IMPACT OF TOURISM ON THE HOTEL INDUSTRY: EMPIRICAL EVIDENCE FROM GILGIT BALTISTAN, PAKISTAN

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Keywords

Hotel industry, logistic regression, Tourism, economic wellbeing, Gilgit Baltistan

Abstract

This study uses a binary logistic regression model to evaluate the impact of tourism on the hotel industry and analyze its role in economic development. The results show that quality food, meal delivery timing, and freshwater are positively related to consumer willingness to pay for quality services. The overall results have been significant, and the current situation of tourism is favorable for financial well-being. This study provides important and meaningful insights into hotel image and customer behavior through primary research. Gilgit Baltistan plays a vital role as a hub of tourism as well as a natural gateway to prosperity. The results also show that the main source of income for people in the hospitality industry. There is growth in tourism due to increasing domestic and foreign tourist inflow. This sector has shown some positive and significant impact on the hotel staff income, employment, and local market. Therefore, it is required to train employees, improve infrastructure and increase human resources.

1. Introduction

Tourism is one of the biggest global industries, directly or indirectly impacting our cultural environment and economy (Manzoor *et al*., 2019). Exploring and advertising new places, cultures, and societies is a positive and pleasing experience. In contrast, the inflow of millions of tourists towards one area may cause a safe and sound environment and social dissatisfaction. Tourism may be called a "double-edged sword" since it can create job opportunities by generating revenue from the hotel industry, and it can affect society's satisfaction level and damage the environment (Haung *et al.,*2021).

Tourism has become multidimensional, multicultural, and industrial, which has a significant impact on the economy by generating job opportunities, promoting the services sector, taking part in national income, and presenting a good image of the country in front of the world (Habibi *et al*., 2017). This study further elaborated that most countries in Europe, the Middle East, Asia, and America relied on tourism, such as the UK, UAE, France, etc. (Ahmad *et al.*, 2017). The hospitality industry is an important sector, which satisfies the customers in terms of shelter, food, and refreshment. In Pakistan, the hospitality industry is growing and flourishing (Javed *et al.,* 2017). The hospitality industry in Pakistan is booming, leading to growing economic activities, especially under the China-Pak-Economic Corridor by furnishing the law-and-order situation across the borders between both countries (Siddique, 2016). This industry includes services such as hotels, motels, restaurants, public parks, cafés, etc. It is a vital fastest-growing sector to generate revenue and employment (Sharma. 2016). Gilgit Baltistan has vast potential and worth due to various essential natural resources that made the region valuable as a tourist destination. As the world tourism sector is the largest industry and growing increasing rate, developed countries generated a tremendous amount of capital from the tourism industry and contributed to national income even during the recession. In contrast, developing countries trying to create and provide value-based services. The sustainable tourism sector and its services help design a practical framework for growth. It directly or indirectly raises capital inflow, increases

purchasing power, and contributes to GDP (Shahid, 2016). Weiss *et al.,* (2004) extracted the result from the characteristics and quality of tourism products on foreign travel, which can be captured and investigated. For this purpose, Lancastrian product characteristics approach Koppelman's consumer transportation model. In this model, the tourism product, including quality of services, advertising, and political instability, is combined to make feelings about the tourism destination in the mind of tourists. Therefore, to measure the perceptions and make preference order, the model is estimated using a conditional logit analysis. This analysis is based on primary data collected from tourists visiting Cyprus. The dependent logit model generated the probability of revisiting tourists' characteristics and the Cyprus tourism product. The results explained that the inclusion of quality food characteristics in products substantially contributes to a robust good understanding of tourists' choice behavior. Samimi *et al.,* (2011) examined the association between tourism and economic growth in developing countries. There is an essential role of financial well-being and level of development to attract tourists, while tourism itself is also crucial to socioeconomic wellbeing and economic development. The tourism-led growth increases the output level, leading to financial well-being while required, and sustainable economic development needs to visit more tourists in developing economies. In this way, a public-private partnership (PPP) is necessary, and the government has to improve infrastructure and promote tourist resorts. Tourism also has a direct impact on the country's economic landscape. This industry has a dual

