



RESEARCH PAPER

Impact of War on Terror on the Tourism Industry in Swat, Pakistan

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PAPER INFO	ABSTRACT
<p>Received: July 02, 2021</p> <p>Accepted: October 30, 2021</p> <p>Online: November 02, 2021</p> <p>Keywords: Business, Insurgency, Swat Tourism</p> <p>*Corresponding Author: aman@uoswabi.edu.pk</p>	<p>The present study was designed to ascertain the status of tourism before insurgency, during insurgency and after insurgency in District Swat-KP Pakistan. The study is quantitative and descriptive in nature. A diverse sample size of 370 out of 9014 was selected through convenient sampling strategy. Notwithstanding, the objectives of the study was achieved through structured questionnaire. Data was analysed through chi-square at Bi Variate level. Findings of the study revealed that earning livelihood in swat was significantly associated ($P=0.016$), ($P=0.003$) with tourism industry prior 2009 and present time respective, but the same statement was observed non-significant ($P=0.075$) at the time of insurgency. Arranging different festivals in the study area and establishment of different showrooms for local handcrafts, artificial jewellery and woollen shawl are some of the recommendations of the study.</p>

Introduction

Tourism industry is a social, cultural, and commercial element that involves people travelling to other nations or outside locations for personal or commercial reasons. It is a multifaceted business activity with a high capacity for job creation due to its large number physical labour, income generation through tax collection, primarily from the guesthouse, both small and large hotel, immense overseas exchange earnings and economic growth of the country (Adnan Hye & Ali Khan, 2013; Arshad, Iqbal, & Shahbaz, 2018; Baloch, 2007; Goleldner, Ritchie, & McIntosh, 2000; Khalil, Kakar, & Malik, 2007; Rana, 2015; Sinclair, 1998). The tourist industry is a multibillion-dollar industry that spans all over the world. Every nation has its own set of attributes that God has bestowed upon it. Individuals from many countries take advantage of the opportunity to witness the amazing landscape, atmosphere, and climate of diverse areas. The travel industry plays a significant role in the economies of countries (Kuniyal, 2002; Sofronov, 2018). It is considering a massive industry that encompasses a varied range of business for both government and non-government enterprises. Besides travel industry adds substantially to a country's economic development (Ranabhat, 2015). Notwithstanding, tourism is now largely acknowledged as a driving force behind emerging countries' economic development. While the connection between exports and growth is a popular topic, the nature of exports has received less attention. Despite continual efforts involved by developing countries to boost exports, this method usually only adds a little amount of foreign cash to their balance of payments.

Tourism is increasingly seen as a rescuer in developing countries when non-traditional exports have failed to prove advantageous in economic development for a variety of reasons (Durberry, 2004). Moreover, several research on tourism activities have been undertaken. Some of them investigated the link between tourism and economic growth and discovered a significant positive correlation (Adnan Hye & Ali Khan, 2013; Gunduz* & Hatemi-J, 2005; Risso, Barquet, & Brida, 2010). Recent research studies identified that tourism is a significant source of cash and employment for those who are connected to it. It adds to the country's economy and development. Job creation and marketing of locally produced goods can help to alleviate the country's widespread poverty (Arshad et al., 2018; Garza-Rodriguez, 2019; A. Khan et al., 2020; Llorca-Rodríguez, García-Fernández, & Casas-Jurado, 2020). Notwithstanding, this industry contributes to poverty reduction and peacekeeping by generating rapid and extensive fiscal activity. It's also recognized as the world's greatest voluntary money transfer from rich to impoverished countries. Throughout the previous few decades, world-wide tourism has become increasingly important in a number of economies throughout the world. Part-time work in the tourist business may be an option for students, parents, retirees, and anyone looking to supplement their income (Jucan & Jucan, 2013; Mitchell & Ashley, 2009). On the other hand, some research into the relationship between terrorism and tourism activities has come to the conclusion that terrorism has a negative and significant impact on tourism (Chen & Noriega, 2004; Floyd, Gibson, Pennington-Gray, & Thapa, 2004; Seddighi, Nuttall, & Theocharous, 2001).

