water and local community face shortage of clean drinking water. Because lack of government project with proper township planning. The native communities are like conservative, because twenty or thirty years ago when tourists visit here with different types of dressing like short or sleeveless cloths native dislike it, but gradually people are becoming aware about it is their culture or their will, so people are accepting now after along practice. But the negative impacts are that, the domestic tourist's influx is lead accommodations issues, traffic congestion, waste and noise pollution, international tourists are quite good mannered and well informed to the region and they dumped their waste by self. In addition, there is sectarian factor that the native community have strong believes and respect to their sacraments. The native community respect their holy days of sorrow, means Muharram and Ramadan so it would be a negative aspect that the music shows and cultural nights are happening. So basically, the fallacy is that lack of information and awareness among tourist and locals to make bear able for both. In nutshell tourism spoiled the ecosystem and natural resources.

Beneficial potential of SED for the community. Ecotourism is basically collective and mutually benefited concept, if the native community has knowledge and awareness regarding ecotourism, they can get extraordinary profit, like Agri tourism is a part of ecotourism so need to focus on local organic fruits and vegetables to fulfill the market demand instead of import commodities form outside of the region, handicraft handmade local product is one of major item need to market them and importantly the barren lands we have need to focus on it to utilize properly for generate resource. look at the pastures, glaciers, and mountains, there is something in tourism

spots. The district Nagar is potential wise is rich. Till now locals lacking in how to make it public in a systematic way. It is obvious that lack of training, ill informed. Right now, the countrywide economy is almost down, and people are started to starving, for livelihood. Nagar has the potential of agricultural, people are relying on fruits, crops etc. But it is not enough for today's expenditure, People are worried that the economy is almost at a crunch, currently tourism is that the sector, in all over Gilgit-Baltistan especially in Nagar, there is much more to be gained from it. It means there is a need to promote heritage, cultural and natural landscape. Another, potentially explore those places which are unexplored yet and learn how to market them in sustainable way. So, practically, it is required that the social organizations and religious institutions plus other stakeholder will come into a table and work with the collaboration of government to get beneficial from ecotourism development.

Expectation from government to promote SED in Nagar. The first thing is that, government should engage the native people in awareness and information program regarding ecotourism benefits through awareness sessions, the local are totally ill informed, secondly, due to conventional tourism the infrastructure is development rapidly which is totally uncontrol and unwanted which need to be address timely and regulate properly according the ecological fragility of the region. In addition, government should provide facilities to tourism industry with well-planned policies and throughout engaging local communities in the whole process. Obviously required, to set long term compliances, and formulate the policy accordingly. The next step is every district has ecotourism-based institution it would engage the all stakeholders, none governmental organizations, and social working they should take on board to formulate policies. Now, to explain to the new generation by set of compliances and incorporate it in curricula. Second, they don't know. It is obvious that you have to educate them, give awareness in this regard, regular activities, explain how glacier melt. How ecotourism is process and What are the benefits. Explain to them what are the causes of environmental crises? So, government should have to engage community in terms of spreading awareness, educating them and empower them to take a part in policy making. This will be happened by governmental institution which lead awareness among community by incorporating information in curriculums and other activities on ground, without governmental support community is not able to cope with tourism-based issues now and in future as well. Lastly, government agency should ensure the enforcement of existing rulers and regulation, local administration lacking to implement policy effectively.

4.1.3 Step 3 Searching for Themes

After the first coding of the data, a codes list is created by marking the key codes identified in the previous phase. The possible themes and all codes related to each other are presented through visual representations. The goal is to find an overall theme by combining the codes. Charts or mind maps can be used to identify themes and organize codes.

To answer the research question's themes are defined by Braun & Clarke (2006) as a pattern of interesting features in a data set. For identifying themes and making patterns in the coded data, there is no strict rules. Understanding the code helps in identifying themes. The themes listed initially in the table below are presented with their codes in tabular form.

Module 1: Government Officials
Comprehensive Policy. Policy should be comprehensive and implementable; Government and the tourism and cultural department incorporated the sustainable ecotourism within the policies draft but failed to implement it in ground. Initiative of Sustainable Ecotourism Development in Nagar. After 2018 order, the first GB own hotel and restaurant act, tour operator act, tour guide act, approved in 2020 by the cabinet. The initiatives of tourism department are projection and promotion of since 2018 and onward. Design product for national and international market and exposure visits to get green investment and provide opportunities to local stakeholder to the international market. And the other hand EPA is regulating developments under the environmental protection act, to sustain the environmental fragility. Objectives of Tourism Policy in Gilgit-Baltistan. Tourism policy is to tackle the climate change problem in GB and to keep the environment clean while achieving the economic benefits. Preserving the natural landscape of Nagar district by regulating infrastructure development and monitoring carbon emissions. Engaging local communities to deliver sustainable community-based ecotourism, encouraging community participation in the protection and promotion of natural resources and sustainable practices.

Implement long term policies to adopt the sustainable ecotourism because the practices required research and development.

Basis of the various recommendations made in the policy. **Community should be onboard** in the policy formulation, Sensitization among locals and official regarding sensitivity of ecology.

Zoning the region according to the sensitivity and ecological conduction of the areas.

In addition, the departments are working on study-based **productivity of the tourists**.

Climate Change Problems of Gilgit-Baltistan. GB is being **affected badly by climate change**. The Nagar district is a sensitive and vulnerable locality because of the fragile ecology.

There are many others reasons for these calamities in GB, but control tourism and its emissions from transport sector and bonfires, noise pollution, overcrowding in the region we can somehow tackle the climate change issue.

Government of GB has brought New Climate Action Plan 2017 and this climate strategy is focusing on adaptation aspects for future development and mitigation planning in Gilgit-Baltistan.

Government Initiatives for Promoting Sustainable Ecotourism Development. **Comfortable environment** is being created for the new investors. Attractive benefits, including ecotourism **loans for youth entrepreneurs**, encouragement local products and its marketing in government level, training for community development to enhance community-based ecotourism.

Budget Allocation. Government schemes have taken place in GB especially in Nagar district, like the government started a loans program for youth entrepreneurs, where local government bank provides loans for ecotourism development.

IUCN with collaboration of government has **developed camping sites** in Nagar district especially, Hapakun Valley and Rakaposhi basecamp.

Secondly, the tourism department allocate budget to **build trekking routes**, a trekking route is developed in Gappa valley, Nagar district.

In addition, IUCN done capacity building training individual whose are associate with local hospitality industry and operating tour operation within the Nagar district.

Heritage Revival and Conservation. IUCN International Union for Conservation of Nature with the collaboration local government and Italian Embassy in Pakistan has launched pilot projects to enhance sustainable ecotourism development.

In Minapin Valley, district Nagar community managed ecotourism initiative comprising 200 hundred years old heritage includes four houses and an information center for tourist. Additionally, 4 water flour mills, each 200 years old, were renewed in working condition. In order to attract the attention of young people and offer them alternative lifestyles, three climbing pitches of different difficulty levels were created for tourists.

Sports Tourism, Events, and Festivals. Annually; Especially, in Nagar tourism department conduct different events and host cultural and historic festival to promote indigenous ecotourism, likewise a community-based fest Ginani Festival (Harvesting Season).

Regional sports festivals and events in Nagar, Ice Hockey, Ice Skating, Indigenous games (Basra, Pinduk & Balbat) and rock climbing, cultural show and traditional food festival in blossom season. In addition, tour de Khunjerab cycle rally has been start form Gilgit and Nagar is the 2nd rest point with the grand event of cultural night.

Cherry Fest annually at Rakaposhi view point and display different dry fruits stalls. National and International events, tourism department of GB actively participates in the event along with different artisans and cultural assets of GB to promote tourism.

Programs for Implementing SED. The GB tourism department as working as a Directorate of Tourism Services to provide registration and renewal services as well.

The GBEPA has also mandate to regulate the development under the Gilgit-Baltistan Environment Protection Act 2014.

Targets set to Adopt SED. Regulate Hospitality Industry, Tour Operators, and Tour Guide within the region under the Tourism Act to control unplanned and unauthorized tourism.

Providing facilitation of registration, renewal process, and permits to national or international tourist for adventure tourism especially mountaineers for revenue generation.

EPA targets is environmental protection under EPA Act; EPA regulate development to insured sustainable and environmental sensitive development.

EAP incorporated research and development NOCs for mega projects within the GB. The mandate of EPA is to implement the rules that are Initial Environmental Examination, Environmental Impact Assessment Regulations, and Environmentally Sensitive and Critical Areas.

Barriers / Challenges and Opportunities in Implementation of SED.

Challenges. Lack of awareness among the people and ill information regarding environmental concerns, they are short-sighted want current time benefits.

The second is that within many government agencies and department, we still don't have an understanding of environmental change and awareness.

There is no understanding of ecotourism concepts within the common people, neither in government sector nor in academic sector.

Further lack of information regarding cultural tourism, Agri-tourism, and religious tourism.

Hence, in the tourism influx most of tourist flow is ill informed regarding the ecology where they have been at the same time huge number of tourists is non-productive in terms of economic, socially but left the maximum footprints in the nature.

Another one of main challenge is the high-altitude alpine areas are open for tourist, and construction are under progress which is also threat to the ecology.

Government department are unable to control due to personal holding of local community.

Lastly, the lack of data and township planning in local government and its implementation due to above mentioned concerns.

Opportunities. Nagar which is unsettled district yet. Convert it into settlements as soon as possible and develop future plans to achieve ecotourism accordingly on the available land of government.

Natural hiking trial and trekking routes in addition huge potential of adventure tourism, especially, rock climbing, mountaineering, camping sites to attract tourist and this tourism is totally ecofriendly.

Nagar has opportunity of ecotourism in term of cultural tourism, historical tourism, and Agri-tourism. Because the district Nagar is famous for agricultural, crops, fruits, and vegetable

production, so it can be a potential to market the local product to fulfil the requirement of hotel industry.

Hence, as a history place with huge heritage and **indigenous construction structure** and cultural values are practices by local community, it is important to preserve and promote to attract tourist.

Religious segment, **wildlife, and adventures** tourism has the potential to adopt sustainable tourism with maximum benefits just like our neighboring countries, likewise Nepal, Bhutan, and India.

70 percent of Nagar is yet to explored and this is a great opportunity. with township and ecotourism planned utilized untouched. **Sharah Nagar** is in progress which is alternative of KKH.

Government Plan and Models for the promotion of ETD. Government is looking forward to convert the unsettled district to settled.

Tourism department and government are willing to introduce tourist insurance card and get some certain benefits, so that the high-end tourist will filter.

The tourism department working to regulate tour operator and tour guide those are not under any government net.

Thus, GB government and tourism department are focusing on winter tourism to promote ecotourism in winter. The government of GB and EPA are engaging all stakeholders in climate action plan; the plan is to engage every sector.

Lastly, spread awareness among the communities and sensitization within the government structure regarding climate change and the importance of sustainable ecotourism development.

Module 2: Hospitality Industry and Tour Operator

Benefits of hotel industry development and tour operations. The development of hospitality industry and tour operation, is **generate economic benefits** and support in jobs creation.

The role of hospitality industry, and it related operations is to sustain the **wellbeing and maintain the basic life standard**. But it is limit to certain number of individuals not community at large.

It is **beneficial for farmer**, some hospitality used daily commodities from the local farmers.

Ecotourism practices incorporated in operations. Hospitality industry and tour operators are incorporate sustainable ecotourism practices in their daily operations, likewise, the tour operators trained their staff accordingly, they mentioned environmental concerns with their customers, and also guiding while tour, kept bag to collect waste generated by them and their customers.

Bonfire closed, and explain the environmental concerns of carbon emission.

Avoid to buy the product from market especially the product is **wrapped in plastic**.

Newly developing structures are focusing ecofriendly producers, **like sifting to solar energy**.

Incorporated **water treatment plants to** deal with contaminated water of hotel industry.

But this is happening in small scale few individual practices ecofriendly.

Challenges and Opportunities to Implement SED.

Challenges. **Lack of awareness** and information among local community regarding ecology, the construction sector is unsustainable even trekking route are built by concrete work.

