

## Annexure 1: Tabulated Response to Questionnaire

- a. Local residents
- b. Tourism Service Industry
- c. Tourists

Question	Local residents	Tourism Service Industry	Tourists
Q13. To what extent has the income of the area increased in the last five years?	10	45	23
Q22. What proportion of income increase is due to tourism?	23	19	26
Q23. What proportion of tourism income has remained in the area?	3	10	28
Q24. To what extent has tourism increased the income of the local people?	16	36	28
Q25. How would you describe the extent of local employment created by tourism?			

## Responses of Quota Sample of Interviewees (Per Cent)

Factors	Negli- gible	Low	Mode- rate	High	Very high
11	12	13	14	15	16
<b>01. Physical Plant</b>					
011. In the last five years, has the growth of hotels, restaurants, and other tourist facilities been...?	3	0	0	26	68
012. Improvement in the quality of tourism facilities has been ...? In case of deterioration, write D here	3	6	16	45	13
013. Has the impact of tourism on local infrastructure (local road, streets, water supply, solid waste disposal) been generally good or bad?	Good 74		Bad 16		
014. What has been the magnitude of the impact of tourism on local infrastructure (local roads, streets, water supply, sewerage and solid waste disposal)?	6	23	39	13	10
<b>02. Economic</b>					
021. To what extent has the income of the area increased in the last five year?	3	3	23	42	10
022. What proportion of income increase is due to tourism?	<5% 3	<20% 13	c. 50% 26	>70% 19	>95% 23
023. What proportion of tourism income has remained in the area?	<5% 10	<20% 35	c. 50% 29	>70% 10	>95% 3
024. To what extent has tourism increased the income of the local poor? If tourism has widened the gap between the local rich and poor, write D here	16	35	29	3	0
025. How would you describe the extent of jobs created by tourism?	10	23	35	19	3

Factors	Negligible	Low	Moderate	High	Very high
026. What is the extent of the shift from other economic sectors (farming, forestry, etc) to tourism-related professions in the area?	19	21	16	16	0
027. To what extent are tourism facilities owned by local residents?	19	42	16	10	0
028. To what extent are tourism facilities managed by local residents?	16	48	16	6	0
029. To what extent are local goods consumed in tourism?	3	23	42	16	0
<b>03. Social</b>					
031. What is the extent of tourism impact (specially tourism-related jobs) on local building materials, artefacts, consumption patterns, etc	13	10	16	35	10
032. Has there been any impact on traditional family values? If so, to what extent?	13	39	19	13	0
033. Has there been any change in the role of fathers in the family owing to tourism?	23	35	19	3	0
034. Has there been any alteration in the role of females?	58	13	10	3	0
<b>04. Morals</b>					
041. Have you heard of any case of prostitution? Y/N If so, to what extent is it linked to tourism?	not linked		some-what linked 13	3	completely linked 3
042. Has there been an increase in crime in the area?	48	26	3	3	0
043. To what extent are local people shocked by the behaviour of tourists (in clothing, living styles)?	not at all shocked 16	little shocked 45	some-what shocked 13	shocked 13	very shocked 3
044. What is the general attitude of local people towards tourists?	very negative 0	negative 3	neutral 13	positive 32	very positive 42

<b>Factors</b>	<b>Negli- gible</b>	<b>Low</b>	<b>Mode- rate</b>	<b>High</b>	<b>Very high</b>
045. Has there been any impact on the religious beliefs of local people owing to tourism? To what extent?	81	3	0	0	0
046. Has there been any change in the morality of the local people owing to tourism? If so, to what extent?	29	16	23	6	10
047. Has there been any increase in drug abuse? If so, to what extent?	29	29	13	10	0
<b>05. Cultural</b>					
051. Has there been any impact on the local language? If so, to what extent?	35	29	16	6	0
052. Has there been any impact on clothing styles and fashions, specially among the local youth?	16	13	35	23	3
053. What is the extent of tourism impact on local traditions such as feasts, folklore, performing arts, and crafts? Signify here whether you think it good [G] or bad [B]	29	16	19	10	3
054. Do you think that more tourism would be ..... for the area?	very bad 0	bad 6	OK 10	good 6	very good 71
<b>06. Physical Environment</b>					
061. Have you observed any increased pollution of water, e.g., lakes, streams, and rivers, in the last five years?	26	26	26	16	6
062. How much is attributable to tourism-generated waste, compared to all other reasons?	10	13	16	32	6
063. Have you observed any pollutions of air in the last five years?	10	35	29	23	0
064. How much is attributable to tourist vehicles?	6	16	29	42	0
065. Have you observed any increase in solid waste in the last five years, e.g., bottles, food packing, polythene?	6	26	19	26	19
066. Have you observed any increase in wood-cutting and destruction of vegetation in the last years?	3	19	16	29	19