Pakistan's climate offers incredible assemblage of atmosphere that ranges from chilly alpine pastures near glacial masses to breezy levels, hot springs, and vast deserts. Ranabhat (2015) states that there are many places in Pakistan where people can spend their vacations and leisure time that provide them with a multi-cultural experience, such as hiking the tallest mountains, acquiring knowledge about the ancient Gandhara Civilization, and touring Buddhist temples where they worship. The Khyber Pakhtunkhwa region of the country is a popular tourist destination for local and international visitors (Arshad et al., 2018). The scenery in the region is extensive and diverse, ranging from towering mountains to lush pastures and slopes, as well as beautiful country ranches. It has a variety of important land marks for visitors and travellers, such as fortresses, pioneer sites, and parks (Pakhtunkhwa, 2017).

Tourism's Contribution to Pakistan's GDP and Employment

Travel and tourism contributed USD 7.6 billion (2.7 percent of GDP) in 2016, and it is forecast to expand by 5.1 percent (PKR 833.8 billion) in 2017 and by 5.6 percent each year to PKR 1, 432.1 billion by 2027. The contribution of travel and tourism to GDP was 6.9% (USD 19.4 billion) in 2016, and it is expected to rise to 6.0 percent in 2017 and 5.8 percent pa (USD 36.1 billion) in 2027, accounting for 7.2 percent of GDP. (WTTC, 2017). Travel and tourism directly contributed 1.337 million jobs (2.3 percent of total jobs) in 2016, and it is expected to grow by 2.3 percent in 2017 to 1.368 million jobs, and by 2.5 percent each year to 1.757 million jobs by 2027. (2.3 percent of total employment). However, the industry's total share of employment was around 6.0 percent, with an indirect

contribution of roughly 3.550 million jobs to total employment. This is expected to grow by 3.0% in 2017, to 3.657 million jobs, then by 2.7 percent every year until 2027, when it will reach 4.783 million employments (6.3 percent of total) (WTTC, 2017). Tourist exports are a key component of direct involvement in the travel and tourism industry. In 2016, visitor exports totalled USD 893.8 million (3.6 percent of total exports), and were expected to increase by 3.1 percent in 2017 and attracted about 1.179 million, tourist from the world and in 2027 its expected about 2.173 million (2.8 percent of total), whereas total investment in 2016 was USD 3.6 billion (9.3 percent of total investment), which in 2017 was expected to grow by 3.1 percent and attract tourist from all over the world (11.4 percent of total) (WTTC, 2017). Pakistan received roughly 4,32,200 foreign tourists in 1999 and earned US\$ 79.4 million in outside trade through a money saving structure. In the South Asian region, there were 5 million international arrivals. Pakistan had a 7.6% share of vacationer entries in this destination in 1998. In 1999, the majority of distant vacationer entries (VFR—60%) were for visiting friends and family, followed by business travellers (18.3%), events and recreational travellers (13.4%), and religious visitors (2.5%) (Jamal, 2017). In the years 2000-2001, the Pakistani government spent \$80.286 million on tourism infrastructure construction. The Department of Tourism Services earned a total of \$13,611 million from fees and fines. In 1999-2000, royalties from mountaineering and trekking brought in 600,000 dollars to the Ministry of Tourism. (UNESCAP, 2002).

Arrival of International Tourists

International visitor arrivals and receipts are influenced by security concerns, according to the World Bank's World Development Indicators. Total tourist arrivals climbed by 8% each year between 1995 and 2000, but the terrorist attacks in the United States on September 11, 2001, and the subsequent security activities in Pakistan had adverse impact on worldwide traveller in 2001–2003 (-11%). In 2007–2008, global visitor arrivals continued their upward trend. Between 2003 and 2011, the yearly growth rate of global visitor arrivals climbed by 11%, with a high of 1.161 million tourists coming at the conclusion of the period. As a result of a series of interior terrorist strikes in 2012, tourist arrivals dropped by 17%. Besides, strengthen nation-wide law and security in 2015–2016 is positive, and this could be a contributing factor to the ensuing increase in tourist arrivals. (World Bank, 2017).

Swat as Tourism Spot

The Swat valley of Khyber Pakhtunkhwa has intriguing scenes and a consistent superb terrain, a perfect and revitalizing environment with safe drinking water, enchanting vastly divergent vegetation, pleasant people, authentic spots, beguiling lakes, best inns, and other areas of interest. Generally, travellers saw Swat Valley as a paradise on earth and labelled it the "Switzerland of the East." (Ahmed & Anwar, 2016) (Attractive Pakistan, 2017). On the basis of topography, Swat has been separated into higher and lower Swat valleys. The lower valley has been heavily developed, starting with city land, whilst the upper valley continues to remain rural. Kalam, Behrain, and Madayan are among the most

famous tourist spots in Upper Swat. Malamjabba, Maindam, and Marghazar are the main meeting points in Lower Swat. The Swat River, which originates in the Hindu Kush, is a well-known watercourse. Despite the fact that Swat's capital is Saidu Sharif, Mingora is more well-known due to its commercial orientation. Swat used to be an independent territory, but it was eventually included into Khyber Pakhtunkhwa province of Pakistan. (Swat Valley, 2017).