Development is happening totally **unplanned, unsustainable and unprofessional**, the government institutions are **failed to implement policy** on ground.

Tourists are preferring car to travel due to **lack of efficient transportation**; this were led pollution and carbon emissions.

The **roads are built unplanned**, the agriculture land is being destroyed, the historic and old trees are being cut down, those trees take centuries to grow, especially wild trees.

Challenges face by community and hospitality industry is lack of **health facilities**, **electricity**, **internet**, even **mobile network issues** in 2024.

Failure of education system is also a challenge, missing of tourism subject in curriculum.

Lastly, **policy gap** is big challenge and the government agencies and relevant departments are failed to enforcement of existing rules of law.

Because of this big investor take advantage and **exploit the natural resources** to get profits.

Opportunities. The **natural landscape** and resources, mountains, hundreds of glaciers, lakes, and tracks in addition potential of **adventures tourism**.

The under-progress Shahrah e Nagar is a great opportunity to connect Nagar on a single expressway; district Nagar is adjacent to China, and the KKH also goes across the Nagar.

Development is at its initial stage, no big structure was built yet.

Another big opportunity is the native community is own natural resources need to engage community in policy making process and also in implement.

Lastly, Nagar is the global assist due to its unique ecology.

Encourage customers about Sustainable Ecotourism Practices. we don't act practically in comparison to the foreigners' tourists.

There is need to inform tourist through the signboards and personally, like how to act ecofriendly in this special ecological zone.

Through offering the traditional food and present the culture.

Fruits gardens are open to eat by picking them self, which new and ecofriendly practices and many other organic things to experience closely.

Lastly, we should take the responsibility and spread awareness to the tourist, how to act in this ecology and sensitive cultural region.

A number of tourists acknowledged and want to experience the ecosystem in its pure form.

Module 3: Academia.

Academic Understanding of SED in Nagar. Tourism development in which development and other tourism activities are governed smoothly without disturbing the cultural and natural resources, and act to preservation of unique ecology.

In 80s the people are unaware, there were no hotels, gradually individual started to develop hospitality industry in small scale without any township plan or sustainable way.

Currently in community-level small scale of management is happen and the socially active figures (Lamberdar) is look after the process and act accordingly. Governed by indigenous customary laws. Especially in communal properties, and a whole community get involved on it, because from centuries the region GB were self-governed by native through customary laws.

Effect of SED in Economic, Social, Cultural lives of Natives. Sustainable ecotourism development is directly associated with lives of native communities, the native environment will remain sustainable, a respect toward the cultural values and the ecology of the region.

Creates economic opportunities for communities, especially, those involved in hospitality, guiding, and management.

Socially, ecotourism fosters community participation and capacity building and strengthens communities by building platforms for cooperation and participation in tourism activities.

Cultural promotion, respects and acceptance for the cultural values.

But unfortunately, this will happen in very small-scale, the large sector of tourism is badly unsustainable. large number of household livelihood is based on tourism it should be sustain.

Hurdles to adopt SED and Potential.

Hurdles. There are a lot of hurdles involved to adopt SED; the biggest hurdle is that lack of government involvement on ground.

People doing unsustainable constructions without any NOC and township planning, especially in the ecology zones, likewise in the river beds, near to glaciers, high-altitude pastures and other sensitive areas and even people doing deforestation as well, importantly the wild trees.

The environment impact assessment is not happened in any public or private development project, lack of township planning and other policy gaps lead to unwanted development of tourism and hospitality industry.

lack of awareness among the communities and community did not aware how to market their local products.

Nonlocal commodities of daily used replace the local product which also hurdle to sustain economic benefits within the town.

Potential. Nagar district is rich in potential to adopt ecotourism development, because of its natural landscape, mountains, waterbodies, lakes, glaciers, and forests, high-pastures, trekking routes, rich in culture and history, it is important to marketing in sustainable way and allow only ecofriendly tourism.

The district is 70 percent is untouched yet.

The important potential is local cultural values and traditional food with historic heritage.

Trophy hunting is a success example of community engagement and community take the ownership.

The majority of community is literate need to sensitization and awareness.

Academia engages stakeholders to promote SED. Academia is a teaching part of society, has the knowledge and information regarding issues and challenges.

Academia engages youth and students in community-based projects, likewise cleanliness drive, plantation, awareness sessions, and some schools are willing to incorporate tourism and environment as subject in their curriculum.

There are cultural club to promote cultural values and traditions as well. The excellent role that academia is play that provide proper guidelines and instruction to youth, like NGOs, government agencies doing, awareness sessions for youth.

The academia has to provide research-based information, mentioned the issues and suggest solution accordingly. Basically, academia makes mind of community regarding issues, which lead a great social contract.

Module 4: Visitors/Tourists.

What attracts you the most to Nagar Valley. Attract the most tourists by the unique nature.

The mighty Rakaposhi, viewpoints, pastures and its glaciers sites especially the Rakaposhi base camp and Diran peak.

It is much easier here to get around that actually it is really important point, because in other parts of Pakistan it was most difficult to get around there.

The mountainous areas if you like hiking, and the peaceful natural views attract the most. The contrast between the valleys and mountain and scene like very untouched, very pure nature and the amazing mountains and glaciers views with an hour hike.

The biggest attraction is norths mountains, the culture and people of north.

The orchards here are most fascinates to tourist. So, the Agri based tourism, culture-based tourism and natural based tourism is also attraction for tourist.

Did you experience ecotourism activities in Nagar. The major experience of ecotourism activities is hiking, trekking and the local are involved in Agri-tourism. encourage and aware people to invest in the way of sustainable ecotourism development.

And most of foreigners tourists are focusing on adventures tourism, like hiking, trekking, and prefer to camping.

In general, it is quite Eco touristic mostly places and the nature is untouched and left like without any human hands, without any artificial stuff.

The way peoples living here in the district Nagar, it's really traditional and natural way. In hospitality sector individual maintained the local culture and promote tradition foods which is quite ecotourism practices, not in the international criteria.

Lastly, in a nutshell the ecotourism activities happening in Nagar is very limited level need to effectively enforcement of ecotourism practices.

What is the contribution of tourist to Sustainability of Ecotourism. Tourist can contribute the most if they are aware. like, **care about cleanness**, do not damage the nature, avoid bonfire which led carbon emissions, properly dump the waste and avoid the usage of plastic.

In addition, respect the local culture and values.

Tourists should **live like a local and experience like a local**, that should aware you what people are eating, how they are living, using public transport and then pollution so dump in bins.

Tourist awareness is important unfortunately people are ill informed. So, the small number of tourists are aware and act as a sensible tourist.

Recommendations to boost SED in Nagar district. Basically, the **lack of investment** in ecotourism, the people are investing in commercial tourism which is devastating for ecology and tourism as well.

Recommendation is to encourage and aware people to invest in the way of sustainable ecotourism development.

And the regulatory bodies and agency need **to implement effective policies** accordingly.

The importance of awareness if tourist get awareness about ecology, life of people which are mostly relay on natural environment and respect their local cultural values, traditions and living style. And tourist acknowledged that how is living supposed to be in this region. How they can improve their behavior to the natural environment of locals, this led to ecotourism.

Important to **support like local businesses**, it's important to pay fair prices and act to take care of environment.

Combined the ecotourism to the approach of community-based tourism model. Educate native community and tourists, people like visuals, sign boards in the starting of town or villages.

In addition, **promote local handicrafts and Argi-tourism** products to brand them in marketplaces, tourist will take a packet of cherries as well which provide ecofriendly income.

Environmental Impact of Tourism in Nagar. People did **misbehave with the ecology** and mass tourism is continued which lead social, cultural and environmental crises.

Tourism has the negative impacts, **everything built new or built artificially near to the glacier** and river bed sites.

Over development is happening that impact on the environment on nature this lead large consequences in long run. The major impact of tourism is when there increases accessibility, it would harmful for fragile environment, glaciers, and **eco zone** will be disturbed.

People thing that development is that our normal car will **be reached at the top of glaciers**.

Every place is open to all then obviously that negatively impact the ecology.

The **constructions are not matched with the culture and ecology**. These gaps created negative environmental impact and crises for glaciers.

Module 5: Native Community Members.

Aware about ecotourism practices. Wherever ecotourism practices take place in any region it benefits mutually, local community, investor, and revenue for governments as well.

Without disturbing ecosystem tourism practices and enhance ecosystem for **long run economic benefits, it also reduces climate change**.

Tourism at large **connected with livelihood** of locals. But the community is not so far aware about ecotourism benefits, what has its negative aspects, zero understanding in this regard.

Those who are associated with tourism industry are ill informed and unaware towards ecotourism. Potential of ecotourism in Nagar is very rich in historically, cultural, and naturally. Nagar was once a State and it has very old civilization, it has a rich history in terms of Forts, old villages, and heritage.

Tourists came to experience nature, historical places, cultural heritage, **archaeological sites**, and mountainous landscapes. The Eco touristic practices, accept the local culture with respect to the heritage history and act to sustain environment.

Currently, local and tourist both behaviors are not so good for environment.

Community Involvement in Ecotourism Activities. The involvement in **ecotourism activities is negligible collectively**, people are trying individually, but it has not yet been done according to standards of ecotourism in government level or community level too.

To spread awareness among the communities to motivate and setting the compliances for betterment of tourism industry that never had happing yet especially in district Nagar.

The work that happened is the effort of NGOs and other individual community member.

Private sector **implemented the compliances and awareness** regarding the benefits of ecotourism.

The government has failed to engage community in the policy making process and its implementation.

Negative Impact of Tourism. Conventional tourism has been here the flow of tourists has suddenly increased, the native communities are unaware about the tourism business, like the agricultural resources in term of fruits and crops etc. these products are source of income, closed due to influx of tourists because tourists ask for free of cost and take without permission.

New constructions happening rapidly, drain pipes was immersed in clean drinking water which contaminant the pure water and local community face shortage of clean drinking water. Because lack of government project with proper township planning.

The native communities are like conservative, when tourists visit here with different types of dressing like short or sleeveless cloths native community dislike it.

The domestic tourist's influx is lead accommodations, traffic issues, waste and noise pollution.

There is sectarian factor that the native community have strong believes and respect to their sacraments. Means Muharram and Ramadan, it would be a negative aspect that the music shows and cultural nights are happening.

In nutshell tourism spoiled the ecosystem and natural resources.

Beneficial potential of SED for the community. Ecotourism is collective benefited concept, people can get extraordinary profit; in order to focus on local organic fruits and vegetables to fulfill the market demand, handicraft local products need to market them and the barren lands need to utilize properly for generate resource.

Currently tourism is that the sector there is much more to be gained. Which means there is need to promote heritage, cultural, natural landscape and Agri-tourism.

Social organizations and religious institutions plus other stakeholder will come into a table and work with the collaboration of government to get beneficial from ecotourism development.

Expectation from government to promote SED in Nagar. Government should engage people in awareness and information program regarding ecotourism through awareness sessions.

The infrastructure is developing rapidly which is totally uncontrol, there is need to be address timely and regulate properly according the ecological fragility.

Government should provide facilities to tourism industry with well-planned policies and throughout engaging local communities in the whole process.

Obviously required, to set long term compliances, and formulate the policy accordingly.

Every district has ecotourism-based institution it would engage the all stakeholders, in social working and policies formulation.

Now, to explain to the new generation by set of compliances and incorporate it in **curricula**. educate them, give awareness in this regard, regular activities, explain how glacier melt. How ecotourism is process and What are the benefits. Explain to them what are the causes of **environmental crises**?

Lastly, government agency should ensure the **enforcement of existing rulers and regulation**, local administration lacking to implement policy effectively.

Table 3: Initial Themes

4.1.4 Step 4 Reviewing Themes

After identifying patterns in the coded data, step 4 begins, where the identified patterns are transformed into themes after revision and refinement. In this section, we erased repetitive/common themes or themes with the same impacts as Lack of knowledge and not being aware have the same influence, Similarities, and grouped into individual themes and subthemes, some of them have been removed since they are less relevant to the research question. This work resulted in a reduction of themes from ---- to ---. This stage concludes with a clear indication of the themes and their relationships.

