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## Introduction to the Kalam Case Study Area

### Geography and Socioeconomic and Demographic Attributes

#### *Location*

As can be seen from the map, the Kalam Valley forms part of the Kalam subdivision of Swat in the North-West Frontier Province of Pakistan. Kalam proper is about 110km from the capital of Swat, Saidu Sharif. However, one starts entering the valley soon after Bahrain (the distance between Bahrain and Kalam is about 40km). North of Bahrain the valley widens into a fascinating area surrounded by the snow-capped peaks of the Hindu-Kush ranges, which are covered with forests of fir, pine and deodar and a vast variety of wild plants and flowers. North of Kalam, the valley widens and opens on to a six kilometre-wide plateau, where the Ushu and Utrot rivers meet.

#### *Population*

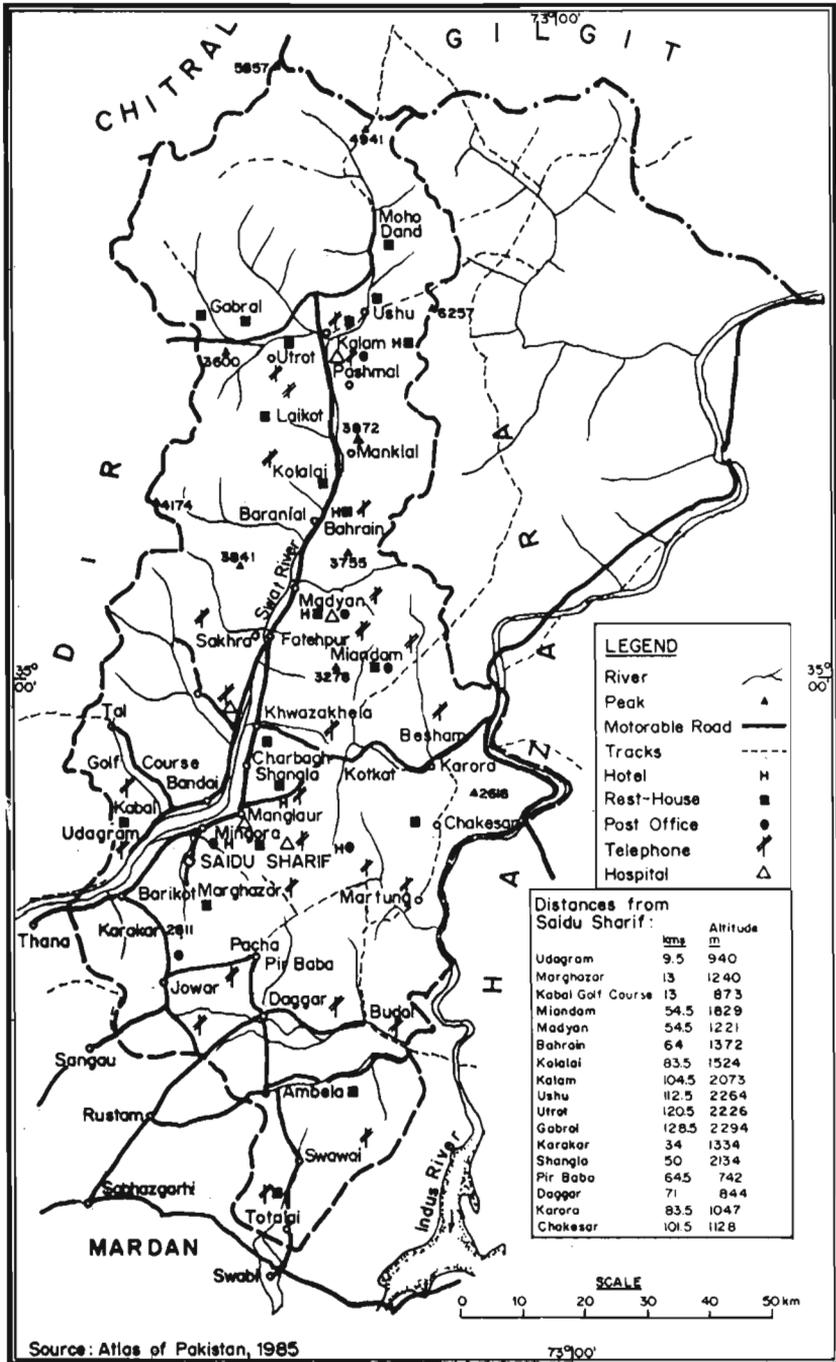
According to the 1981 census, the population of Kalam area was 26,000. This population is reported to have been growing at approximately four per cent per annum (sources: District Census and the KIDP). From projections made on this basis, the population of the area should be touching 45,000. The male-female ratio, according to the same sources of information, is 51.5 per cent to 48.5 per cent.

#### *Migration Patterns*

In view of the severe winters, large segments of the population migrate out of Kalam. The migration period starts from November and may stretch up to March of the following year. According to local sources, about 80 per cent of the people migrate out of the area to other parts of the country. It is mostly whole families that move out. The motives for migration are, according to the socioeconomic survey conducted by the DRG, seeking work (75%) and seeking fodder for animals (25%).