Tourism and Terrorism in Swat

In the history of Swat Valley, the last decade has been pivotal. Swat has been severely influenced by the recent talibanization and military operation 'Zarb-e-Azb.' Overnight, a powerful militant religious group took control of the Swat Valley and imposed Islamic laws that outlawed a variety of social activities including television, music, and the internet; polio vaccination; all activities promoting women's empowerment; new ways of life; and, most importantly, tourist activities. All tourism and business activities in Swat valley were entirely abandoned as a result of the war, which heightened the level of uncertainty in the area (Arshad et al., 2018; Kamran & Omran, 2018; Lodhi, 2017; Zulfqar, 2015). During the years 2007 to 2009, the Swat lodging industry lost around Rs. 60 billion. Those in the hotel industry, in particular, have seen an increase in psychological warfare, which has resulted in the loss of many of their operating enterprises. Furthermore, the automobile industry suffered a significant setback. Local and universal transportation authorities have closed their operations in the capitals and capital cities of all four provinces. Starting with the New Year of 2010, hotel administration presented packages for tourists to stay in Swat valley hotels in order to promote tourist interest (Awan, 2013). Unfortunately, the global tourism business plummeted by 8.6% following 9/11. (Crawford, 2012). Tourist activities in those destinations that have been hit by multiple terrorist incidents have dropped significantly by up to 60%. (Essouaid & Rejeb, 2017). In 2017, national tourism faced a decline of almost 80% in all tourist activities, with 73 percent of worldwide tourism spending. (WTTC, 2018). International media created an unfavourable picture of Pakistan due to security and other armed activities. However, it is true that in certain areas of the country, law and order issues do arise, but the reality is far different from the perception. This negative impression becomes a big impediment in the tourism sector. Global visitors are discouraged from travelling to Pakistan, and local tourists are also discouraged from travelling (Arshad et al., 2018). The flood of 2010 worsened the deterioration of natural beauty and access to swat, which had been harmed by terrorism. However, Pakistan's law enforcement authorities and the local Masharan (Loya Jirga) were able to bring peace to Swat. When peace returned to the region and government and non-government organisations began repairing and rehabilitating destroyed structures, regular life resumed, and tourist traffic resumed. Given the importance of the tourism industry and the negative consequences of terrorism on tourism-related businesses in the target area, Swat, this study has been conducted to investigate the facts and tourism activities in the target area.

Hypothesis

1. Terrorism in Swat resulted in fall of its tourism industry and related business.
2. Reconstruction and rehabilitation of business led to the development of tourism industry in District Swat.

Material and Methods

Universe, Sample Size and Tools of Data Collection

District Swat has constituted the research site for the present study; one of the sole reasons for selecting District Swat is the availability of numerous tourism spots. In addition, local community and business segments are involved directly or indirectly in the tourism sector. Furthermore, the due to terrorist activity in the study area and operation by the armed forces negatively affected the tourism industry and their businesses almost collapsed. Moreover, the population of this study was comprised of shopkeepers, hotels owners, restaurants and Guests Houses owners, and workers along with transporters. As per the record of the tourism department's total population, the was 9014 where 370 was selected through strategy devised by (Krejcie and Morgan, 1970). Primary data were collected via structured interviews from 370 respondents through a convenient sampling technique to achieve the study objectives. Moreover, the proportion allocation method of sampling strategy was employed in this study.

Sample Size

Table 1
Information about Tourism Industry Shops Restaurants/ Hotels/ Guests Houses/ Specification of Stakeholders/Respondents

Specification of Stakeholders/Respondents	Population	Sample Size
Shopkeepers	4151	170
Owners/Workers of Restaurants, Hotels and Guest Houses	3111	128
Transporters	1692	69
Tourists' Guide	60	3
Total	9014	370

Source: Tourism Corporation Khyber Pakhtunkhwa

Analyses of Data

After collecting primary data, it was put into SPSS25 versions. Univariate was executed for exploring the trend of results while to examine the association between independent and dependent variable Chi-Square statistic was applied.