Factors	Negligible	Low	Moderate	High	Very high
067. How much is attributable to the fuelwood demands of tourists?	13	13	26	16	16
068. Have any animals, fish, plants and flowers become more rare or have they disappeared from the area in the last five years?	less frequent	rare	vulnerable	endangered	extinct
068a. land animals	26	29	16	10	3
068b. fish	13	26	39	10	0
068c. plants and flowers	65	10	3	3	0
069. How much is attributable to hunting/fishing by tourists?	10	13	19	29	10
<b>07. Image</b>					
071. Have landslides increased in the last five years?	26	29	29	0	0
072. How much is attributable to construction and widening of roads and tourist trails, compared to deforestation and overgrazing?	35	29	13	6	3
073. Have you experienced any increase in physical or visual density of population during the tourist seasons?	0	0	3	32	52
074. Have you experienced increase in noise and disturbance during the tourist seasons?	0	0	6	29	52
<b>08. Government Investment in tourism-related trade</b>					
081. Have any improvements in infrastructure and facilities occurred in the last five years? in electricity	39	13	16	19	3
in telephone	19	19	16	23	3
in roads	3	19	26	32	13
in public transport	0	10	16	32	29
082. How much have locals benefitted from these?	0	3	10	55	29

## List of Tour Operators

- |  |   |
|--|---|
| 01. Nazir Sabir Expedition<br>P.O. Box No. 1442<br>Islamabad, Pakistan<br>Tel: 853672  | 08. Orient Extreme<br>62/10 Bank Road<br>Rawalpindi, Pakistan   |
| 02. Sitara Travel Consultant<br>Sitara Lodge<br>163 A, Bank Road<br>P.O. Box NO. 63<br>Rawalpindi, Pakistan<br>Tel: 564750, 564751 | 09. Hunza Tour & Trek<br>343/D, Satellite Town<br>P. O. Box No. 38<br>Rawalpindi, Pakistan<br>Tel: 420530                       |
| 03. Karakoram Tours N.A. (Pvt) Ltd.<br>1 Baltoro, Street No. 19<br>Shalimar 7/2<br>Islamabad, Pakistan<br>Tel: 829120              | 10. Mountain Movers<br>Airport Road<br>Near Park Hotel<br>Gilgit, Pakistan  |
| 04. Travel Walji's (Pvt) Ltd.<br>10 Khayaban-e-Suharwardy<br>P.O. Box No. 1088<br>Islamabad, Pakistan                              | 11. Hindukush Trails<br>139 Street No. 43<br>F-10/4, Islamabad<br>Tel: 857593   |
| 05. Adventure Tours Pakistan<br>P.O. Box No. 1780<br>Islamabad, Pakistan<br>Tel: 862505, 252759                                    | 12. Travel Wide Services<br>16 Saeed Plaza<br>Blue Area, Islamabad<br>Tel: 811301, 811302                                       |
| 06. Adventure Travel<br>15 Wali Centre<br>86 South Blue Area<br>Islamabad, Pakistan<br>Tel: 819727, 212490                         | 13. Trans-Pakistan Adventure Services<br>P.O. Box No. 2103<br>Muzaffar Chamber, Blue Area<br>Islamabad, Pakistan<br>Tel: 214796 |
| 07. Himalaya Trek & Tour<br>112 Rahim Plaza<br>Mari Road, Rawalpindi<br>Pakistan<br>Tel: 563014                                    | 14. Pameer Tours<br>Near PIA Booking Office<br>P.O. Box 545<br>Airport Road, Gilgit<br>Tel: 3939                                |