The direction that this migration takes is predominantly to the districts of Peshawar, Mardan, Charsadda, Nowshera, and Swabi. A small fraction of able-bodied workers (mostly between the ages of 24 and 45 years) move to Quetta for work in mines and to Karachi for all sorts of odd jobs.

# MAP OF SWAT



## *Female Participation*

Female participation is visible in farming and related activities. Women carry out the weeding, crop cutting, picking, and sowing in the family fields. They also work in their homes, extracting ghee from milk and butter and making clay pots and baskets. However, they do not work at paying jobs nor are they paid wages for the work which they put in. A few cases of widows and other needy women working as domestic servants for daily wages/monthly salaries have been reported to the survey team, but these are said to be hardly a fraction of a percentage point. There is neither any direct nor indirect participation of the women of the area in the tourism sector (source: survey).

## *Education and Health*

The survey shows that there are 23 formal (and 15 mosque) primary schools in the area. In addition, there are seven primary schools for girls and one high school for boys. The literacy rate is reported to be around 10 per cent and a bare one per cent for females.

Female literacy is being improved through what are known as the 'home schools', introduced by the Swiss under the KIDP.

There is a rural health centre in Kalam, a basic health unit in Gabral, and dispensaries in Ushu and Utrot. These are there, however, to meet only the very basic requirements of health care. More serious patients have to be moved to properly equipped hospitals elsewhere.

## *Forestry*

This area has good forest cover, and Kalam proper has about 471sq.km. of forest. Royalty from forests is a source of income for the inhabitants of places where the forests are in the 'protected' category. During the summer months the area is used as grazing grounds by nomads and herdsmen who move down from the mountains with their herds of cattle.

While cutting down trees continues unabated as a per common right, there has been an extension in social forestry and nurseries. The area has also seen the introduction of machinery relating to forestry and the closing down of illegal sawmills at Kalam.

## **The Economy**

### *Production Base of the Area*

There are two cropping seasons, spring and summer, and two main crops in the Kalam Valley, namely, potatoes and maize. Some wheat is also grown at low altitudes. Fruits and vegetables grown in the valley include turnips, tomatoes, onions, peas, apples, and nuts. The KIDP, which is responsible for introducing new crops and improving cultural practices in the area, aims at achieving self-sufficiency for the valley in terms of cereals, and sizeable exports of vegetables (chiefly potatoes and turnips) to other areas.

Tourists and the tourist industry draw mainly on potatoes, tomatoes, and fruits. The area has expanded its production base, but this base is not varied enough to cater to more than 10-15 per cent of the needs of the tourist industry (socioeconomic survey). The balance has to be brought from other parts of the district and province.

### *Markets*

While there is a local market, Kalam *bazaar*, and bigger and busier markets in such nearby towns as Madyan and Bahrain, Mingora remains the principal market both for sales and purchases. Mingora is thus the main outlet for what Kalam has to spare out of its locally produced fruits and vegetables, and it is the prime receiving area of the leakage of income (certainly, the bulk of 'first-round' leakage).

### *Impact of Tourists on the Production Base*

A change in the production base has been brought about by the efforts of a donor-funded project, namely, KIDP. The socioeconomic survey has not detected any particular impact of tourists on the production base. Thus, even where there is scope for change, given the lack of outside intervention, no perceptible change has been reported in response to tourists' needs.

### *Infrastructure*

The area is accessible by a metalled road from central Swat. Kalam is further connected by a metalled road up to Matiltan (12km) which passes through the Ushu Valley. Another road, connecting Kalam with Utrot, is partly metalled.

Jeeps, coaches, and buses are the main means of transportation. There is no railway or air connection.

To supplement rainfall, there is some artificial irrigation through watercourses. This system of artificial irrigation is being further developed by the KIDP.

The area is supplied with electricity. However, wood remains the principal source of energy, while the KIDP is making efforts to introduce improved stoves.

### *Settlement Pattern*

There has been a tremendous change in the settlement pattern of the valley. There is a rash of construction - hotels, restaurants, shops and shopping centres, and homes sprawling all over the valley and dotting the mountain sides. As one observer has remarked, Kalam is a "*perfect example of instant over development responding to tourist demand*" (John Yost -- NWFP Tourism Strategy Development Project, 1992). Land sales have gone up, and so has the price of land. Leasing, however, is a more common form of making land available for hotels.

The valley is fairly narrow and stretches all along the river, and construction is also concentrated along or close to the river. This spawns environmental hazards and pollution that affect the river.

Again, that most of the construction has been undertaken by people from outside Kalam, on sites sold or leased by the local population, causes resentment amongst the locals. They no longer own the land, nor do they own the tourist assets that have sprung up on the land that once belonged to them, nor do they benefit in any other major way from the increase in tourism. They thus feel dispossessed in a very real sense, whereas they wish to participate, share in the benefits, and retain the income which they now see going to others.