effect. Direct hits on employment, Value-added, and government revenue generated by the local tourism industry, whereas indirectly, have a significant impact on employment. Bishnu. (2011) revealed that the Tourism industry had been a vital sector of the economy. Tourism influences the economy directly and indirectly all over the world (Susanne *et al.,* 2012). The hotel booking price has the dominant influence on the booking decisions of customers, and the eco certificate with the hotel has an enormously significant impact on the booking decisions. Therefore, the hotel must minimize the expenditure and get a certificate to distinguish the hotel from others and become competitive in maintaining the hotel environment friendly and sustainable. The one best practice to achieve sustainable tourism goals. Shahida (2016) focused on tourists who visit Gilgit-Baltistan and tourist services providers in the particular region targeted and collected data by a questionnaire including several elements for sustainable growth framework such as the establishment of linkage and relations, infrastructure, and management safety, and security services provider and better communication. The results showed that substantive findings would be fruitful for sustainable tourism growth in Gilgit Baltistan. Popov *et al.,* (2016) analyzed the Russian Hotel industry and Global; the results showed an increase in the tourism flows and economic efficiency in Russia's hospitality industry and examined the obstacles to developing tourism and hotel business in the Russian Federation. Susanne *et al.,* (2012) and *Wei et al.,* (2012) analyzed the sustainable hotel practice that affects consumer purchasing behaviors. The results

revealed a positive association between the hotel's sustainable initiative and the consumption of consumers, as the hotel provided sustainable food and dishes consumers wanted to spend more on and preferred to take food in the hotel. If food is not sustainable, the hotel's customers want to get food from outside like this, and the hotel revenue decreases. There was an inverse relationship between hotel room charges and the booking behavior of tourists. If the hotel charges are high, customers wanted to book a room within the hotel and stay outside the hotel. In contrast, if hotel room charges are reasonable with quality maintenance, the customers react actively. Book rooms inside the hotel in this way; a hotel can maximize their income by catching more customers. The hotel must minimize the charges and gets an eco-certificate to distinguish the hotel from others and become a competitive one regarding maintaining the hotel environment friendly and sustainable. Clave *et al.,* (2017) Article focused on the urbanizing nature of tourism development in the traditional coastal resort by adding growing literature on governance and strategy making in sustainable tourism. Tourism has a positive economic effect on the balance of payments, gross income, production, and employment, and harms the environment. To ensure that foreign exchange earnings from tourism transit to the improvement of tourist destinations, as if amusement parks and recreational centers, which would lead significantly, create new opportunities for tourism patronage and boost economic growth the effect of tourism on economic growth. Results showed the significant positive impact of tourism on economic

growth (Okunbor *et al.,* 2018; Matthew *et al.,* 2019). The main objective of this study is to investigate the impact of tourism on the hotel industry of Gilgit Baltistan.

2. Material and Method

2.1 Study Profile

Gilgit Baltistan is situated in the northern area of Pakistan, which has approximately 2438 meters far from the capital Islamabad. The scope of Skardu is 10 km wide by 40 km long. The center of the local government of Baltistan. There are government offices and NGOs, and many well-known hotels and restaurants are located in this area, and both national and foreign tourists stay. Therefore, Skardu is an important influencing factor for Baltistan's hospitality industry**.** Gilgit Baltistan is one of the unique regions of Pakistan due to its geographical features in the world (Hussain *et al.,* 2018). The area is about 500 km in width and 350 km in depth. It has a total area of 72971km2 (Ismail

et al, 2018). This region also has importance globally because there are more than 700 peaks above 6000 meters and 150 peaks above 7000meters. The second highest peak in the world K-2 (8611 m), the killer mountain Nanga Parbat (8126 m), and Hidden Mountain Gasherbrum 1, 2, & 3 (8086 m, 8047 m, & 8035 m) are situated in Gilgit Baltistan (Seong *et al.,* 2009). This region attracts millions of tourists worldwide and creates opportunities for mountaineering and mountain-related adventure activities; therefore, is an area called a paradise for mountaineers, adventure seekers, and nature lovers (Tourism Department Gilgit-Baltistan). The total population of Gilgit Baltistan is 1,301,000. There are three divisions and 11 districts such as Astore, Diamir, Ganache, Ghizer, Gilgit, Hunza, Gupis-Yasi, Hunza, Nagar, Shigar, Kharmang, and Skardu (Yaqub *et al.*, 2019).