15. Baltistan Tours  
Link Road Skardu  
Tel: 626
16. Sehrai Travel & Tour  
6 Saddar Road
17. Hunza Travel Services  
45 Al-Abbas Market  
Adamjee Road, Rawalpindi  
Tel: 564782
18. Mountain Travel Pakistan  
P.O. Box No. 621  
Satellite Town  
Rawalpindi, Pakistan
19. Orient Travels  
Safee House  
Dr. Zia Ul Din Ahmed Road  
Karachi  
Tel: 214416, 214147
20. Shangrila Tours & Travels  
H-143, Maree Road  
Rawalpindi, Pakistan
21. Khyber Tourism  
5 Hazrat Shah Plaza  
Near Galaxy Hotel  
Khabar Bazar, Peshawar  
Tel: 217782
22. Indus Guides  
7/E, Egerton Road  
Lahore, Pakistan  
Tel: 304190, 304196
23. Adventure Photo Safaris  
Tour Consultants  
P.O. Box No. 1919  
Flat No. 15 Abbas Centre  
87 West Blue Area, Islamabad  
Tel: 213929
24. Javaid Travels  
Room No. 10 Mezzanine Floor  
B-A, 80-A, Pothohar Plaza  
Near PIA Building, Islamabad
25. Exclusive Tours  
Shahabad Centre  
65 temple Road, Lahore  
Tel: 52558
26. Himalaya Nature Tours  
Gojal House, Riaz Road  
Gilgit, Pakistan  
Tel: 2617
27. Rakaposhi Tours  
12-C, 31st Commercial Street  
Phase 5, Defence Housing  
Authority, Karachi  
Tel: 577635
28. Zeb Travels  
Uni-Plaza, Ground Floor  
Hasrat Mohani Road  
I.I. Chundrigarh Road  
Karachi  
Tel: 2411204, 2417054
29. Bukhari Travel & Tourism  
Services' Shopping Arcade  
Sheraton Hotel, Karachi  
Tel: 527745, 511433
30. Khamisani Services Ltd.  
Hotel Metropole, Club Road  
Karachi, Pakistan  
Tel: 520589, 522621
31. Bonds' Travel Bureau  
Palace Hotel, C-2  
Dr. Zia Ul Din Ahmed Road  
Karachi, Pakistan  
Tel: 512321, 522325

32. Columbus Travel Services  
Altaf Hussain Road, New Chali  
Karachi, Pakistan  
Tel: 212218, 218087

33. TDCP  
c/o Flashmans' Hotel, The Mall  
Rawalpindi

34. PTL  
c/o Flashmans 'Hotel, The Mall  
Rawalpindi

35. Adventure Centre (Pvt) Ltd.  
(Ikram Baig)  
Shahrah-e-Quaid-e-Azam  
P.O. Box No. 516  
Gilgit 15100, Pakistan

## Hunza

## Responses of Quota Sample of Interviewees (Per Cent)

Factors	Negligible	Low	Moderate	High	Very high
11	12	13	14	15	16
<b>01. Physical Plant</b>					
011. In the last five years, has the growth of hotels, restaurants, and other tourist facilities been...?	5	5	10	38	24
012. Has the improvement in the quality of tourism facilities been ...? In case of deterioration, write D here	0	5	14	38	24
013. Has the impact of tourism on local infrastructure (local roads, streets, water supply, sewerage, solid waste disposal) been generally good or bad?	Good 86		Bad 0		
014. What has been the magnitude of the impact of tourism on local infrastructure (local roads, streets, water supply, sewerage, and solid waste disposal)?	5	29	19	29	5
<b>02. Economic</b>					
021. To what extent has the income of the area increased in the last five years?	0	10	38	19	14
022. What proportion of income increase is due to tourism?	<5% 5	<20% 10	c. 50% 19	>70% 43	>95% 5
023. What proportion of tourism income has remained in the area?	<5% 0	<20% 0	c. 50% 10	>70% 10	>95% 53
024. To what extent has tourism increased the income of the local poor? If tourism has widened the gap between the local rich and poor, write D here	10	29	33	10	0
025. How would you describe the extent of jobs created by tourism?	14	10	38	19	0