### *Occupational Base*

There is no industry in the area (except for three sawmills), agriculture, livestock, forestry, tourism, transport, and daily wage work being the main occupations of the people.

## *Employment*

The main sources of employment for the local people are:

- as helping hands in hotels;
- as lower echelon government employees; and
- as self-employed persons in transport and minor catering activities.

The main occupations of the local people in the tourism sector are:

- watchmen/guards,
- porters/helpers,
- vehicle drivers/cleaners,
- guides, and
- petty businessmen.

Although no official documentary verification is available, the survey staff of DRG were told by the local people that these jobs together provide employment to approximately 500 people, which is roughly one third of the number of non-locals employed in the area.

## *Income Retention and Leakages*

The socioeconomic survey shows that tourists' main expenditures are for hotel rooms, food, and beverages. This is followed by sightseeing and transport. The main forms that the expenditures take are:

- rentals,
- payment for food and drinks,
- transportation/sightseeing, and
- wages/tips, etc.

Hotels, motels, and restaurants are the major beneficiaries of the money that tourists spend in the area. This is followed by the owners of transport. Since the first group of beneficiaries are predominantly non-locals, the greatest part of the income flows out of the area. Add to this the cost of fuel, repair and maintenance of the transport vehicles, beverages, cigarettes, and most of the food items and sundries, and a picture of the magnitude of leakage of income and benefits, directly and indirectly, clearly emerges. The structure of the tourism industry and the production and service base of the area are such that there is little retention of benefits in the area. The banking and credit system

governing the system of the supply of goods and services all contribute to these leakages.

### *Local Participation*

Until lately, there was no participation of the local government in the tourism sector. In 1994, however, with greater provincial government awareness of its share of responsibility for the tourism sector, the local government declared its intention to play a more active role, but there is still a lack of ideas, including a master plan and a lack of initiative in the wider sphere of public action. Improvements here and there in the physical infrastructure, therefore, remain the principal mode of participation.

There is, however, no other known programme of a local body, cooperative or NGO to organise local participation.

### **Linkages with Other Programmes**

The area development programme of the government is aimed at developing the physical infrastructure of the area. However, much of this is confined to minor works with little impact on the economy or life of the people of the area.

### *Interaction of KIDP and Tourism Sector*

The Swiss-sponsored KIDP has made a sizeable, albeit an indirect, impact on the tourism sector by its development intervention in the support base of the tourism industry. This intervention has taken different forms, such as:

- developing an ecologically balanced production system;
- promoting awareness about a more efficient and fuller utilisation of farmers' resources;
- taking initiative in the health sector to check the spread of diseases;
- improving production technology;
- increasing local participation in development;
- construction of roads;
- afforestation;
- skills' development for forest management;
- inculcating frugal habits;
- improving the irrigation system; and

- improving the social and educational condition of the female members of the community.

The major thrust of the KIDP programme is on the development and conservation of forest resources, with special emphasis on afforestation; forest harvesting and related training; and improvement of agriculture.

There is also a women's component that concentrates on improving the education and training status of women along with the provision of some training in food and fruit preservation.

The project has brought about changes in the income level of the people and has also contributed to the conservation of forest resources along with the proper utilisation of these resources. Despite its contribution to the overall development of the Kalam area, the project has not had any significant impact on tourism in the area, nor are there any linkages with the tourism sector directly. However, insofar as the work done by the KIDP has been supportive of the production base of the area and promotive of the physical and social infrastructure, it has helped in improving the aggregate quality of the product, including the tourism product. Some of the work carried out and planned to be carried out by the KIDP could further strengthen linkages with the tourism industry, e.g., the introduction and marketing of fruits and vegetables for tourist consumption; environmental protection to keep the natural attractions of the valley intact, and human resource development. These steps may also prevent the sale of land under duress by the poorer sections of the local communities.

### **Tourism Assets of the Area, History, and Main Features**

The predominant type of tourism is the resort/recreation variety interspersed, of course, with hiking and other types of sports and adventure tourism. These latter types are tourists involve either merely pass through the Kalam Valley, or use it as a staging ground for further undertakings farther afield.

The tourists visiting the Kalam Valley are mostly domestic tourists whose average stay is about one week. The principal tourist season is June through August, though there is a trickle of visitors the rest of the year.

The main tourist attractions of the Kalam Valley are:

- a salubrious summer climate and scenic beauty,
- a variety of flora and fauna, specially birds and fish,
- many varieties of mushrooms in forest areas,
- white-water rafting from Mahodand to Bahrain,
- treks along the Ushu, Utrot, and Gabral valleys, and
- handicrafts in Kalam proper.

The components of tourist traffic in all categories to Kalam may be seen in Figure 1. The major component in the first category is social calls (49%), closely followed by rest and recreation (37%), and business (12%).