Results and Discussion

Table 2
Uni - Variate analysis of Accommodation & Recreational Factors of Tourism Industry Before, during and after 2009 in Swat

S.No	Statement	Agree	Uncertain	Disagree	Total
1.	Before 2009, the behaviour of the people with the tourists was friendly and accommodative.	280 (75.7)	65 (17.6)	25 (6.8)	370 (100)
2.	During war on terror the behaviour of the people with the tourists was friendly and accommodative.	72 (19.5)	74 (20.0)	224 (60.5)	370 (100)
3.	Currently the behaviour of the people with the tourists are still friendly and accommodative.	291 (78.6)	46 (12.4)	33 (8.9)	370 (100)
4.	Before 2009, topographically Swat was attracted the people for tourism.	259 (70.0)	61 (16.5)	50 (13.5)	370 (100)
5.	During the era of Talibanization Swat was attracted the people for tourism.	32 (8.6)	56 (15.1)	282 (76.2)	370 (100)
6.	Currently the topography of Swat attracts the people for tourism.	287 (77.6)	45 (12.2)	38 (10.3)	370 (100)
7.	Before 2009, lack of furnished hotels, restaurants, trained and qualified staff in the region as well as travel guide and cooperative transporters badly affected tourism industry.	51 (13.8)	71 (19.2)	248 (67.0)	370 (100)
8.	During the militants' era lack of furnished hotels, restaurants trained and qualified staff in the region as well as travel guide and cooperative transporters badly affected tourism industry.	262 (70.8)	56 (15.1)	52 (14.1)	370 (100)
9.	Still the relatively lack of furnished hotels, restaurants, trained and qualified staff in the region as well as travel guides and cooperative transporters badly affects tourism industry.	31 (8.4)	59 (15.9)	280 (75.7)	370 (100)
10.	Before 2009, when the inhabitants were permanently settled and no issue of IDPs, the visitors liked to visit Swat.	282 (76.2)	45 (12.2)	43 (11.6)	370 (100)
11.	During insurgency, most of the people shifted to other places as IDPs, but the visitors liked to visit Swat.	30 (8.1)	54 (14.6)	286 (77.3)	370 (100)
12.	Currently, after repatriation of IDPs, tourists are taking interest to visit Swat.	279 (75.4)	58 (15.7)	33 (8.9)	370 (100)
13.	Before 2009, Recreational facilities were enough and tourist was motivated to visit the area.	272 (73.5)	70 (18.9)	28 (7.6)	370 (100)
14.	During war on terror recreational facilities were enough and tourist was motivated to visit the area.	54 (14.6)	54 (14.6)	262 (70.8)	370 (100)

15.	Currently, recreational facilities are enough and tourists are motivated to visit the area.	236 (63.8)	42 (11.4)	92 (24.9)	370 (100)
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Source: Field Survey, 2018, Values in parenthesis show percentage

Table 2 presented information regarding different aspects of Recreational and Accommodation Factors of tourism industry in Swat. Findings of the study disclosed that more than two third, i.e. 75.7% of the sample size opined that prior to 2009 peoples' behaviour was friendly and accommodative with tourists. However, during the era of war, behaviour of the local people was not friendly as disclosed by more than half (60.5%) of the respondents. Alteration in people behaviour could be attributed to the fact that during war each and every one tried to protect themselves. Besides, majority of the respondents i.e. 78.6% stated that after war on terror again, people became friendly with tourists

Findings of the study also explored that prior to 2009, about two third (70%) of the sample size stated that topographically Swat was an attractive place. However, at the time of Talibanization, Swat was an unattractive as disclosed by majority of 76.2% of the sample size. At present majority, i.e. 77.6% of the respondents stated that topography of Swat became attractive for tourists. These results are closely in line with the work of (Jamal, 2017; M. K. Khan, 2009), and (Nafees, 2008).

Moreover, majority of the interviewed respondents i.e. 67% negated the statement that qualified and well trained staff, and furnished restaurants negatively impacted tourism sector before 2009, while the Taliban era, 70.8% of the sampled respondents agreed with this statement. However, in the present era, more than two third (75.7%) of the sample size negated this statement. Similar results were also concluded by WTTC (2009).