By closely evaluating the themes, we discover the following major clusters of themes:

RQ1. What are the challenges of sustainable ecotourism development in District Nagar valley, Gilgit-Baltistan?

The first question addresses the challenges to adaptation of sustainable ecotourism development in the Nagar district, GB. The interviewees responses led to the development of four major themes: *Government Departments Failure, Lack of Communities Engagement, Negligence of Hospitality Industry, and Academic Failure to Provide Assistance in Information*. The subthemes under the main themes are mentioned in the table below:

Theme: Failure of Government Sector	Theme: Lack of Community Engagement	Theme: Failure of Academia	Theme: Negligence of hospitality industry
Sub theme 1: NOC and Township Planning	Sub theme 1: Every Place is Open	Sub theme 1: Environmental Change and Awareness.	Sub theme1: Tourism Influx

Sub theme 2: Conventional Tourism	Sub theme 2: Lack of Awareness	Sub theme 2: No Understanding of Ecotourism Concepts	Subtheme 2: Misbehave with the Ecology
Sub theme 3: Failed to Implement Policy	Sub theme 3: Sectarian Factor	Sub theme 3: Failure of Education	Sub theme 3: Built Artificially near to the Glacier
Sub theme 4: lack of efficient transportation	Sub theme 4: Personal Holding of Local Community	Sub theme 4: Ill Informed	Sub theme 4: Unsustainable and Unprofessional
Sub theme 5: Lack of Basic Facilities	Sub theme 5: No Expertise to Market Local Products.		Sub theme 5: Exploit the Natural Resources
Sub theme 6: Lack of Government Involvement on Ground	Sub theme 6: High-altitude Alpine Areas are Open for Tourist		Sub theme 6: Traffic Issues, Waste and Noise Pollution
Sub theme 7: Policy Gap	Sub theme 7: Deforestation as well		Sub theme 7: New Constructions happening rapidly
Sub theme 8: NO Environment Impact Assessment			Sub theme 8: Spoiled the Ecosystem and Natural Resources
Sub theme 9: Lack of Data			

Table 4: Research Question 1: Themes

RQ2. This research explores the sustainable ecotourism development in Nagar Valley, Gilgit-Baltistan, what are the best steps to enhance ecotourism development with efficiency?

In the second question of research explores the best steps to enhance ecotourism development in district Nagar. The main themes identified are: *Good Governance and Effective Policies Implementation, Engagement of all stakeholders throughout tourism process*. The themes are mentioned in the table.

Theme: Unique Ecology Sub theme 1: Natural Landscape Sub theme 2: Mountains Sub theme 3: Waterbodies Sub theme 4: Forests Sub theme 5: Glaciers Sub theme 6: Trekking Sites Sub theme 7: Glaciers/ Lakes Sub theme 8: Wildlife	Theme: Literate Community Sub theme 1: Mutual Benefits Sub theme 2: Trophy Hunting Sub theme 3: Ownership Sub theme 4: Community willingness Sub theme 5: Literacy Sub theme 6: Events and Festivals Sub theme 7: Adventure Tourism Sub theme 8: Camping Sites	Theme: Historically and Culturally Rich Sub theme 1: Historic Places Sub theme 2: Local Architecture Sub theme 3: Rich Culture Sub theme 4: Agri-Tourism Sub theme 5: Historical Sites Sub theme 6: Cultural Tourism Sub theme 7: Historic Villages Sub theme 8: Traditional Food
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Table 5: Research Question 2: Themes

RQ3. What are the possible opportunities for sustainable ecotourism development practices in District Nagar, Gilgit-Baltistan?

This research question investigates the possible opportunities that influence the sustainable ecotourism development practices in the Nagar district. The three main themes identified are: *Unique Ecology*, *Literate Community Willingness*, and *Historically and Culturally Rich*. The subthemes under the main themes are mentioned in the table.

Theme: Good Governance and Effective Policies Implementation Spread Awareness Among the Communities and Sensitization within the Government Structure.	Theme: Engagement of all stakeholders throughout tourism process Community should be onboard Ecotourism-based institution Support like Local Businesses
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Regulate the Development According the Ecological Fragility	Barren Lands Utilize Properly for Generate Resource
Combined the Ecotourism to the approach of Community-Based Tourism Model	Engage People in Awareness and Information Program
Research-Based Information	Promote Local Handicrafts and Argi-tourism
Set Long Term Compliances, and Formulate the Policy	
Compliances Incorporate in Curricula	

Table 6: Research Question 3: Themes

4.1.5 Step 5 Defining Themes

All themes and subthemes were analyzed in step 4 this phase includes defining themes that identified. This stage aims to capture the essence of each theme on the base of its importance. This stage identifies themes by addressing the main themes and explain the relationships between sub-themes. A thematic map is created for each research question, depicting the main themes and subthemes. The next section displays a thematic map for each study issue.

Challenges to Sustainable Ecotourism Development

The challenges to the sustainable ecotourism development in Nagar district, in GB are highlighted. The issues and challenges are presented as the main themes *Failure Government Sector, Lack of Community Engagement, Failure of Academia, and Negligence of hospitality industry*. The subthemes are: NOC and Township Planning, Conventional Tourism, Failed to Implement Policy, lack of efficient transportation, Lack of Basic Facilities, Lack of Government Involvement on Ground, Policy Gap, NO Environment Impact Assessment, Lack of Data, Every Place is Open, Lack of Awareness, Sectarian Factor and Further more. Their interrelationship is shown on next page.

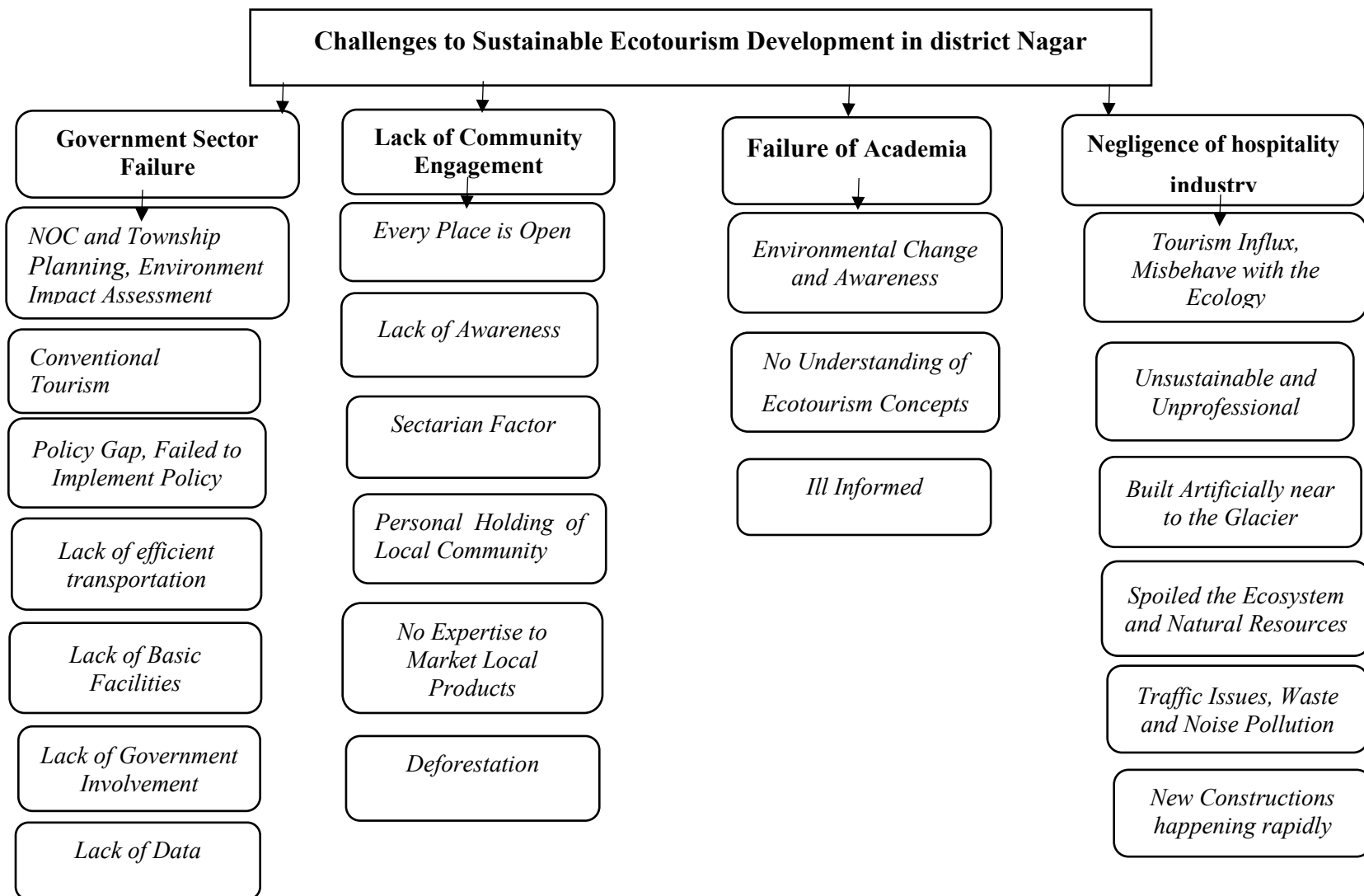


Figure 12: Thematic Map 1

The Best Steps to Enhance Ecotourism Development with Efficiency

The primary themes and sub-themes in the best steps to enhance ecotourism development with efficiency in Nagar depicted in visual form based on interviewee responses. The main themes are: *Good Governance and Effective Policies Implementation, and Engagement of all stakeholders throughout Tourism Process* and sub themes are mentioned bellow. The details are: The thematic map for this research question is displayed on next page.

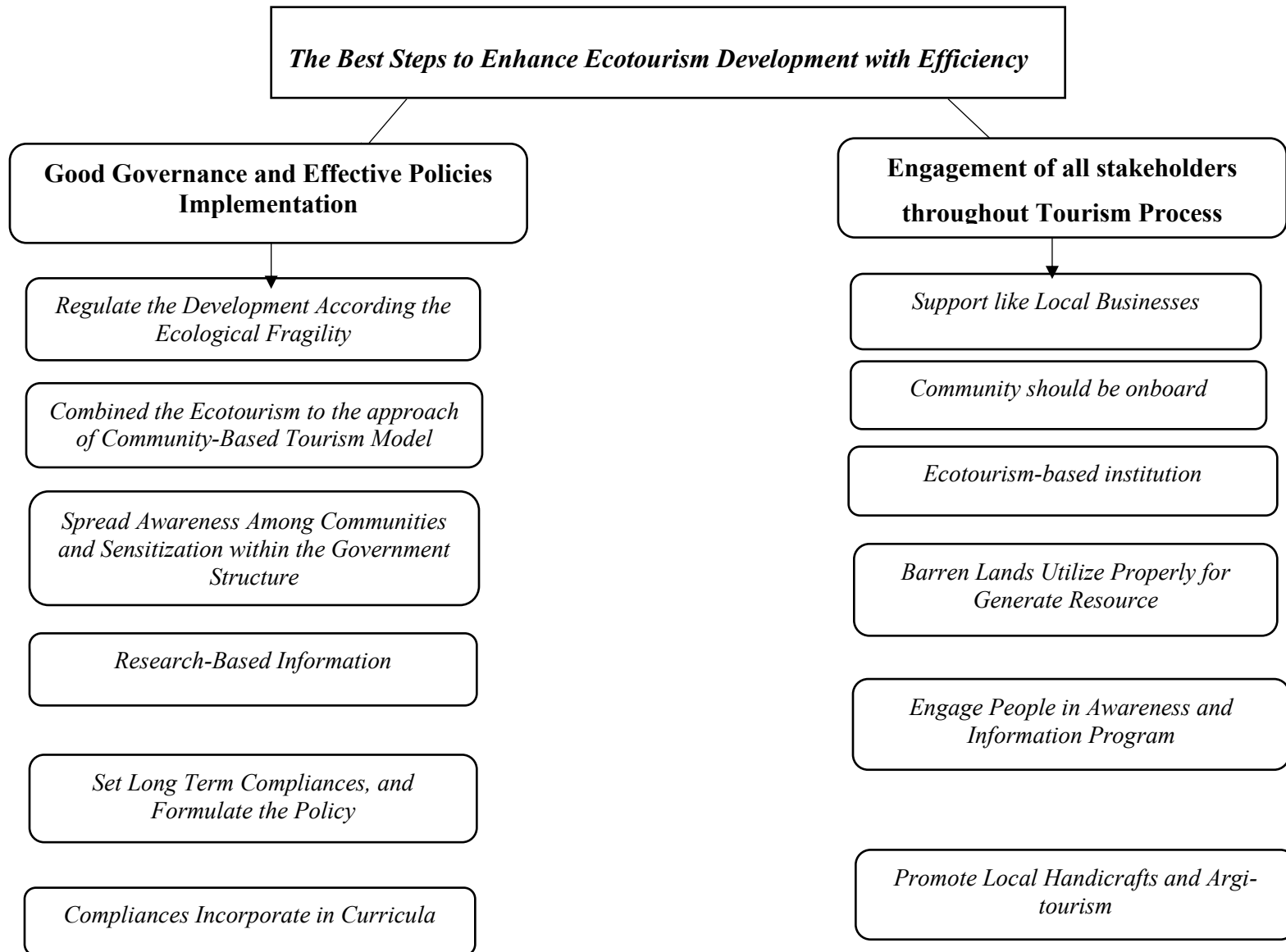


Figure 13: Thematic Map 2

Possible opportunities for sustainable ecotourism development practices in District Nagar