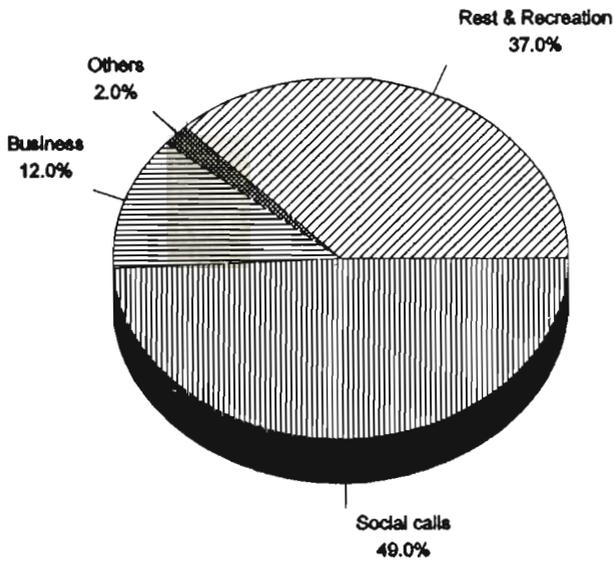
The composition of tourists by socioeconomic class is revealing. The Valley is essentially a destination of lower and upper income groups, with only a five per cent share claimed by the middle income group. The upper income group is essentially the rest and resort/holiday-making group, while the lower income group includes visitors on social calls, petty business, and recreation. The middle income group is a motley of rest and recreation seekers visiting both Kalam and other destinations.

As regards the tourist infrastructure, there are some 90 hotels and motels, with a total number of approximately 1,500 rooms and 3,500 beds. Of these, barely 10 per cent can be categorised as first class.

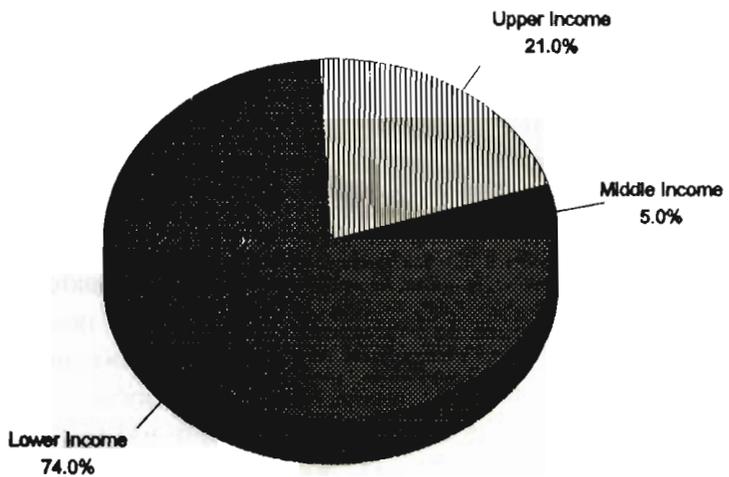
The Kalam Valley is enclosed by high mountains on all sides, with the beautiful Mount Falakser visible on the horizon. There are also a number of glaciers (that are visible along the route to Mahodand another picturesque spot in the Kalam Valley). The Swat River is formed by the confluence of the Utrot and Ushu rivers at Kalam. Its waters collect at Mahodand and flow on from there with great swiftness. All these rivers are fed by melting snows in the high mountains. The currents of the Swat are a source of particular attraction for tourists; they harbour trout and support agriculture.

The mountain regions are rich in wildlife. Some of the plants are of medicinal value. There are beautiful pheasants and other birds rich in colour. The region also produces plenty of fruits and vegetables (during the summer season).

**Figure 1: Components of Tourist Traffic to Kalam  
(for the years 1990-1994)**



by activity



by socioeconomic class

Source: MoT, R&S Wing, Tourism in Swat: A Survey

## Recent Trends in Annual and Seasonal Tourism

Figure 2 shows the annual trend in tourism flows to Kalam (and for comparative purposes to Hunza) over the period 1981 to 1994, as estimated by the Ministry of Tourism, Research and Statistics Wing.

The salient features to note are as follow.

- The rising trend through the period, but especially during 1992 and 1993, as a result of which total flows increased from around 10,000 tourists in 1981 to nearly 100,000 per annum in 1993.
- Compared to Hunza, the rising trend was lower during the middle 1980s, but accelerated during the early years of the 1990s.

The objective-normative approach was supplemented by the knowledge of local communities, the local tourist industry, and experienced tourists.

Figures 3 and 4 illustrate the perceptions of local residents and the tourism industry respectively, regarding the annual trends in tourism traffic as mapped by individual respondents on a ratio scale for the past decade, including 1994. The combined recalls graphically provide the modal perception of the respondents.