The study further highlighted that before 2009, visitors were willing to visit the tourist spots of the Swat as stated by 76.2% of the respondents. Likewise, 77.3% of the sample size negated this statement that at the time of war and terror, people mostly avoided visiting tourist spots in the target area (Swat). Similarly, 75.4% of the sampled respondents stated that currently the tourists are interested to visit the tourist spots in the study area. An empirical study conducted by Alsarayreh, Jawabreh, and Helalat (2010) where data were collected through questioner from 42 countries. It has been affirmed from the study findings that tourism activity inversely associated with terrorism. Information regarding facilitation in the study area for the tourist shows that prior to 2009, about two third (73.5%) of the sample size disclosed that there were enough facilities for the visitors while at the end of war on terror, the study area lack tourist facilities as stated by 70.8% of the respondents but currently majority of the selected respondents i.e. 63.8% stated that the study area (Swat) has all the facilities for the tourists. These findings were also supported by (Dawn, 2014; Hudson, 1998).

Taking together all the results it has been concluded that the previous ten years were critical in Swat Valley's history. The recent talibanization and military operation, Zarb-e-Azb, has had a particularly negative impact on Swat. Overnight, a powerful militant

religious group took control of the Swat Valley and imposed 'Islamic' laws that outlawed a variety of social activities, including television, music, and internet services; polio vaccination; all activities promoting women's empowerment; new ways of life; hair cutting and shaving; and, most importantly, tourism. As a result of the current state of warfare, which has increased the level of uncertainty in the area, all terrorism activities in Swat valley have been completely destroyed.

Table 3
Bi-Variate Analysis and Association between Business Factors and Tourism Industry in Swat after 2009

S. No	Statement	Tourism Industry In Swat after 2009			Chi square P=value
		Agree	Uncertain	Disagree	
1.	Before 2009 the majority of the people of Swat were earning their livelihood from tourist industry includes shops, restaurants, hotels and transports etc.				
	Agree	164 (44.3)	16 (4.3)	90 (24.3)	$\chi^2=12.143$ P = 0.016
	Uncertain	19 (5.1)	6 (1.6)	18 (4.9)	
	Disagree	23 (6.2)	6 (1.6)	28 (7.6)	
2.	During insurgency, the majority of the people of Swat were earning their livelihood from tourism industry includes shops, restaurants, hotels and transports.				
	Agree	16 (4.3)	4 (1.1)	22 (5.9)	$\chi^2=8.512$ P = 0.075
	Uncertain	25 (6.8)	4 (1.1)	9 (2.4)	
	Disagree	165 (44.6)	20 (5.4)	105 (28.4)	
3.	Currently, majority of the people of Swat are still earning their livelihood from tourist industry including shops, restaurants, hotels and transports.				
	Agree	186 (50.3)	28 (7.6)	106 (28.6)	$\chi^2=15.952$ P = 0.003
	Uncertain	10 (2.7)	0 (0.0)	12 (3.2)	
	Disagree	10(44.6)	0 (0.0)	18 (4.9)	
4.	Before 2009 tourism industry was contributed to economic growth of Swat				
	Agree	138 (37.3)	21 (5.7)	112 (30.3)	$\chi^2=12.531$ P = 0.014
	Uncertain	31 (8.4)	03 (0.8)	16 (4.3)	
	Disagree	37(10.0)	4 (1.1)	08 (2.2)	
5.	During the insurgency, tourism industry was also contributed to the economic growth of Swat.				
	Agree	23 (6.2)	7 (1.9)	28 (7.6)	$\chi^2=7.514$ P = 0.111
	Uncertain	33 (8.9)	04 (1.1)	20 (5.4)	
	Disagree	150(40.5)	17 (4.6)	88 (23.8)	