Based on the interviewee's responses there are several opportunities that influence the sustainable ecotourism development in Nagar, district following themes have been identified: *Unique Ecology, Historically and Culturally Rich, and Literate Community*. The subthemes are: Natural Landscape, Mountains, Waterbodies, Forests, Glaciers, Trekking Sites, Glaciers/ Lakes, Wildlife, and Mutual Benefits, Trophy Hunting, Ownership, Community willingness, Literacy, Events and Festivals, Adventure Tourism, Camping Sites, Historic Places, Local Architecture, Rich Culture, Agri-Tourism, Historical Sites, Cultural Tourism, Historic Villages, and Traditional Food. The thematic map is displayed on the next page.

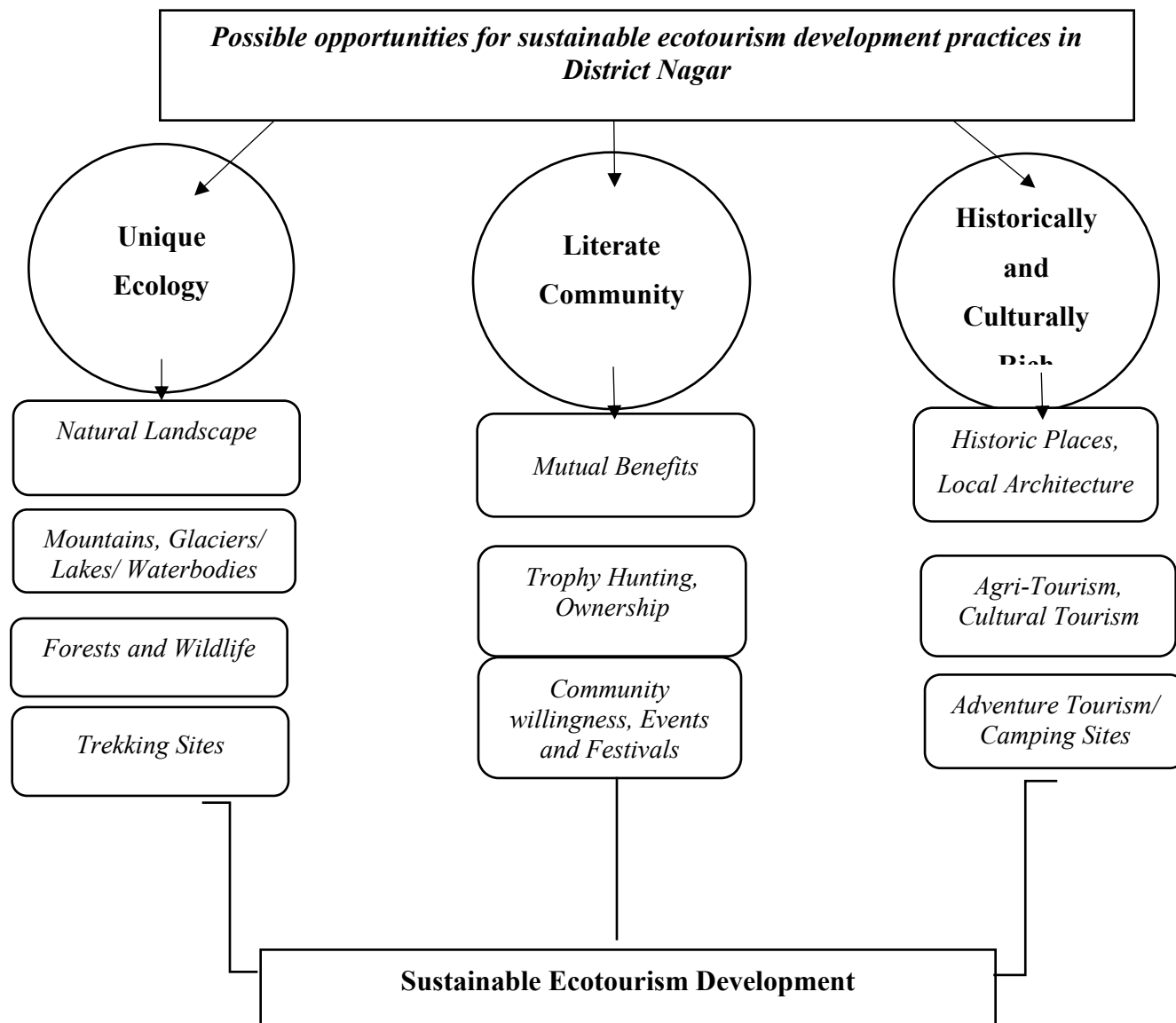


Figure 14: Thematic Map 3

4.1.6 Step 6 Write Up

Adoption of Sustainable Ecotourism Development in Nagar district cannot be made possible with just Government efforts. It involves endeavor from various Stakeholders. This includes various Government departments, relevant agencies and various stakeholders in private sectors hospitality industry, academia, native community and the tourists as well. If any of these actors fails to perform their responsibilities, it will be impossible to adopt sustainable ecotourism development and policy implementation. The establishing of Sustainable Ecotourism Development policies is the initial stage which is crucially required to effectively conserve and maintain the ecosystem. Although the government is responsible for drafting policies and regulations of the private sector also plays an important role in delivering ecotourism facilities and services that align with sustainability objectives. Private enterprises, such as hotels, travel companies, and native business owner, should incorporate cost-effective measures into their daily operations, which include the utilization of ecofriendly materials to proper disposal of waste. Native residents have an equally essential role in promoting heritage preservation, ecological consciousness, cultural promotion, and ownership of tourism in the region. In the field of Sustainable Ecotourism Development despite the interest and potential, all stakeholder that involved had face challenges like lack of awareness, policy gaps, government failure, unplanned infrastructure, and mass tourism that challenges are acting as hinder to adopt sustainable ecotourism in Nagar.

In the final step, in order to comprehend these dynamics, the viewpoints of respondents have been examined, and the themes with the greatest influence and sub themes least effect on sustainable ecotourism development were found are explained with rationality and are justified with reference to the literature.

Theme: Government Sector Failure

This theme was named as Government Sector Failure to ecotourism development in district Nagar. By the rational planning and management, the ecotourism has the potential to shape the future tourism industry, by preserving the ecology while improving the socio-cultural and economic viability of the region. And further promote and educate the sense of environmental protection (Maria; Mirela, 2010). If government failed to exercise the authority to regulate effectively tourism activities within the region, it may affect the capacity of government to serve and provide service delivery to community. These issues may include:

Sub Theme 1: NOC, Environment Impact Assessment and Township Planning

The mechanism of governance is that within a system includes rules, regulations and policies exercise by institutions to manage societal affairs, economy, and political structure through interacting within and between the states, communities, and business sector (Forje, 2022). *After 2018 order, the first GB own hotel and restaurant act, tour operator act, tour guide act, approved in 2020 by the cabinet. But the township planning, Environment Impact Assessment, and NOCs regarding development and expanding the town mapping are missing on the ground, People doing unsustainable constructions without any NOC and township planning, especially in the ecology zones, likewise in the river beds, near to glaciers, high-altitude pastures. The environment impact assessment is not happened in any public or private development project, lack of township planning and other policy gaps lead to unwanted development of tourism and hospitality industry. Further the government institution and local government are lacking in implementation of existing policies.*

Sub Theme 2: Conventional Tourism

Due to unplanned and uncontrol tourism, has impact on environmental degradation, cultural heritage, and economic challenges for natives, youth which are the backbone of any regions or country for development, they are migrating due to lack of employment opportunities and ownerships (Haroon, 2002). *The tourism industry in north is based on conventional and Mass tourism. Conventional tourism has been here the flow of tourists has suddenly increased, the native communities are unaware about the tourism business, like the agricultural resources in term of fruits and crops etc. these products are source of income, closed due to influx of tourists because tourists ask for free of cost and take without permission. People did misbehave with the ecology and mass tourism is continued which lead social, cultural and environmental crises.*

Sub Theme 3: Policy Gap, Failed to Implement Policy

Ecotourism practices allow the best administrative system to natural biodiversity assists and that awareness and other alternative approach of tourism can strengthen the ethical consideration and sustainability in rural areas. Enhancing livelihoods requires far more work and strategies, especially when integrating tourism with innovative ecotourism management while entirely empowering the rural population (Ramaano, 2023). As per the interviewees response. *“Policy gap is big challenge and the government agencies and relevant departments are failed to enforcement of existing rules of law. Because of this big investor take advantage and exploit the*

natural resources to get profits. Implement long term policies to adopt the sustainable ecotourism because the practices required research and development”.

Sub Theme 4: Lack of efficient transportation

The road infrastructure and transportation are the important factor to attract tourists in the region and Gilgit-Baltistan has face challenges in transportation sector as well. As per responses of interviewees. *Tourists are preferring car to travel due to lack of efficient transportation; this were led pollution and carbon emissions. The roads are built unplanned, the agriculture land is being destroyed, the historic and old trees are being cut down, those trees take centuries to grow, especially wild trees.* In the current time need to upgrade transportation industry to control traffic issues, those were led to pollution, traffic congestion, and carbon emissions into the environment.

Sub Theme 5: Lack of Basic Facilities

To boost tourism industry in the region requires basic facilities and hospitality services. Government should provide facilities to tourism industry with well-planned policies and throughout engaging local communities in the whole process. As per interviewees responses. *Challenges face by community and hospitality industry is lack of health facilities, electricity, internet, even mobile network issues in 2024. Nagar electricity shortage due to hospitality industry consumes deasil for electricity, although its produce carbon emissions, thus, the region has lack of health facility and internet issues as well the tourists and local community is suffering for internet especially the students.* Thess are the basic human need and the region is facing challenges in basis facilities.