Figure 1: Map of the study area

2.2 Data Source and Unit of Analysis

There are eleven districts of Gilgit Baltistan, and we have selected two Districts that were randomly sampled and surveyed 85 tourists from June 1 to July 31, 2021. Data has been collected from 85

tourists from 37 hotels in Skardu and Shigar Baltistan. The total sample size (Table, 1) is 159 respondents, of which 37 managers, 37 staff members, and 85 tourists. Units of analysis are

Hotel managers, Hotel staff members, and tourists   staying in the hotel.

Table 1: Survey area and study distribution in Baltistan Source.

Survey Sites	Name	No. of Hotel	Managers	Waiter	Tourists	Total Samples
District 1	Skardu	34	34	34	80	148
District 2	Shigar	3	3	3	5	11
Total	2	37	37	37	85	159

Author' Field Survey, 2021

For this purpose, data has been collected through a preliminary study in Gilgit Baltistan. This survey included both open and closed-ended questionnaires on the social culture, economic condition of hotel managers, staff and hotel environment impact on willingness to pay for quality services by using a Likert scale under the range of 5(Highly Satisfied) to 1 (Strongly dissatisfied) and dichotomous with 1 (Yes) and 0 (No). (Peters, 2018. Brankov, 2019).

2.3 Logistic Regression Model

The logit model is an extension of the LRM model for classification problems. The probabilities for classification problems with two possible outcomes (Damodar, 2004). In chapter number 19, Marie Chesaniuk discussed that Logistic regression is also known as logit regression. The logistic model is used when the dependent variable is qualitative, like dichotomous. This regression estimates the probability or chance of getting one outcome from two outcomes (Weiss *et al.,* 2004; Javed *et al.,* 2018). A logistic regression model is a probabilistic statistical classification that permits the desired outcomes of an event; when dependent variables appear in the definite form; all explanatory variables followed the logistic distribution. It is used when the dependent variable is dichotomous. It has two possible values, 0 and 1

(Javed *et al.,* 2018). The logistic regression model dependent variables have a value of 1 with probability determinants of satisfaction with total facilities and zero with probability. The model is used to estimate the tourist's willingness toward quality food, and the following econometric model logistic regression model is used.

$$TWQS = \alpha + \beta_1 Edu + \beta_2 SMDT + \beta_3 GEF + \beta_4 LH + \beta_5 DWQ + \mu_i$$

Dependent and Independent Variables: Tourists Wiliness to pay for quality services. (TWQS), Education (Edu), Satisfy Meal delivery timing (SMDT), Getting Economy Food (GEF), Location of the hotel (near the noisy area) (LH), Drinking Water Quality (DWQ), Error Term (μ).

3. Results and Discussions

3.1 Descriptive Statistics

The tourists' responses regarding the hotel in this table, and the outcomes of the descriptive statistics of data have been gathered via questionnaire are explained. This study willingness to pay tourists for quality services during their stay at a hotel in the year 2018-2021. A five-number Likert Scale method has been used and their outcomes are elaborated. **Table 2** defines the descriptive statistics of the sample. The age of respondents/tourists was 30-31 years. On average, there were 76 percent male participants means that male tourists were

more than female tourists in the year 2018-2021. Tourists stayed at the hotel on average for about three days. Most tourists were educated like masters and most of them were adventurer tourists. The tourists stayed at the hotel for 5 to 6 days which also showed a willingness to pay for hotel quality services. Respondents agreed with drinking water quality and strongly agreed with meal delivery timing, reasonable food, and location of the hotel. The majority of tourists were domestic as compared to foreigners. The inflow of adventure tourists was more as compared to others. (Pjero, 2020)