Factors	Negligible	Low	Moderate	High	Very high
026. What is the extent of the shift from other economic sectors (farming, forestry, etc.) to tourism-related professions in the area?	29	19	19	10	0
027. To what extent are tourism facilities owned by local residents?	0	0	10	0	71
028. To what extent are tourism facilities managed by local residents?	0	0	10	5	71
029. To what extent are local goods consumed in tourism?	0	5	52	10	19
<b>03. Social</b>					
031. What is the extent of tourism impact (specially tourism-related jobs) on local building materials, artefacts, consumption patterns, etc.	0	19	29	33	10
032. Has there been any impact on traditional family values? If so, to what extent?	33	24	14	10	0
033. Has there been any change in the role of fathers in the family owing to tourism?	43	24	10	5	0
034. Has there been any alteration in the role of females?	29	14	24	19	0
<b>04. Morals</b>					
041. Have you heard of any case of prostitution? Y/N If so, to what extent is it linked to tourism?	not linked 10	0	somewhat linked 0	0	completely linked 0
042. Has there been an increase in crime in the area?	71	5	0	0	0
043. To what extent are local people shocked by the behaviour of tourists (in clothing, living styles)?	not at all shocked 71	little shocked 45	somewhat shocked 0	shocked 0	very shocked 0
044. What is the general attitude of local people towards tourists?	very negative 0	negative 0	neutral 14	positive 29	very positive 52

Factors	Negligible	Low	Moderate	High	Very high
045. Has there been any impact on the religious beliefs of local people owing to tourism? To what extent?	86	0	0	0	0
046. Has there been any change in the morality of the local people owing to tourism? If so, to what extent?	67	5	0	5	5
047. Has there been any increase in drug abuse? If so, to what extent?	67	10	10	0	0
<b>05. Cultural</b>					
051. Has there been any impact on the local language? If so, to what extent?	19	24	19	5	19
052. Has there been any impact on clothing styles and fashions, specially among the local youth?	5	19	29	24	10
053. What is the extent of tourism impact on local traditions, such as feasts, folklore, performing arts, and crafts? Signify here whether you think it good [G] or bad [B]	24	29	19	10	5
054. Do you think that more tourism would be ..... for the area?	very bad 0	bad 5	OK 10	good 10	very good 71
<b>06. Physical Environment</b>					
061. Have you observed any increased pollution of water, e.g., lakes, streams, and rivers, in the last five years?	62	19	0	10	0
062. How much is attributable to tourism-generated wastes, compared to all other reasons?	62	0	10	0	0
063. Have you observed any pollution of air in the last five years?	43	29	19	0	0
064. How much is attributable to tourist vehicles?	48	14	5	10	10
065. Have you observed any increase in solid waste in the last five years, e.g., bottles, food packing, polythene?	43	10	19	19	0

<b>Factors</b>	<b>Negligible</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Very high</b>
066. Have you observed any increase in wood-cutting and destruction of vegetation in the last five years?	71	10	0	0	5
067. How much is attributable to fuelwood demand of tourists?	57	10	0	0	0
068. Have any animals, fish, plants, and flowers become more rare or disappeared from the area in the last five years?	less frequent	rare	vulnerable	endangered	extinct
068a. land animals	14	52	10	5	0
068b. fish	10	24	10	5	0
068c. plants and flowers	71	0	0	5	0
069. How much is attributable to hunting/fishing by tourists?	57	0	0	0	0
<b>07. Image</b>					
071. Have landslides increased in the last five years?	38	29	10	0	0
072. How much is attributable to construction and widening of roads and tourist trails, compared to deforestation and overgrazing?	62	14	0	0	0
073. Have you experienced any increase in physical or visual density of population during the tourist seasons?	0	0	10	29	43
074. Have you experienced increase in noise and disturbance during the tourist seasons?	0	33	24	19	5
<b>08. Government Investment in Tourism-related trade</b>					
081. Have any improvements in infrastructure and facilities occurred in the last five years? in electricity	71	14	0	0	0
in telephone	48	29	10	0	0
in roads	5	10	38	14	19
in public transport	5	5	10	43	24
082. How much have locals benefitted from these?	0	0	10	57	14

Note: may not add up to 100, because non-responses are excluded