Sub Theme 6: Lack of Government Involvement

The government has the mandate to governed the population according to their structure along with the regulatory forces in anywhere of the world. If the presence of government on the ground creates many concerns and challenges. As per responses of interviewees data. *“Government agency should ensure the enforcement of existing rulers and regulation, local administration lacking to implement policy effectively. And the regulatory bodies and agency need to implement effective policies accordingly. There are a lot of hurdles involved to adopt SED; the biggest hurdle is that lack of government involvement on ground”.*

Sub Theme 7: Lack of Data

The base line data is essential to regulate tourism industry or any entity, in Gilgit-Baltistan the tourism department and local administration is lacking in the basic data of tourism industry

and the data set of the region. As per interviewees responses. *The government, tourism and cultural department and the relevant agencies are lacking in base-line data of tourism, hospitality industry and other sector associated with the industry, likewise tour operator, hoteliers, tour guides, porters and camping sites. The department and regulatory bodies have no data regarding those associated with tourism industry. Last time the department conduct to set base-line data back in 2017 after and onwards the department has no data regarding new developments.*

Theme: Lack of Community Engagement

The engagement of local communities and government efficiency is essential for ecotourism in islands developing states and other small island because of their fertility of ecosystem and isolated geo-graphicly, therefore need careful policy considerations. Hence, Gilgit-Baltistan is also ecologically fragile and isolated region with a very different ecosystem. This can ensure preservation of natural resources for long run and provide economic benefits to community at large (Stefanos, , 2002). The community engagement in the tourism process in the region is the most important factor, basically the community is the main stakeholder of the and major effected and vulnerable society in the climate crisis. The issues may include:

Sub Theme 1: Every Place is Open

As the tourism potential region is open for tourists, and the tourism influx in to the region is suddenly increased, the mass tourism led many concerns ecological, social, culturally, and political along with creates economic disparities. As per responses interviewees. *The major impact of tourism is when there increases accessibility, it would harmful for fragile environment, glaciers, and eco zone will be disturbed. People thing that development is that our normal car will be reached at the top of glaciers. Every place is open to all then obviously that negatively impact the ecology. Another one of main challenge is the high-altitude alpine areas are open for tourist, and construction are under progress which is also threat to the ecology.* It's imperative to discourage the unsustainable practices and control the conventional tourism with creates zoning the region according to the sensitivity and ecological conduction of the areas. Evey place or destination is not for tourism nor for development as well.

Sub Theme 2: Lack of Awareness

Residents' perspectives on sustainable tourism are both positive and negative, the awareness of environment among the tourists is moderating the effect in the destinations. The research which is mainly conducted in Gilgit-Baltistan reveals that the dimensions of sustainability

make a huge impact on residents' satisfaction with tourism and it suggests policymakers and stakeholders consider sustainability dimensions in tourism policies for the sake of native's satisfactions and fostering sustainable tourism in the region (Khan I. U., 2022). The awareness among the tourists and communities may regulate the tourism industry. As per responses of interviewees. *Lack of awareness and information among local community regarding ecology, the construction sector is unsustainable even trekking route are built by concrete work. Lack of awareness among the people and ill information regarding environmental concerns, they are short-sighted want current time benefits. The second is that within many government agencies and department, we still don't have an understanding of environmental change and awareness.*

Sub Theme 3: Sectarian Factor

Sectarian factor is one of most dominant factors in northern Pakistan, especially KPK and Gilgit-Baltistan. It has positive and negative impact on tourism industry, back in 2005 to 2015 the sectarian violences is in its peak in GB, at that time frame the tourist flow to north is majorly reduced (Khalida, 2012). Another impact of sectarian factor is that the communities are conservative and hard to accept tourist with short dresses came into the locality. Further as per responses of interviewees. *There is sectarian factor that the native community have strong believes and respect to their sacraments. Means Muharram and Ramadan, it would be a negative aspect that the music shows and cultural nights are happening. The native communities are like conservative, when tourists visit here with different types of dressing like short or sleeveless cloths native community dislike it.* After a long practice currently, local communities accept the dressing scene of tourists as their will.

Sub Theme 4: Personal Holding of Local Community

In Gilgit-Baltistan the most of lands and properties are personal holding of local communities, or communal properties, it a challenge for government to implement policies, the people argue that this my property and I do what I want in my land. As per interviewees responses. *Government department are unable to control due to personal holding of local community. Lastly, the lack of data and township planning in local government and its implementation due to above mentioned concerns. Nagar which is unsettled district yet. Convert it into settlements as soon as possible and develop future plans to achieve ecotourism accordingly on the available land of government.*

Sub Theme 5: No Expertise to Market Local Products

As an outcome, it is critical that we collectively resolve global warming. Stakeholders in the tourism sector need to be aware of climate change and its effects in order to guarantee the growth of the sector and its beneficial effects on poverty. It is essential that we abide with both the Paris Climate Change Agreement and the 2030 Corporate Agenda for Sustainable Development. It is necessary to integrate climate change into tourism marketing as more and more tourists choose eco-friendly travel destinations (Sinclair-Maragh, 2017). As per interviewees responses. *Lack of awareness among the communities and community did not aware how to market their local products. Nonlocal commodities of daily used replace the local product which also hurdle to sustain economic benefits within the town.* Through offering the traditional food and present the culture with local product in daily used should be market.

Sub Theme 6: Deforestation

Deforestation is one of the main reasons of climate change and calamities, like environmental concerns, air pollution, land erosion, and another crisis. In Gilgit-Baltistan the mafias and local community is engage with deforestation for fuel. Thus, the development of hospitality sector is invading the ecology, cutting forest for development purpose and bonfires in their daily tourism activity led the deforestation. As per interviewees responses. *“People doing unsustainable constructions, especially in the ecology zones, likewise in the river beds, near to glaciers, high-altitude pastures and other sensitive areas and even people doing deforestation as well, importantly the wild trees”.*

Theme: Failure of Academia

Consumers behaviors have an important role in environmental sustainability in tourism and hospitality; the eco-friendly consumptions behaviors can lead environmental sustainability in long run. The author emphasis on role of academia in promoting customer behaviors and understanding consumer behaviors to promote environmental-sustainable behaviors (Han H. , 2021). The academia is the learned part of society to address the challenges through research and development, and suggest the way forward. As per interviewees responses. *Academia engages youth and students in community-based projects, likewise cleanliness drive, plantation, awareness sessions, and some schools are willing to incorporate tourism and environment as subject in their curriculum. There are cultural club to promote cultural values and traditions as well. The excellent role that academia is play that provide proper guidelines and instruction to youth, like NGOs,*

government agencies doing, awareness sessions for youth. Now, to explain to the new generation by set of compliances and incorporate it in curricula. educate them, give awareness in this regard, regular activities, explain how glacier melt. How ecotourism is process and What are the benefits. Explain to them what are the causes of environmental crises? But these activities are happening in very small scale and the individual incorporated these practices in their institutions. Further, the academia is lacking in curricula, there is no environmental education, and subject regarding tourism is not incorporated in the sector. The academia has to provide research-based information, mentioned the issues and suggest solution accordingly. Basically, academia makes mind of community regarding issues, which lead a great social contract.

Sub Theme 1: Environmental Change and Awareness

Tourism is frequently selected by the governments to promote the undeveloped and remote regions. Yet, its advantages and disadvantages are still being discussed. Studies indicate that tourism can have implication, likewise restricted economic gain for locals, local cultural values and social fabric will damage, and create environmental crisis with harm to resources (Gianna, 2007). *“To spread awareness among the communities to motivate and setting the compliances for betterment of tourism industry that never had happening yet especially in district Nagar. Private sector implemented the compliances and awareness regarding climate change, further the benefits of ecotourism. Government should engage people in awareness and information program regarding ecotourism through awareness sessions”*.

Sub Theme 2: No Understanding of Ecotourism Concepts

Lack of awareness and information lead several concerns regarding climate change, environmental crisis, social and economic concerns. As per interviewees responses. *The importance of awareness if tourist and communities get awareness about ecology, life of people which are mostly relay on natural environment and respect their local cultural values, traditions and living style. Tourism at large connected with livelihood of locals. But the community is not so far aware about ecotourism benefits, what has its negative aspects, zero understanding in this regard”*.

Sub Theme 3: Ill Informed

The consequence of failure of academia, the local communities, tourists and those associated with the hospitality industry are totally ill-informed regarding ecotourism, its potential and the impact of unwanted development of conventional tourism. As per responses of

interviewees. *“The work that happened is the effort of NGOs and other individual community member. Those who are associated with tourism industry are ill informed and unaware towards ecotourism. Potential of ecotourism in Nagar is very rich in historically, cultural, and naturally. In nutshell tourism spoiled the ecosystem and natural resources”.*

Theme: Negligence of hospitality industry

Tourism industry is becoming most popular in recent decades for its economic development. The tourism has complex relation between environmental degradation and economic benefits. The author argues that through sustainable policies implementation in management and development processes can significantly beneficial for ecology, the restructuring mechanisms of the governance in the ground of tourism management process is beneficial for sustainability of industry and as well as it can foster green economic developments which can lead socio-environmental benefit in long run. To achieve green tourism development all stakeholders should take seriousness in this matter develop policies and strategies, in order to ensure benefits of community and tourists in long term while maintaining the environment (Sarker, 2016). *“The development of hospitality industry and tour operation, is generate economic benefits and support in jobs creation. The role of hospitality industry, and it related operations is to sustain the wellbeing and maintain the basic life standard. But it is limit to certain number of individuals not community at large. The involvement in ecotourism activities is negligible collectively, people are trying individually, but it has not yet been done according to standards of ecotourism in government level or community level too”.* The subthemes under this are explained below:

Sub Theme 1: Tourism Influx

Study based on trends and patterns in tourism growth in north Pakistan, Gilgit-Baltistan, reveal that just 1% of visitors to Gilgit Baltistan are foreigners due to the increase in domestic travel. Statistics show that the number of foreign visitors to the area is on the decline in from 2002 to 2020 and the number of domestic tourisms increases onward overall, the arrival of international tourists in the country is very low comparatively neighboring countries and within the country Gilgit-Baltistan received lowest percentage of international tourists in the region (Rahman, 2022). The negligence of hospitality industry was lead influx of domestic tourists; this will create ecological concerns. Further, as per responses of interviewees. *“The domestic tourist’s influx is lead accommodations, traffic issues, waste and noise pollution. Mass tourism is continued which*

lead social, cultural and environmental crises. Currently, local and tourist both behaviors are not so good for environment and tourism industry and local community misbehave with the ecology”.

Sub Theme 2: Unsustainable and Unprofessional

Researcher explored the green hospitality management and sustainable tourism in the hospitality management within the Gilgit-Baltistan and reveal that of hospitality managers are familiar with sustainable tourism term and most of unfamiliar with green hospitality management concept, and their practices within the hospitality entities are not related to sustainable or green hospitality management standards like ill waste management system, nonrenewable energy, drinking water wastage, private transportations, and unsustainable consumption (Atta-ur-Rahman, 2022). The hospitality industry should be professional and act in a sustainable way. Rest, is in the responses of interviewees. *Hospitality industry and tour operators are incorporate sustainable ecotourism practices in their daily operations, likewise, the tour operators trained their staff accordingly, they mentioned environmental concerns with their customers, and also guiding while tour, kept bag to collect waste generated by them and their customers. Development is happening totally unplanned, unsustainable and the daily operations within the hospitality industry is unprofessional. Bonfire closed, and explain the environmental concerns of carbon emission. Avoid to buy the product from market especially the product is wrapped in plastic.* In small scale some individuals incorporated in their operation.

Sub Theme 3: Built Artificially near to the Glacier

In sustainable ecotourism development the construction and tourism practices should be based on natural and usage ecofriendly material. Focus on the local products and indigenous structures this may sustain the ecology of the region. Further, in the responses of interviewees. *Incorporated water treatment plants to deal with contaminated water of hotel industry. The construction built unplanned, the agriculture land is being destroyed, the historic structures are demolished due to lack of focus to restore. Artificial and unsustainable material were using in development and the development is uncontrol, which unwanted development and did not with the ecosystem of the native destination.*

Sub Theme 4: Spoiled the Ecosystem and Natural Resources

The tourism industry of Nagar, GB act unsustainable practice and activities in the region. The development of hospitality industry is major unsustainable and incorporated artificial thing into the ecology. The daily operation of hospitality industry and tourists is not ecofriendly. Further

the native community also involved in unsustainable activities. As per interviewees responses. *The infrastructure is developing rapidly which is totally uncontrol. tourism and native communities' activities spoiled the ecosystem and natural resources, deforestation, unwanted construction, destroyed agricultural land, and misbehave with natural landscape.*

Sub Theme 5: Traffic Issues, Waste and Noise Pollution

The impact of tourism on the development of an area where pollution is present. It concludes that tourism destinations may develop gradually if tourists are open to high pollution and ready to pay more, however sustainable tourism expansion requires eco-friendly mass tourism framework, which is does not exist yet. If the individuals are concern about the environment, then the tourism destination will be able to improve in the long run (Giannoni, 2008). The influx of tourism creates concerns and polluting the destination. Aa per interviewees responses. *“The domestic tourist’s influx is lead accommodations issues, traffic issues and congestion within the town where environment is sensitive, tourist generate solid waste pollution, the transportation of tourism creates carbon emissions and noise pollutions”*. The major impact of tourism is when there increases accessibility, it would harmful for fragile environment.