Table 2: Descriptive statistics of the sample

Variables	N	Mean	Median	Mode	SE	SD	Sample Variance
Age	85	30.48235	26	22	1.2543048	11.56412	133.72885
Gender	85	0.764706	1	1	0.0462821	0.4267	0.1820728
Edu	85	3.352941	4	4	0.1179967	1.087876	1.1834734
Origin	85	1.141176	1	1	0.0379921	0.35027	0.1226891
type_tur	85	3.142857	3	3	0.0960237	0.880072	0.7745267
Stay	85	5.294118	4	3	0.3884983	3.581778	12.829132
drnk_wter	85	1.869048	1	1	0.09548	0.875087	0.765777
Meal.dili	85	1.178571	1	1	0.042039	0.385293	0.148451
Eco_food	85	1.285714	1	1	0.049586	0.454467	0.20654
loc_noise	85	1.630952	2	2	0.052966	0.485445	0.235657

Note: Variables Description: N= number of observations. Age is measured in years. Gender, Availability of food, Hotel near noisy areas, and origin were measured on a dichotomous scale. Education is analyzed on a Likert scale by range from 1 'Matriculation', 2 'Intermediate', 3 'Graduation', 4 'Master'. 5 'Ph.D.'. Stay: Stay at the hotel counted in days. Type of tourist, and water quality measured on a Likert scale.

3.2 Statistical Analysis

The tourist's level of satisfaction is very important to attract more tourists to grow the tourism industry in Gilgit Baltistan This **Figure 2** illustrates the total number of tourists who visited Gilgit Baltistan in 2021. Domestic tourists visited the most, at 94.12 percent. International tourists have the second level, at 5.88 percent. A small portion of international tourists was primarily found from neighboring countries like China and Nepal. This graph also shows that more tourists who visited Gilgit Baltistan are national tourists than international tourists. Therefore, to enhance the tourist inflow the quality of services and facilities are to improve according to international standards. Tamang (2019) also showed the same results by measuring the tourist perception and satisfaction levels.
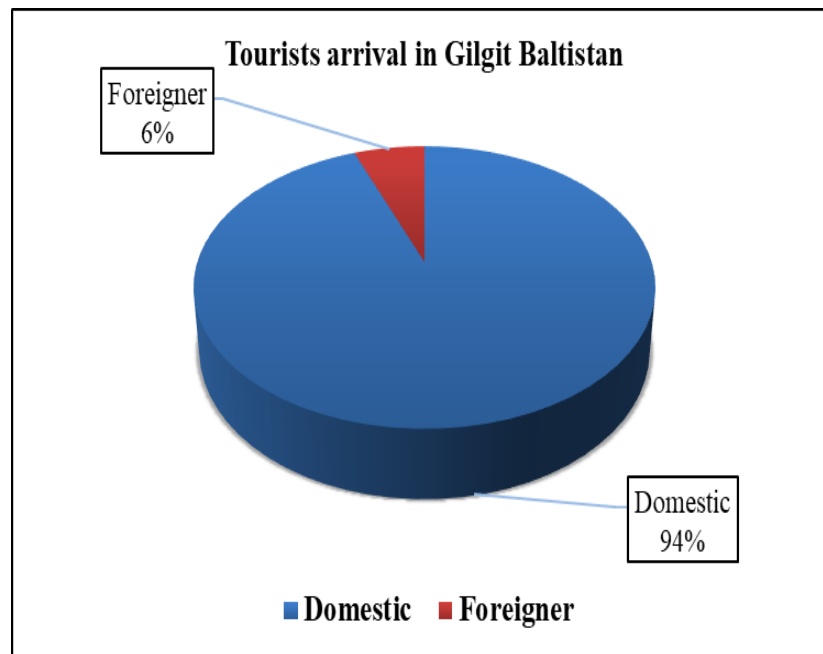
Tourists arrival in Gilgit Baltistan