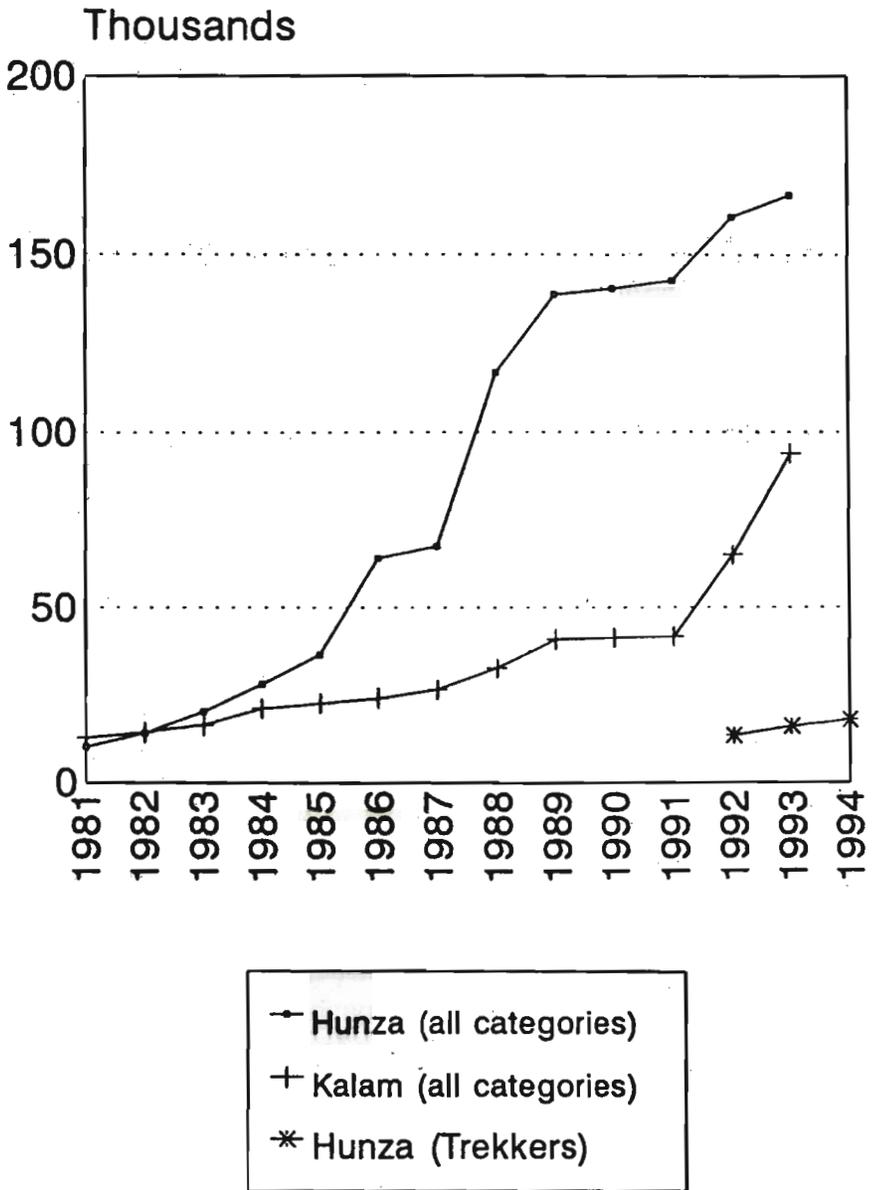
The salient features to note are as follow.

- For the period 1984 to 1993, the perception of most respondents matches the data provided by the Ministry of Tourism. To a surprisingly uniform degree, most respondents map a generally rising trend.
- However, for the year 1994, a significant number of respondents, including half the tourism services' industry (presumably the most affected and knowledgeable), recall a sharp decline in the number of tourists. This may be correlated with an upsurge of fundamentalist activity in Malakand Division in May 1994.

Figure 5 depicts the seasonal flow of tourists to Kalam, as estimated by the Ministry of Tourism. Salient features are as follow.

- A peak tourist season during July, August, and September, accounting for 56 per cent of the annual flow
- A continued concentration of tourists in the peak season during the period 1991 to 1993