Sub Theme 6: New Constructions happening rapidly

The development of tourism industry is important to attract the tourists and provide facilities. The development should be match with the ecosystem, and local culture incorporate with the development to reduce unsustainable developments. As per interviewees responses. *New constructions happening rapidly, drain pipes was immersed in clean drinking water which contaminant the pure water and local community face shortage of clean drinking water. Because lack of government project with proper township planning.* Government should regulate and provide facilities to tourism industry with well-planned policies and throughout engaging local communities in the whole process.

The Best Steps to Enhance Ecotourism Development with Efficiency

The possible best step those influences to enhance sustainable ecotourism development in Nagar Valley with efficiency are under following explained bellow.

Theme: Good Governance and Effective Policies Implementation

Promoting mountain sustainable ecotourism without strategic planning can lead to results like overcrowding, noise, waste pollution, resource reduction, and environmental dangers for native communities. Governance and bylaws are necessary to cover both the environment and

native communities but it is currently best alternative to mass tourism in mountains regions if it's implemented with proper strategic planning. The author also argues that this concept is used haphazardly need to develop comprehensible definition and a clear set of criteria (Nepal, 2002). The governance mechanism and policies are matter to regulate any business or industry within the region. Effective governance structure and provide services delivery efficiently to the community will lead the region towards prosperity and economic growth.

Sub Theme 1: Regulate the Development According the Ecological Fragility

The construction for development is happening unsustainability in Nagar, district and creates many concerns, regarding ecology, wildlife, and native community as well in terms of social and economic threats. *Government agency should ensure the enforcement of existing rulers and regulation, local administration lacking to implement policy effectively. The infrastructure is developing rapidly which is totally uncontrol, need to be address timely and regulate properly according the ecological fragility.*

Sub Theme 2: Combined the Ecotourism with Community-Based Tourism

The implementation of ecotourism development practices is requiring more effectively on the ground and collaborate with community-based tourism approach to enhance ecotourism and sustain the tourism in the region while achieving the benefits. *Combined the ecotourism to the approach of community-based tourism model. Educate native community and tourists, people like visuals, sign boards in the starting of town or villages.*

Sub Theme 3: Spread Awareness and Sensitization Among Communities and Government Structure

The lack of awareness and information in communities' level as well as in government institution regarding tourism and its pros and cons, is the important factor to effectively regulate tourism in any region. Because without knowledge and information how they act even they not know about how tourism impact the socio-economic and environment of the region. *The government of GB and EPA are engaging all stakeholders in climate action plan; the plan is to engage every sector.*

Spread awareness among the communities and sensitization within the government structure regarding climate change and the importance of sustainable ecotourism development.

Sub Theme 4: Research-Based Information

The information and awareness regarding issues and giving way forward to cope the challenges requires research-based solutions. Through the research we are able to deal with new concepts and research provide information and generate discourse, which is basic need of society. *EAP incorporated research and development NOCs for mega projects within the GB. The mandate of EPA is to implement the rules that are Initial Environmental Examination, Environmental Impact Assessment Regulations, and Environmentally Sensitive and Critical Areas. The academia and government institutions have to provide research-based information, mentioned the issues and suggest solution accordingly. Basically, academia relevant agencies make mind of community regarding issues, which lead a great social contract.*

Sub Theme 5: Long Term Compliances, and Formulate the Policy

The government should collaborate with all stakeholders and create compliances and act accordingly. *Obviously required, to set long term compliances regarding tourism industry, and formulate the policy accordingly while engaging all stakeholders throughout the process this will lead the transparency and way forward to achieve set of goals.*

Sub Theme 6: Compliances Incorporate in Curricula

When the compliance set to achieve the goals of ecotourism while maintaining the ecology. *It is essential to explain to the new generation by set of compliances and incorporate it in education system and also incorporate in the government structure, this will provide the sense of understanding for tourism and how to act as a native and government official.*

Theme: Engagement of all stakeholders throughout Tourism Process

Rural tourism has the diverse and pure resources for attract and offer different indigenous activities of rural life, cultural diversity, and social contract by having these kinds of opportunities the utilizations is not fully taken yet. The researcher suggests to address these factors such as lack of infrastructure, community awareness and participation and policies for the future growth of rural tourism development (Sobhan, 2019). The all-stakeholders engagement is necessary for ecotourism development to achieve the goal efficiently.

Sub Theme 1: Support like Local Businesses

The local businesses and product are important part of ecotourism and green economic growth for local communities. *Important to support like local businesses, it's important to pay fair prices and act to take care of environment. The government started a loans program for youth*

entrepreneurs, where local government bank provides loans for ecotourism development. Creates economic opportunities for communities, especially, those involved in hospitality, guiding, and management.

Sub Theme 2: Community should be onboard

The government lacking to engage communities in policy making process over all in Pakistan, especially GB government is even not engaging major stakeholder or take the consent while addressing and policy formation for any sector. But in the concept of ecotourism development native communities need to be on board. *Community should be onboard in the policy formulation, Sensitization among locals and official regarding sensitivity of ecology. Engaging local communities to deliver sustainable community-based ecotourism, encouraging community participation in the protection and promotion of natural resources and sustainable practices.*

Sub Theme 3: Ecotourism-based institution

Ecotourism development requires institutions to enhance sustainable ecotourism development in Gilgit-Baltistan, especially Nagar district. These institutions provide the foundation of ecotourism and assistance to government bodies to govern effectively. *Every district has ecotourism-based institution it would engage the all stakeholders, in social working and policies formulation.*

Sub Theme 4: Barren Lands Utilize Properly for Generate Resource

The efficient utilization of natural resource is important factor for sustainable ecotourism development. By efficient utilization of resource, we can save the environment and transfer the ecology to coming generation with full of resources. *Nagar is potential district resources wise and the barren lands are one the main potential factor for hospitality industry need to utilize properly for generate resource instead of doing mess with natural landscape in sensitive ecology.*

Sub Theme 5: Engage People in Awareness and Information Program

Ecotourism fosters community participation and capacity building and strengthens communities by building platforms for cooperation and participation in tourism activities.

Government should engage people in awareness and information program regarding ecotourism through awareness sessions.

Sub Theme 6: Promote Local Handicrafts and Agri-tourism

The ecotourism development focuses on many factors and Agri-Tourism is one those factors, we discuss on Agri-tourism due to its huge potential in Nagar district. *The orchards and organic fruits, vegetables, and crops are most fascinates for tourist. So, the Agri based tourism, is also attraction for tourist. In addition, promote local handicrafts and Argi-tourism products, brand them in marketplaces, tourist will take a packet of cherries as well which provide ecofriendly income.*

Possible opportunities for sustainable ecotourism development practices in District Nagar

The possible opportunities that influence to adopt sustainable ecotourism development in district Nagar are explained below.

Theme: Unique Ecology

The region Gilgit-Baltistan has the very unique ecology from over all the world. And the region has largest glaciers outside of the polar region. In every kilometer there is unique ecology and wildlife. In Gilgit-Baltistan three mountains ranger were meet at one, the Himalayas, Hindu Kash and the Karakoram Mountains Range. The river Indus started from Gilgit-Baltistan and end in the large delta of Sindh. The region carries unique ecology at the same time it is the most fragile ecosystem, hence this ecology not able to bear conventional and unsustainable tourism.

Sub Theme 1: Natural Landscape

The Nagar has unique natural landscape and contains many resources, provide potential for nature-based ecotourism.

Sub Theme 2: Mountains, Glaciers/ Lakes/ Waterbodies

The district Nagar has the many natural resources, like mountains, glaciers, lakes, waterbodies, these are the one the major and pure form of ecology in the current world, and make Nagar as a global asset, need to utilized those resources in a sustainable way. Hence the ecotourism provides sustainability to these resources while achieving the basic need and economical goals of current time. The Karakoram mountains range is in Nagar valley, where the Rakaposhi Mountain, Diran Peak is the beauty of Nagar. Further, Nagar is home to many glaciers, likewise, Biofo, Hispar, and Hopper glaciers. Thus, the region contains many lake and pure water

bodies. These are the opportunities to adopt sustainable ecotourism development to achieve the goals and maintain the ecosystem as well.

Sub Theme 3: Forests and Wildlife

Another natural potential of Nagar district which influence the sustainable ecotourism development is forests and wildlife. *Nagar has many alpine forests range and a diverse variety of wildlife, the dense forests contain different species of plants and trees, those wild tree take centuries to grow and the largest potential of herbal plants and flowers for the medical science purpose. In wildlife Nagar is popular for unique snow leopard, red fox, chukar bird and home to other wildlife.*

Sub Theme 4: Trekking Sites

Nagar district has a high-altitude area that attract the tourists most. *In Nagar there are several Natural hiking trail and trekking routes for tourists, in addition the tracking routes are historic routes into different high-altitude areas, pastures and base camp to mountains, Likewise, Rakaposhi basecamp trekking route, trekking route to rush lake in Hopper valley. It's important to promote trekking and hiking culture among the domestic tourists, because the international tourists are coming for hiking in the high ecology since late 70s.*

Theme: Literate Community

Communities' awareness and literacy is important for development of tourism in any region. Nagar is lacking in literacy in past time, currently the community full of literate and ready for development need is to make them aware and provide information. The majority of community is literate need to sensitization and awareness.

Sub Theme 1: Mutual Benefits

Wherever ecotourism practices take place in any region it benefits mutually, local community, investor, and revenue for governments as well. The community becomes literate and looking forward for tourism development. *Despite literacy the mutual benefits with the ecotourism development are major factor to influence the adaptation of ecotourism practices. It is essential to sensitize the community to achieve the mutual benefits while sustaining the environment.*

Sub Theme 2: Trophy Hunting

The trophy hunting is the one of successful model to gain mutual benefits. *Basically, the trophy hunting is adventures tourism model where the government and communities in collaboration provides permit to tourists for Hunting of wildlife in dollars, the tourists paid to*

community for hunting especially Markhor and Ibex, the 80 percent of total amounts is for community and 20 percent received by government and both are engaged in conservation of wildlife. Trophy hunting is a success example of community engagement and community take the ownership. This model is started from Nagar district.

Sub Theme 3: Community willingness, Events and Festivals

In a conservative and rural societies willingness of communities is very important for development. The native community is own natural resources and governed by indigenous customary laws. Especially in communal properties, and a whole community get involved on it, because from centuries the region GB were self-governed by native through customary laws. Along with communities' willingness in Nagar district there is a huge potential of local events and festivals that attract the ecofriendly tourists in the region. Annually, in Nagar tourism department conduct different events and host cultural and historic festival to promote indigenous ecotourism, likewise a community-based fest Ginani Festival (Harvesting Season). Cherry Fest annually at Rakaposhi view point and display different dry fruits stalls. Grand cultural nights, and in international events, tourism department of GB actively participates to promote GB tourism potential.

Theme: Historically and Culturally Rich

The Nagar has been a historic state in past time and have centuries long history with historic places and rich cultural over thousand years civilization. The Nagar region has rich history as price state and cultural diversity with different ethnic and languages groups. It is crucial to promote history and cultural tourists in the district.

Sub Theme 1: Agri-Tourism, Cultural Tourism

The cultural and Agri-tourism are the major contributor for ecotourism practices, especially in the region that are rich in cultural and potential for Agri-tourism. *Nagar has opportunity of ecotourism in term of cultural tourism, and Agri-tourism. Because the district Nagar is famous for agricultural, crops, fruits, and vegetable production, so it can be a potential to market the local product to fulfil the requirement of hotel industry.* It is needed to streamline the potential of Nagar district. Cultural promotion, respects and acceptance for the cultural values.