Foreigner
6%

Domestic
94%

■ **Domestic** ■ **Foreigner**

Figure 2: Tourists Flow chart

The Opinion of tourists regarding the wash area is shown in **Figure 3**, which shows that 26 percent of tourists are very satisfied, satisfied, 20 percent are ok, 7 percent dissatisfied, and 1.2 percent are very dissatisfied regarding the wash area of the hotel, Therefore the majority of the respondents are satisfied with the washing area. But the minimum response of 34 percent is not satisfied so, managers should keep the washing area clean for the sake of environmental friendliness and to satisfy their customers.
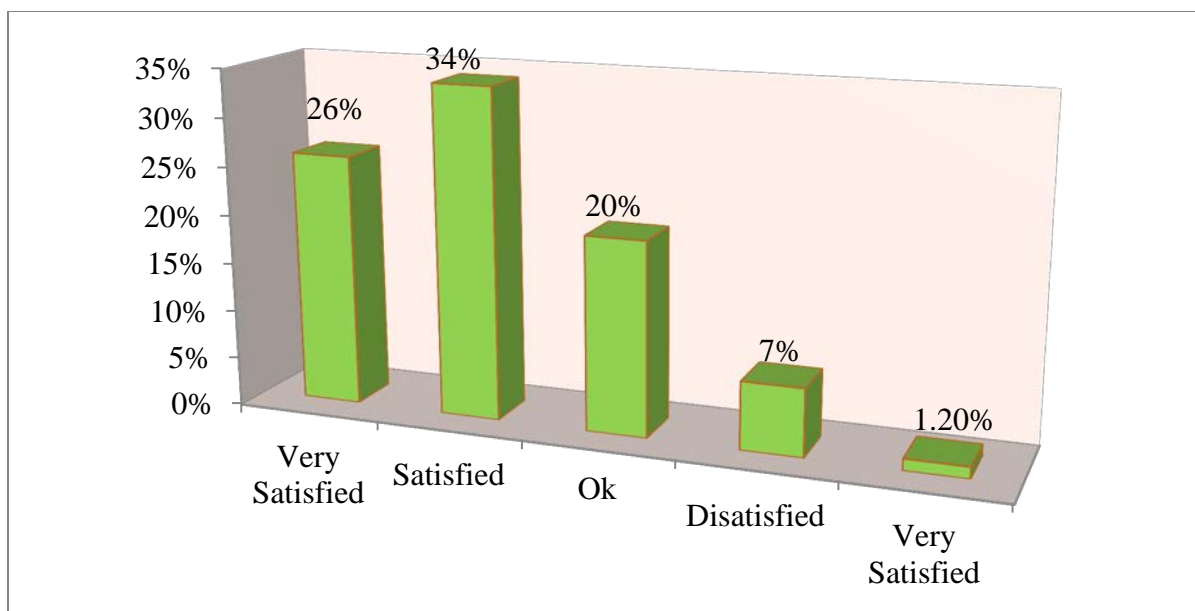
34%

26%

20%

7%

1.20%

Very Satisfied   Satisfied   Ok   Disatisfied   Very Satisfied

Figure 1: Tourists' responded about the cleanliness of the hotel

Figure 4 shows the trends and growth rate in overall tourist arrivals to Gilgit Baltistan from 2007 to 31 July 2021. During this period, overall tourist inflow towards Gilgit Baltistan was gradually rising from 2007 to 2016. In 2017, the graph increased sharply that 3 million.
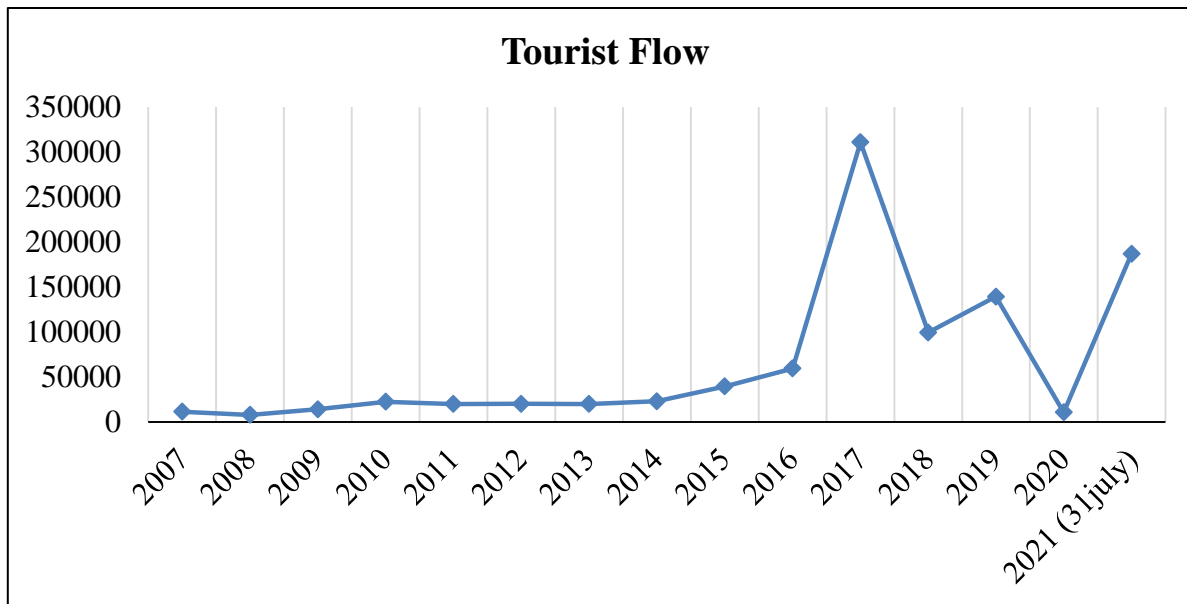