6.	Currently, tourism industry is still contributing to the economic growth of Swat.				
	Agree	174 (47.0)	22 (5.9)	92 (24.9)	
	Uncertain	20 (5.4)	03 (0.8)	19 (5.1)	$\chi^2=14.404$
	Disagree	12(3.2)	3 (0.8)	25 (6.8)	P = 0.006
7.	Before 2009 the indigenous handicrafts and other local items and their marketing were helped Swat to be a better place for tourism.				
	Agree	169 (45.7)	20 (5.4)	103 (27.8)	
	Uncertain	27 (7.3)	06 (1.6)	12 (3.2)	$\chi^2=14.404$
	Disagree	10(2.7)	2 (0.5)	21 (5.7)	P = 0.006
8.	During war on terror the indigenous handicrafts and other local items and their marketing helped Swat as a better place for tourism.				
	Agree	16 (4.3)	0 (0.0)	13 (3.5)	
	Uncertain	49 (13.2)	07 (1.9)	18 (4.9)	$\chi^2=8.553$
	Disagree	141(38.1)	21 (5.7)	105 (28.4)	P = 0.073
9.	Currently the indigenous handicrafts and other local items and their marketing still help the Swat to be a better place for tourism.				
	Agree	160(43.2)	16 (4.3)	91 (24.6)	
	Uncertain	34 (9.2)	09 (2.4)	22 (5.9)	$\chi^2=15.738$
	Disagree	12(3.2)	03 (0.8)	23 (6.2)	P = 0.003
10.	Before 2009 higher tourism products and diversified of incomes helped to flourished tourist industry in Swat.				
	Agree	123(33.2)	20 (5.4)	103 (27.8)	
	Uncertain	46 (12.4)	05 (1.4)	16 (4.3)	$\chi^2=10.345$
	Disagree	37(10.0)	03 (0.8)	17 (4.6)	P = 0.035
11.	During insurgency tourism products and diversified of income helped to flourished tourist industry in Swat				
	Agree	21(5.7)	0 (0.0)	16 (4.3)	
	Uncertain	16 (4.3)	06 (1.6)	13 (3.5)	$\chi^2=8.227$
	Disagree	169(45.7)	22 (5.9)	107 (28.9)	P = 0.084
12.	Currently, higher tourism products and diversification of income leads to flourish tourism industry in swat.				
	Agree	116(31.4)	17 (4.6)	91 (24.6)	
	Uncertain	58 (15.7)	04 (1.1)	19 (5.1)	$\chi^2=11.402$
	Disagree	32 (8.6)	07 (1.9)	26 (7.0)	P = 0.022

Source: Field Survey, 2018, Values in parenthesis show percentage

Table 3 Presents Bi-variate analysis regarding economic benefits and tourism sector in Swat prior to 2009, and during the time of war and terror in Swat, as well as in the present time. Findings of the study shows that earning livelihood in Swat was significantly associated ($P=0.016$), ($P=0.003$) with tourism industry prior to 2009 and present time respectively, but the same statement was observed non-significant ($P=0.075$) at the time of insurgency. Moreover, economic growth was significantly ($P=0.014$), ($P=0.003$), ($P=0.003$) surged by tourism industry in selected areas before and was found significant before 2009 and at present time respectively. However, at the time of insurgency, the association of the aforementioned variables was found non-significant ($P=0.111$). Research findings of the Raza and Jawaid (2013) also explore that The average tourism activity in Pakistan has greatly increased during the last three decades. The average tourism receipt in the 1980s was 41 million dollars, 45 million dollars in the 1990s, and 196 million dollars in the most recent decade. Terrorist activity, on the other hand, has risen during the last three decades. Terrorist acts were on average 27 in the 1980s, 163 in the 1990s, and 251 in the last decade. The table further depicts that indigenous handicrafts along with material objects were observed as significant ($P=0.006$), ($P=0.003$) with tourism industry before 2009 and in the current time respectively. However, the same statement was non-significant ($P=0.073$) at the time of war and terror. Likewise, diverse income and products contributed significantly ($P=0.035$), ($P=0.022$) to tourism industry prior to 2009 and at the present time. However, this statement was discovered as non-significant ($P=0.084$) at the end of war on terror.

Conclusion and Recommendation

Across the globe, tourism industry is one of the most important sources of income as many people of the community are either directly or indirectly attached to it. Pakistani climate offers incredible assemblage of atmosphere that ranges from chilly alpine pastures near glacial masses to breezy levels, hot springs, and vast deserts. That is why the tourism sector in Pakistan surged during the last three decades. It has been inferred from the study findings that the research site was considered one of the favourite tourist spots all over Pakistan. People across the country visited the study area without any fear and tension, which not only increased the revenue of the local community but also the job opportunities. However, during insurgency, tourism sector got badly affected. Due to the worst law and order, people were reluctant to visit these war torn areas that is why the earning opportunity badly decreased. Thus, limited job opportunities and low level of income contributed to poverty. The study also explored that in present era, the study area again become one of the most attractive sites for the tourists. Based on the study findings and the following discussion, this study proposes some recommendations. This includes arranging different festivals in the study area, which will further attract the tourists not only from Pakistan but from all over the world. Likewise, establishment of different showrooms for local handicrafts, artificial jewellery and woollen shawls will also not only increase the earnings of local people but will also contribute to the development of tourism sector.

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