Sub Theme 2: Historic Places, Local Architecture

The historic places and indigenous architecture of any certain region or culture, attract the tourists most. *The Nagar district has the most historic places, historic villages, and local*

architecture which very unique and distinct from the world. Nagar was once a State and it has very old civilization, it has a rich history in terms of Forts, old villages, and heritage. Tourists came to experience nature, historical places, cultural heritage, archaeological sites, and mountainous landscapes. In Minapin Valley, district Nagar community managed ecotourism initiative comprising 200 hundred years old heritage includes four houses and an information center for tourist. Additionally, 4 water flour mills, each 200 years old, were renewed in working condition. The Eco touristic practices, accept the local culture with respect to the heritage history and act to sustain environment.

Sub Theme 3: Adventure Tourism/ Camping Sites

The potential of adventure tourism in the region attracts the international yearly, it is opportunity for adopt sustainable ecotourism development by focusing on adventure tourism and camping sites with built construction artificially and not rely on conventional mass tourism. *Regional sports festivals and events in Nagar, Ice Hockey, Ice Skating, Indigenous games (Basra, Pinduk & Balbat) and rock climbing. In addition, tour de Khunjerab cycle rally has been start from Gilgit and Nagar is the 2nd rest point. In order to attract the attention of young people and offer them alternative lifestyles, three climbing pitches of different difficulty levels were created for tourists. The foreigners' tourists prefer to stay in camp instead of staying in hotel. Further, IUCN has developed camping sites to promote SED.*

4.1.7 Discussions

Although ecotourism has a broad concept, sustainable ecotourism is perceived only with short explanations in the name of tourism development and GDP growth. Human intervention has frequently altered the meaning of ecotourism, causing significant environmental harms. As an outcome the destination poses a danger to itself by destroying the entire system. Mass tourism in the mountainous regions have significant impacts on the environment. The local residents highlighted their concerns about traffic congestion, air pollution, pressure on land and infrastructure, and disruption of mountains ecosystem. The study also revealed that communities of the mountainous places in Gilgit-Baltistan is looking forward to NGOs and government to take a step accordingly (Arshad Ali Shedayi, 2021). There is positive impact of tourism as well in term of jobs opportunities by the hospitality industry which is the main source in GB especially as porters and guides, agricultural products, gemstones, and medicinal herbs that attract tourists but the lack of effective policies and regulations, tourism activities led environmental issues which are

deforestation, generation of solid waste, damage cultural and heritage sites, and loss of biodiversity (Asim Yaqub, 2019). In the wake of the China–Pakistan Economic Corridor, Gilgit-Baltistan has the edge to explore opportunities for ecotourism development. This project aims to develop infrastructure, including railway networks and roads, for long-term economic development. So, this project will provide opportunities to indigenous communities of Gilgit-Baltistan, connecting the region geographically and improving wellbeing. However, the unprecedented work in the region entails daunting challenges such as damaging natural beauty and the extinction of local floras and faunas (Ahmad N. M., 2021). A potential threat to the environment of Gilgit-Baltistan by the over tourism finding highlighted the negative impacts on the ecology along with tourism creates disturbance in socio-cultural norms that's negatively influence the community behaviors (Amna Malik, 2024). That's why the (WES) World Ecotourism Summit, set five unique criteria in 2002, environmentally based products, low impact management, contribution to society, environmental education, and contribution to conservation' and where 'minimal impact management' was replaced with ethics and sustainability (Riya Samanta, 2020). There are several factors that affect the Sustainable Ecotourism Development which was analyzed to address the research questions. Qualitative Method was used where the in-depth interviews were conducted. Interviews were conducted from the five main stakeholders, Government officials and relevant agencies hospitality Industry and Tour Operators, Tourists, Native Community Member's and the academicians to dig deeper into the factors affecting Sustainable Ecotourism Development in district Nagar: Challenges and Opportunities. The results have identified many factors in the interviews.

As per the analysis, some major factors were found which have direct relationship which negatively impact the adaptation of sustainable ecotourism development. These key factors have challenges to the sustainable ecotourism development in Nagar district. The factor of Network Issues, Electricity shortage and lack of health facilities are basic humans' necessities in livelihood but Nagar is currently suffered, hence pollution, glaciers melting, ill transportation, and sensitive of the region also create threat to the native communities and environment as well. Lastly, the awareness and lack of information lead to no understanding of ecotourism concepts in the region. This hinders the development of sustainable ecotourism development in Nagar district. There are other challenges as well which have mentioned above with their influence capacity but these factors are major challenges for sustainable ecotourism development.

Second major factors that have direct positive and significant relationship with the Sustainable ecotourism development. These are the potential factors to adopt SED in the Nagar district. The opportunities are rich cultural, organic food, pure nature, and natural landscape with Rakaposhi mountain and Glaciers. These opportunities attract the more tourists in the region. Furthermore, high-pastures, trekking sites, wildlife, forest, waterbodies, adventure tourism, agritourism and traditional food are also providing opportunities for the development of sustainable ecotourism development in Nagar. This is due the reason as nature is unable to bear any conventional and mass tourism activities in the locality. Thus, other major potential factors such as unique ecology, events and festivals of the region, mutual benefits of the native communities, and Sharah e Nagar are one of the important high-ways which is under progress that connects mostly towns in a single road and give access to the cities easily. Additionally, the literacy of Nagar has increased hundred times presently and the community is willing to adopt sustainable ecotourism development in the region and act accordingly.

Government Sector Departments

Government of Gilgit-Baltistan are working in sector of Tourism, Sports, Culture, Archaeology and Museums Department. The Ministry of Tourism of Gilgit-Baltistan and Secretariat are struggling for policy drafting on the basis of consensus with all stakeholders, comprehensive policy, consistency in policy with specific set of targets and with certain locations. Environmental Protection Agency is assessing and enforcement of environmental regulations in Gilgit-Baltistan. IUCN is assisting on conservation and ecofriendly development and providing expertise on biodiversity protection. WAPDA / Other Hydro Power Distribution entities for the supply of clean and green electricity, electricity prices, multiple taxes on electricity bills to facilitate tourism industry in subsidize charges to promote green energy and reduce carbon footprints. CKNP authorities are looking after wildlife and managed the national parks protected areas. KKH authorities and Tourist Police are looking for safety, security, traffic management and road development with the information assistance. Lastly, the local government district Deputy Commissioner Office is also looking for the implementation of regulation and policies with the collaboration of all stakeholders within the district to address the challenges. However, these policies and measures are not that much effective, resultantly, the process of sustainable ecotourism is at a greater stake.

Private Sector Associations

For sustainable development of ecotourism in Nagar district a collaboration between private sector stakeholders is essential to overcome challenges and harness opportunities. Hospitality Industry is offering environment friendly practices in daily operation, ecofriendly accommodations, local architecture, traditional food, and waste management but not sufficient as per the need of the region. Tour Operators should focus on eco-tour plans and promote indigenous cultural and heritage while educating tourists regarding ecological concerns. Tourists/Visitors should act responsibly by minimizing the waste, by accepting native cultural values and by experiencing local etiquettes. Academia is for developing the discourse about tourism and its implication, research and development, awareness, and suggestions to addressing the concerns. Lastly, Community Members should participate in ecotourism activities by owning the ecology and practices for the preservation of historic heritage and rich culture because at the community level it is the main beneficiary and custodian.

Summary

The summary of the chapter enables the insights about the factors which are influencing the challenges and opportunities regarding the implementation of existing policies and regulations for the Sustainable Ecotourism Development and their effective adoption of SED: -
These factors are basically the loopholes of the different stakeholders along with negligence of government departments. There is a need of collaborative efforts among all stakeholders to address the SED challenges and the efficient utilization of the available opportunities to develop SED in Nagar district, Gilgit-Baltistan.

CHAPTER – 5

5 RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

Based on the results and finding briefly discussed in chapter 4, study, the following recommendations are made.

1. The study revealed that the existing tourism development in district Nagar appears unsustainable which led economic disparities, social concerns, and climate crisis. Hence, legislators should be engaged local community and other stakeholders along with academia in policy making process, policies should be developed on consensus based. This approach will

lead sustainable ecotourism development and ensure the balance in mutual benefits. Governments should collaborate with relevant actors to establish an ecofriendly practice and sustainable development model according the environment of the region that promotes sustainable ecotourism development and benefits to natives along with preservation of the ecology in Nagar valley.

2. The focus of people needs to shift from mass tourism to quality tourism by reducing environmental impacts and by maximizing economic benefits. Public transport services should be upgraded to promote eco-friendly travel in order to minimize traffic congestion and unregistered travel agencies should be registered and scrutinized. Hotelier companies should be regulated and monitored strictly which should be adhered to the tourism policies which must be aligned with sustainability. Moreover, the construction of hotels needs to be regulated as per the 2020 hotel and restaurant act and banned all those hotels construction which do not have NOC. Also, the regulations on traffic flow help to control emission of carbon dioxide gas which is increasing global temperature. This control of traffic also reduces the noise pollution which is disturbing the natural habitats. In this way unstainable constructions can be curbed.
3. Native communities need trainings and awareness session in Nagar to develop management skills for hospitality industry as well as tours operators. Government institutions and Non-Governmental Organization (NGOs), including academic institutions of the region, should organize targeted trainings and awareness courses to equip native community and those individuals involve in tourism industry, for sustainable and professional tourism management. The awareness of people should be about the melting of glaciers due to opening of the high-altitude tourism spots like glaciers and ecozones. There must be regulations on bringing vehicles and other pollutions causing stuffs on these ecozones. Similarly, people ought to be aware about the negative impacts of concrete construction on ecology and brief them about ecocide.
4. This study reveals that the successful model of adventure tourism “Trophy Hunting” is started from Nagar valley and currently successful model of wildlife conservation overall Gilgit-Baltistan. As trophy hunting helps to community because 80% of the money earn by trophy hunting consumes. Moreover, in trophy hunting only aged Markhors are hunted. In this hunting remains under control. Therefore, these kinds of policies are needed to be adopted on

community-based tourism in Nagar to address the challenges while protecting the native ecology.

5. The current tourism activities created huge stresses on natural resources such as water bodies, natural landscape, glaciers, and other socioeconomical and cultural issues in Nagar district for instance unplanned constructions in Nagar valley causes many detrimental impacts like contamination of water and destruction of agricultural lands from the wastes of hotels and restaurants. Further, water treatment plants should be installed in hospitality industry in order to treat the water causing by existing restaurants and hotels. These issues need to be addressed and it's important to develop effective sustainable ecotourism development plans that's been done by collaboration of all stakeholders with the help of research and development.
6. Lastly, the district Nagar is highly rich culturally, in natural resources, historic villages, and organic foodwise. These resources are needed to be utilized sustainably to attract tourism in Nagar for the wellbeing of community but through sustainable ecotourism development such as focusing on orchards and organic food. Moreover, the tourist spots and historical places are needed to be preserved in order to sustain ecotourism development in the region.

5.2 Conclusion

Sustainable Ecotourism Development is a new form of development and tourism model that have been adopted by many nations around the world those attract/promote the tourism, especially, in South Asia the ecological fragile countries, SED becoming most popular concept that have immense advantages in terms of social, cultural and economic which have green and ecofriendly benefits. The study found that sustainable ecotourism development has a huge contribution in the wellbeing and livelihood of native communities if it effectively adopted. Currently the district Nagar face conventional mass tourism, which led unsustainable development and unwanted structures. This creates strain on the natural resource and creates social concerns as well, what still needs is to discourage it because the conventional extensive tourism and unsustainable tourism development is out of bearing capacity of the region's ecology. Although the tourism has positive impact on local economy, but the challenges and issues are much higher than the benefits such as waste, traffic/ noise pollutions, overcrowding, unsustainable development, economic disparities and socio-cultural issues that can't be let out. Gilgit-Baltistan in general has a fragile ecology which is vulnerable to climate crisis, the unsustainable tourism practices in the region poses threats to vulnerability of region, especially the Nagar valley, due to

its location which is at the high-altitude topography, contain glacier, mountains, and CKNP area. Sustainable Ecotourism Development ensures the landscape and the environmental conservation to support ecology and also provide support for wellbeing of local community while respecting native cultural values, economic viability and community engagement in tourism practices, and educate them as a custodian and protector of the region climate concerns. This study found that the most successful model of adventure tourism of Gilgit-Baltistan is Trophy Hunting which is started from Nagar valley and also popular model for conservation to gain mutual benefits. There is an urgent need of adaptation of new research-based model for sustainable ecotourism development in the region (community-based tourism model) which has been successful in other regions like in Bhutan and Nepal. Therefore, SED is the way forward to sustain tourism in long run but this is quite new concepts to the world especially third world countries. In case of Gilgit-Baltistan there is no understanding of SED in government sector and community. The irony is after Gilgit-Baltistan order 2018, the government of GB passed an act to regulate tourism in the region, tour operators act, tour guide act, hotel regulation and levy act first time in history in 2020 before that the tourism department was subjected to federal government and regulated under the regulation acts of 1967.