Figure 4: Tourists visited Gilgit Baltistan

Tourists visited Gilgit Baltistan; this was the highest number of arrivals in 2017. Whereas rapidly declined in 2018 and a bit raised in 2019 and fell sharply due to covid-19 the economy of Gilgit Baltistan mostly depends on tourism, which was inversely affected due to COVID-19 and travel become difficult for tourists to visit touristic destinations. Like lakes, glaciers, and 8000 meters plus peaks. After 2020 tourist arrival increased gradually by following SOPs (Ali, 2021).

Table 3 illustrates the response of tourists to the internet condition in the year 2021 35.3 percent are satisfied, and 64.7 percent of tourists are not satisfied with the internet accessibility. The percentage of non-satisfied tourists is more remarkable than the satisfied tourists, which means that majority of visitors are not happy with internet conditions in Gilgit Baltistan.

Table 1: Tourists' response regarding hotel's Internet condition

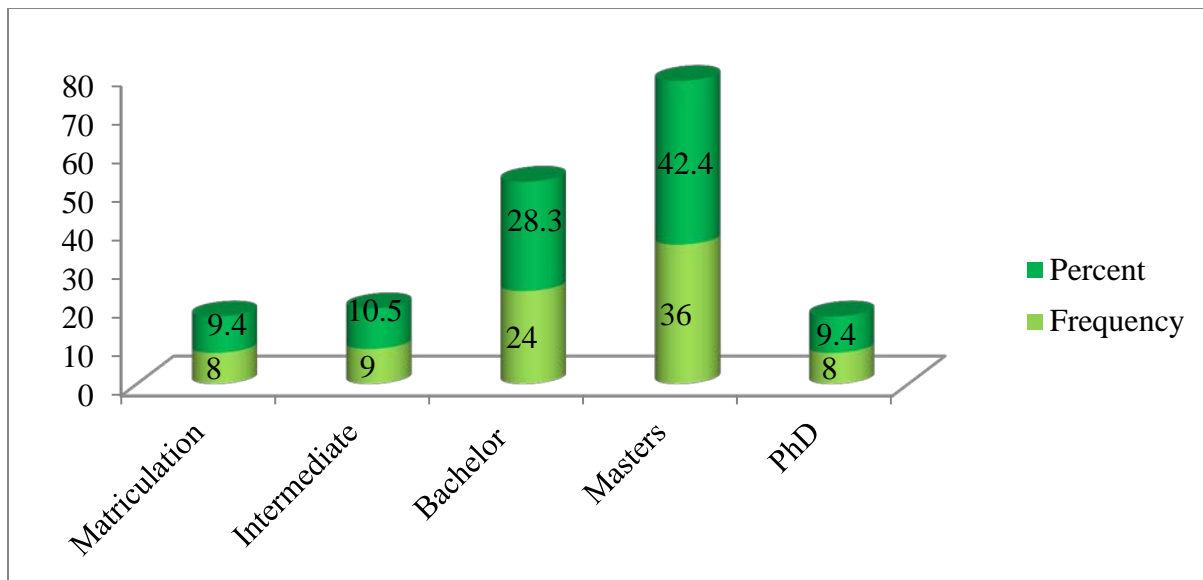| Are you satisfied with the internet condition?	Frequency	Percent
Yes	30	35.3
No	55	64.7
Total	85	100.0

Figure 2: Education level of the tourists.