**Figure 2: Annual Trend in Tourist Traffic to Kalam and Hunza**



Source: MoT, R&S Wing; Tour Operators

Figure 3: Recall of Tourism Trends

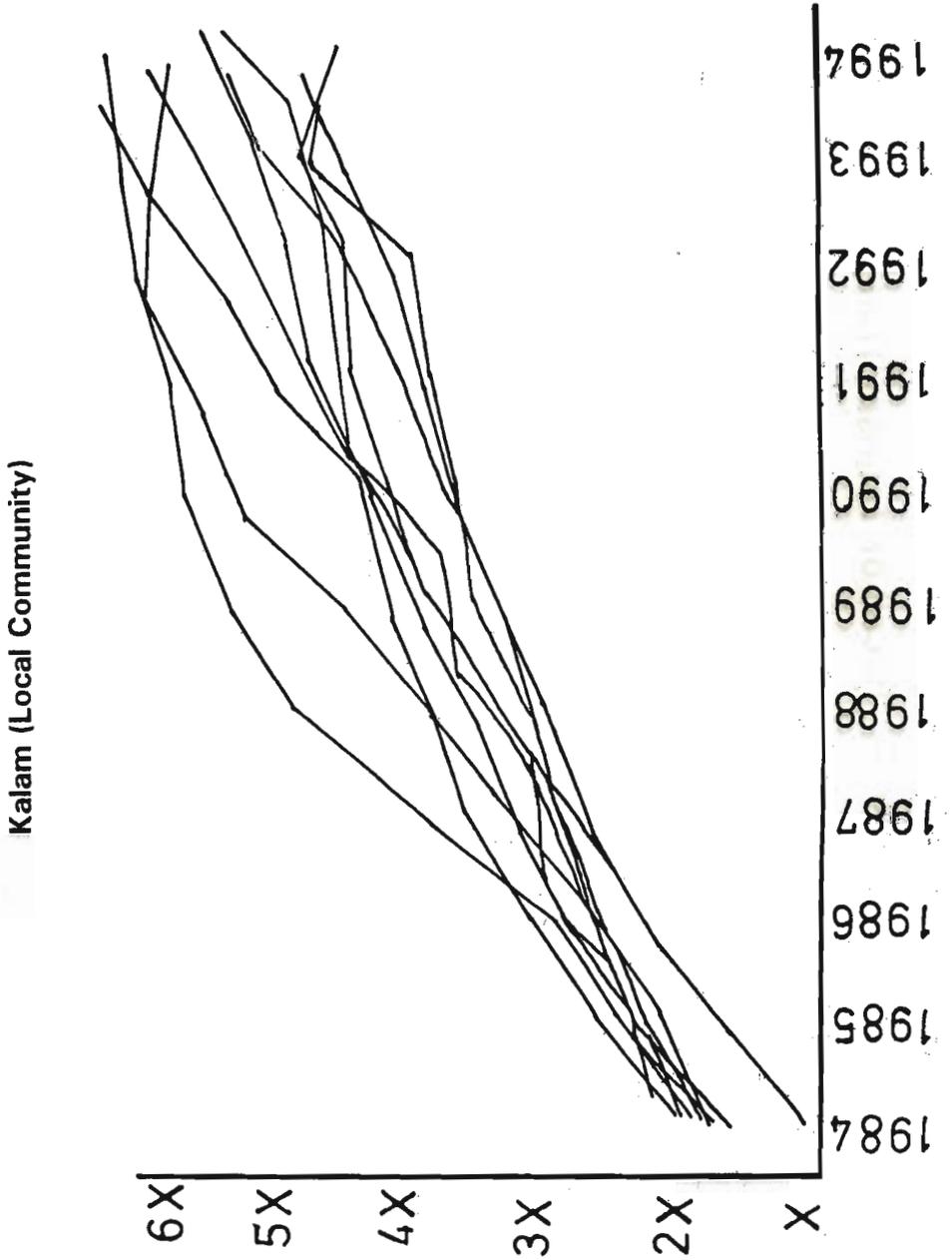
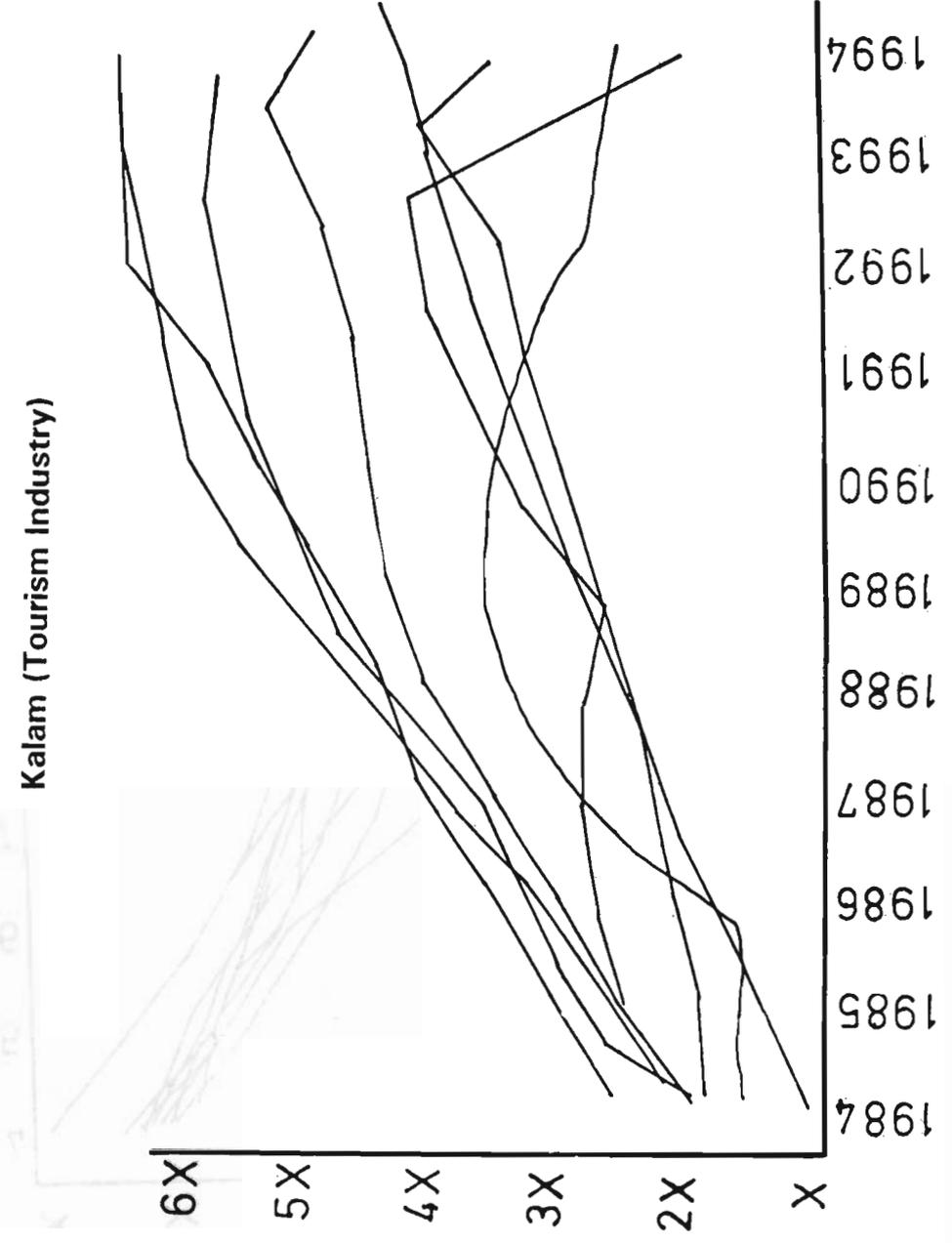
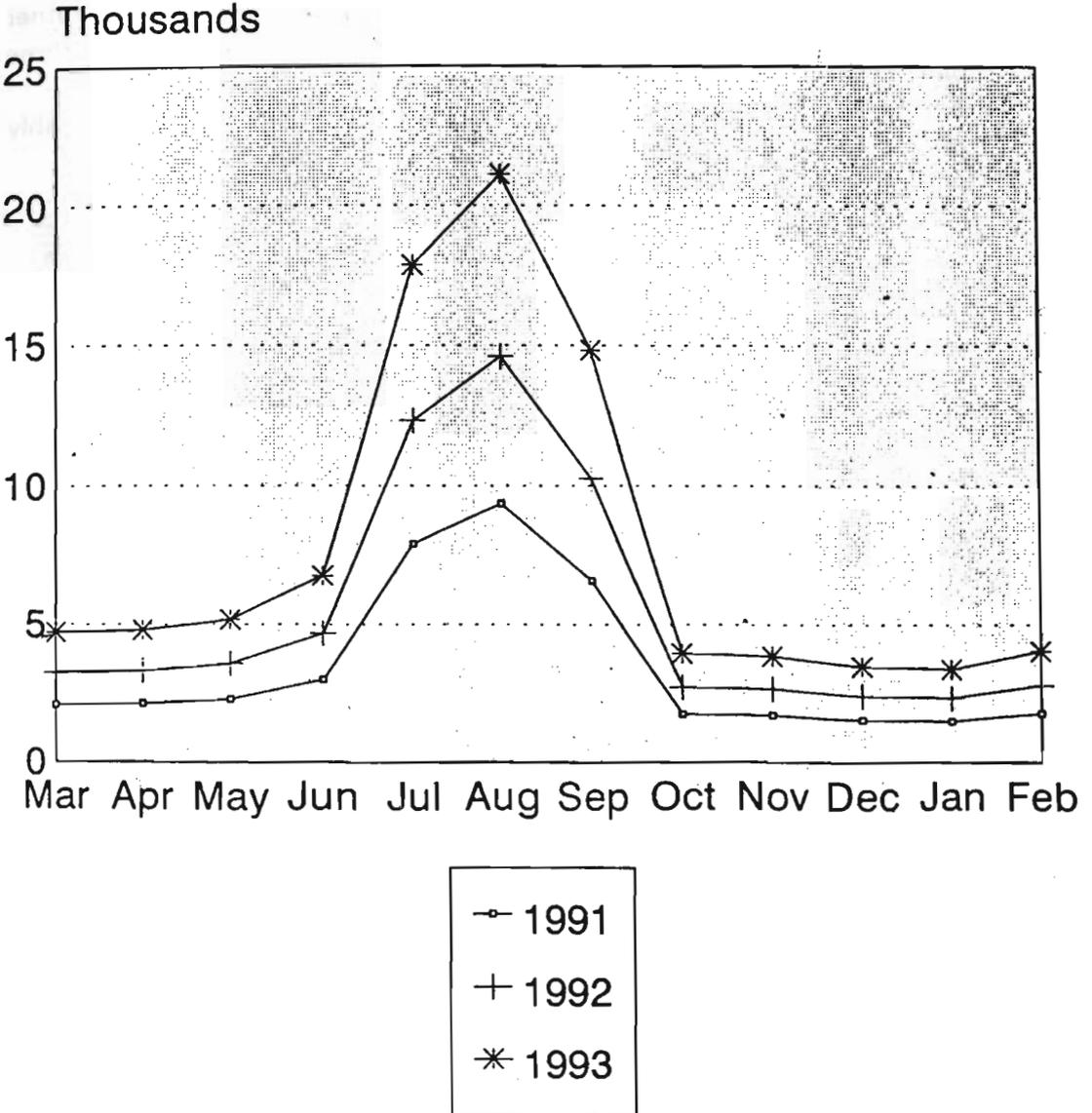