Thus, the most crucial factor for environmental crisis is mass tourism in the region. Behind the mass tourism there are many small loopholes which are easy access in the region, lack of check and balance, regulations, policy gap and lack of awareness among the tourists and community. Due to overcrowding in the region, the district Nagar faces environmental concerns of tourism in terms of water pollution, waste pollution, noise pollution by traffic congestion and carbon emission, mushrooming in construction and other social cultural issues that could not happen in past time likewise soaring temperature, rapidly changing of weather patterns and climate calamities. Although tourism has benefits for native communities but at the cost of tourism in the ecology is significantly larger than the benefits. According to the research, based on Nagar and Hunza districts (Ghulam Ali, Karim, & Rehmat, 2021) estimating the contribution of tourism revealed that the 95% of total annual income is paid to metropolitan for the sake of purchasing commodities and the environmental cost is not included in it yet. So, basically the region Gilgit-Baltistan especially the district Nagar paying more in terms of environmental degradation instead of profit. The need is to understand by the native communities and government agencies the environmental cost is higher than the economic gain.

The next important factor is that the concept of Sustainable Ecotourism Development is new due to this researches and evidence of carbon footprint and economic benefits of tourism industry in Pakistan, and particularly in Nagar valley is not available. There is a need to conduct researches and empirical studies through tourism satellite account. By these research-based evidences to analyze the current potential of tourism, its consequences, and develop a systematic mechanism to address these concerns, meanwhile gradually adopting SED in Nagar through effectively utilizing the available resources on the ground. Behind this negligence government departments and relevant agencies are responsible along with the academia of the region. Even the government department are lacking in base line data of tourism. The urgency of the time is to develop the base line data of tourism in the region and conduct empirical studies, after the data and evidence develop further systematic mechanism to adopt SED in Nagar district, while engaging all stakeholders in the whole process, censuses among the stakeholders will lead way forward for SED.

Another, factor is tourism industry influences the native communities either directly or indirectly sensitizing the locals that are the ones with whom tourists interacting the most. It is therefore crucial to raise awareness of the negative effects of tourism and in government sector. Sensitization is also important in understanding the concerns of ecology by tourism into the region. Moreover, sensitization and awareness were providing space for acceptance for tourists from local communities with informed and awareness about tourism concerns because the natives are the major stakeholder and therefore accept tourism in their locality.

In addition, the marketing of local products and tourism services are important for effective sustainable ecotourism in the region. The district Nagar is lacking the marketing of products and even services delivery, due to loopholes to non-local products and management of hospitality in the region, which is unsustainable and economical loss as well. Further, the town planning and urban planning is important to empower local communities and power sharing will lead control over common resources and other cultural, environmental concerns. Thus, indigenous architecture, traditional food, heritage, and cultural values must be conserved and promote through incorporate in tourism policies. The aforementioned concerns and challenges will address through systemic mechanism and effective implementation of policies in the ground, the policies can be formulated through engagement of all stakeholder and deep research based.

5.3 Research Limitations

This research only represents preliminary information further detailed study is needed. SED is new concept and phenomena in the world therefore there is no research on the determinants of sustainable ecotourism development, especially in Gilgit-Baltistan and particularly in Nagar district. Limited country specific literature, sample size and locating simple due to topography of the region, and financial constraints as well. The importance of relevant data can't ignore need is to conduct study regarding SED and develop empirical evidence-based data to address the challenges and utilize the available opportunities to adopt SED effectively in Nagar district. The whole process should do with the censuses and engagement of all stakeholder within the region.

5.4 Future Research

After discussing this issue in detail, we found that the existing research in the field of SED in the context of district Nagar, Gilgit-Baltistan is very limited and several areas of ecotourism can be studied in future research. Most of them are related to management and social sciences and are as follows: -

- (1) Impact of policy on adoption of SED.
- (2) Adoption behavior of native communities for a new concept of Sustainable Ecotourism Development in the region.
- (3) Impact of Mass tourism on Sustainable Ecotourism Development and the Ecology of the Nagar.
- (4) Ecotourism Industrial Development Impacts on the livelihood of locals.
- (5) How lack of green energy and ill transportation impacts the development of sustainable Ecotourism of the region
- (6) Need of Indigenous Architecture and Local Wisdom in the Development for Sustainable Ecotourism Sector.

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Annexure

Annex – I

INFORMATION SHEET



DEPARTMENT OF GOVERNANCE AND PUBLIC POLICY NATIONAL UNIVERSITY OF MODERN LANGUAGES (NUML) ISLAMABAD

Introduction

This is Saqlain Yaqoob from Department of Governance and Public Policy at National University of Modern Languages (NUML), Islamabad. I am conducting my MPhil study on the topic of “*Environmental Impact of Mass Tourism: The Study of Gilgit-Baltistan*”. In order to improve society, you are requested to participate in this research.

Objective of the Study

The purpose of this study is to investigate the challenges and opportunities regarding the sustainable ecotourism development in District Nagar and to come with recommendations for better policy implementation.

Type of Research Intervention

You will be asked to participate in in-depth interviews as part of this research. That should take twenty minutes to half an hour.

Participants Selection

Since you are one of the five main stakeholders who benefit from and are victims of the tourism sector, you are invited to participate in this study. The stakeholders i.e. Hostels, restaurants, and tour operators, academia, tourists, and government tourism department.

Voluntary Participation

With freedom of speech, you are invited to join in this study on a voluntary basis, and you may choose whether or not to participate.

Procedure

You are being asked questions on the challenges and opportunities for sustainable ecotourism development in District Nagar, which may be addressed with the most available informational inputs from your side. You are also welcome to leave any further remarks on the topic as well.

Duration

The research is expected to be concluded in a period of two years.

Risks

As a research participant, you are not at risk. Nobody will be harmed physically, mentally, or emotionally. The research will have no social, political, or economically affect during conduct of the research.

Benefits

There will be no direct benefits for you, but your significant input will help us achieve the study's goals.

Confidentiality

Your provided data will be used just for research purposes and will not be shared with anyone else for any reason. The respondents' identities will be kept secret and not shared with anybody outside of this study.

Sharing the results

The results of the research may be shared with those who participated. The data you provide will not be shared with any irrelevant individual or organization.

Right to Refuse / Withdraw

You are not required to participate in this research if you have no desire to do so. You may cease participation in interviews at any time you wish, and responds may be removed before to the study's concluding as well.

How to Contact

Queries related to the study can be addressed by contacting the scholar directly at saqlainy09@gmail.com or through supervisor Dr. Athar Rashid, Assistant Professor of Department of Governance and Public Policy, National University of Modern Languages, Islamabad at atharrashid@numl.edu.pk. This study will be reviewed and approved by NUML Faculty Board of Study which is a committee responsible to ensure protection of participants. If you do have any further questions please contact Dean Faculty of Social Sciences, Professor Dr. Riaz Shad through email dean-fss@numl.edu.pk.

CERTIFICATE OF CONSENT

I have been invited to participate in research titled as “*Environmental Impact of Mass Tourism: The Study of Gilgit-Baltistan*”. I have read or heard the preceding information. I got the chance to ask questions, and any questions I was asked were answered satisfactorily. I voluntarily offer my consent to participate in this study.

Name of Participant: _____

Signature of Participant: _____

Date: _____

STATEMENT BY THE RESEARCHER

As the researcher, I can speak to carefully presenting the information sheet to the potential participant, assuring their understanding of the research in detail. I encouraged and answered any queries they had, to the best of my ability. Additionally, I affirm that the individual participant gave their consent freely and willingly without any compulsion.

Each participant received a copy of the informed consent form for their keeping.

Name of Researcher: **Saglain Yaqoob**

Signature of Researcher: _____

Date: **10 June 2024**

Interview Questions

A. Interview Guide for Official of Tourism Department of Govt. of Gilgit- Baltistan:

- Q1. How do you see sustainable ecotourism development in Nagar District?
- Q2. What government policy and regulation are in place to enhance sustainable ecotourism development?
- Q3. What challenges does the government face in regulating and implementing of sustainable ecotourism development?
- Q4. What opportunities are available to support sustainable ecotourism through government initiatives?
- Q5. What are the government plans and model for the promotion of ecotourism in the Nagar valley?

B. Interview Guide for Hotel Industry and Tour Operators:

- Q1. What do you think development of hotel sector would be beneficial for the society as a whole?
- Q2. How do you incorporate sustainable practices into your operations to minimize the environmental impact?
- Q3. What are the primary challenges you face in implementing sustainable ecotourism practices?
- Q4. Do you see opportunities for the growth of sustainable ecotourism in Nagar? Q5. How do you encourage your customers about sustainable ecotourism practices?

C. Interview Guide for Academia:

- Q1. What do you know about sustainable ecotourism development?
- Q2: How does ecotourism affect the economic, social, and cultural lives of local residents?
- Q3. What hurdles have you identified in implementations of sustainable ecotourism development in Nagar?
- Q4. How do you see the potential of sustainable ecotourism development in Nagar?
- Q5. How can academics engage stakeholders to promote sustainable ecotourism development in the region?

D. Interview Guide for Visitor/tourists:

- Q1. What are the important things of Nagar valley that attract you the most?
- Q2. How was your experience of Nagar valley and do you experience ecotourism activities?

- Q3. What do you think can tourists contribute to the sustainability of ecotourism in this region?
- Q4. What recommendations do you have to boost sustainable ecotourism in the region?
- Q5. How do you perceive the environmental impact of tourism in the District Nagar Valley?

E. Interview Guide for Native Community Members:

- Q1. Do you aware about ecotourism practices and its benefits?
- Q2. Do you and your community are involved in ecotourism activities?
- Q3. What negative impacts of tourism have you experienced?
- Q4. What potential do you see for your community to benefit more from sustainable ecotourism?
- Q5. What assistance do you expect from the government to promote sustainable ecotourism development in Nagar Valley?

E.A. Interview Guide for Native Community Members in National and Local Languages:

Urdu National Language:

- Q1. کیا آپ کو ماحول دوست سیاحت کے طریقوں اور اس کے فوائد کے بارے میں علم ہے؟
- Q2. کیا آپ اور آپ کی کمیونٹی ماحول دوست سیاحت کی سرگرمیوں میں شامل ہیں؟
- Q3. آپ نے سیاحت کے کون سے منفی اثرات کا تجربہ کیا ہے؟
- Q4. آپ اپنی کمیونٹی کے لیے ماحول دوست پائیدار سیاحت سے زیادہ فوائد حاصل کرنے کی کیا صلاحیت دیکھتے ہیں؟
- Q5. آپ ماحول دوست پائیدار سیاحت کی ترقی کو فروغ دینے کے لیے حکومت سے کس قسم کی مدد کی توقع کرتے ہیں؟

Shina Local Language:

- Q1. Tu mahool dost sihayatei tarikakarjo or anisei mishtarojo waqif hanu?
- Q2. Tu ga sei jag ano mahool dost sihayatei fitiko maja shamil haneth aa?
- Q3. Tus sihayatei jek khachaterykoj samba ya mashow thiganu?
- Q4. Tus tom jago maja mahool dost sihayate jo faida ginoki maja jek salahiyatek pashynu?
- Q5. Tus mahool dost sihayate jo faidah ginoket hukumat jo jek zeli madadei twaqo thaynu?