Figure 4: Recall of Tourism Trends



**Figure 5: Seasonal Flow of Tourist Traffic to Kalam  
High and Low Season Tourism Traffic (all categories)**

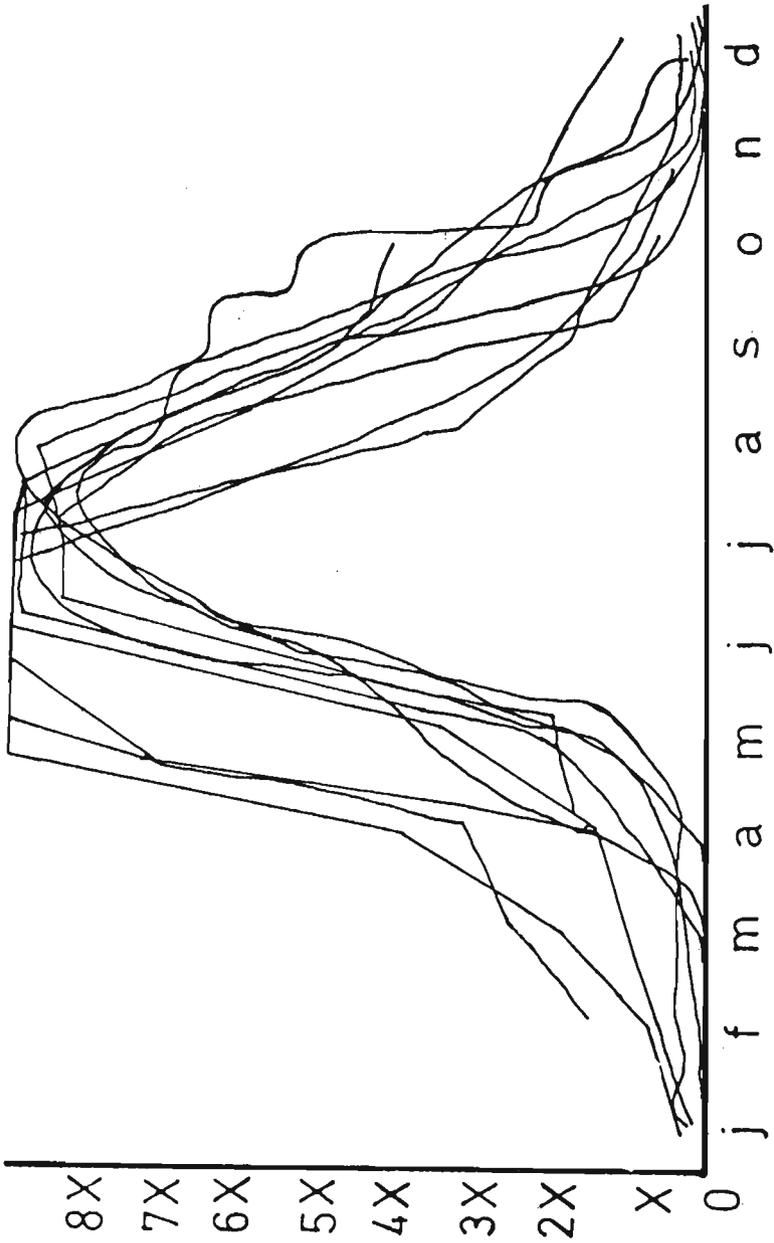


Source: MoT, R&S Wing, Estimated from Tourism Guides

Figures 6 and 7 illustrate the combined recall of local residents and the tourism services' industry regarding the seasonality of tourist flows. Noteworthy features according to local knowledge are as follow.

- A summer peak season in both sets of perceptions, which broadly coincides with the Ministry of Tourist data.
- In contrast to MoT data, a peak season that begins earlier, in June rather than July. Furthermore, August is not exceptional, but one of the three peak months.
- A low (winter) season with very limited tourism, in fact considerably poorer than estimated by MoT.

**Figure 6: Recall of Tourism Seasonality**  
Kalam (Local Community)



**Figure 7: Recall of Tourism Seasonality**  
**Kalam (Tourism Industry)**