In this bar graph, the education levels of tourists are mentioned. The left vertical axis shows the number of tourists, and the right horizontal axis represents education level. The light green bars show the frequency of tourists, and green bars show the percentage of each level. 9.4% of tourists have completed matriculation (9th and 10th grades), 10.5% were intermediate (11th and 12th grade), 28.3 were bachelor's, and 42.4% held master's degrees, which showed the majority of tourists were educated, 9.4% were Ph.D. degree holders. The graph also revealed that most tourists were well educated and cared about quality services to maximize satisfaction, leading to increased willingness to pay.
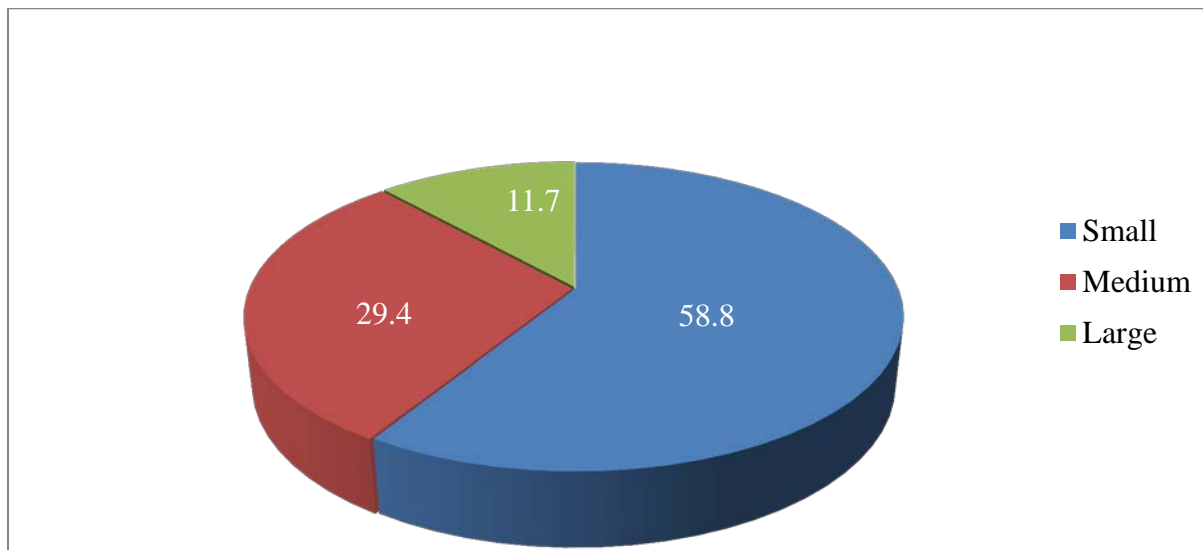
3.3. Analysis of Hotel Staff

Figure 3: Size of the Hotel

Figure 6, represents 58.8 percent of the hotel's small-sized and small size can afford small numbers of tourists flow, almost a large number of the hotels were small sized. 29.4 percent of the hotel was medium-sized while 11.7 percent served tourists as large hotels which can provide rooms for large numbers of tourists.

Table 2: The monthly amount of Tipping for Ttippers (in rupees)

Rupees per Month	Frequency	Percent
0.00-2000	22	59.5
2001-4000	5	13.5
4001-6000	8	21.6
6001-8000	2	5.4
Total	37	100.0

The staff members' tip percentage given in this table is 39.5 percent staff members get PKR 0-2000 tips per month, 13.5 percent of staff members receive PKR 2001-4000, 21.6 percent of staff members get PKR 4001-6000, 7.4 percent get PKR 6001-8000 as tips per month from the hotel. Staff members are waiters who got tips by serving the visitors. Therefore, 59.5 percent of waiters got tips up to 2000 Pakistani rupees per month which is the highest frequency in the table. As waiters become more trained and qualified, they can get more tips from the visitors.
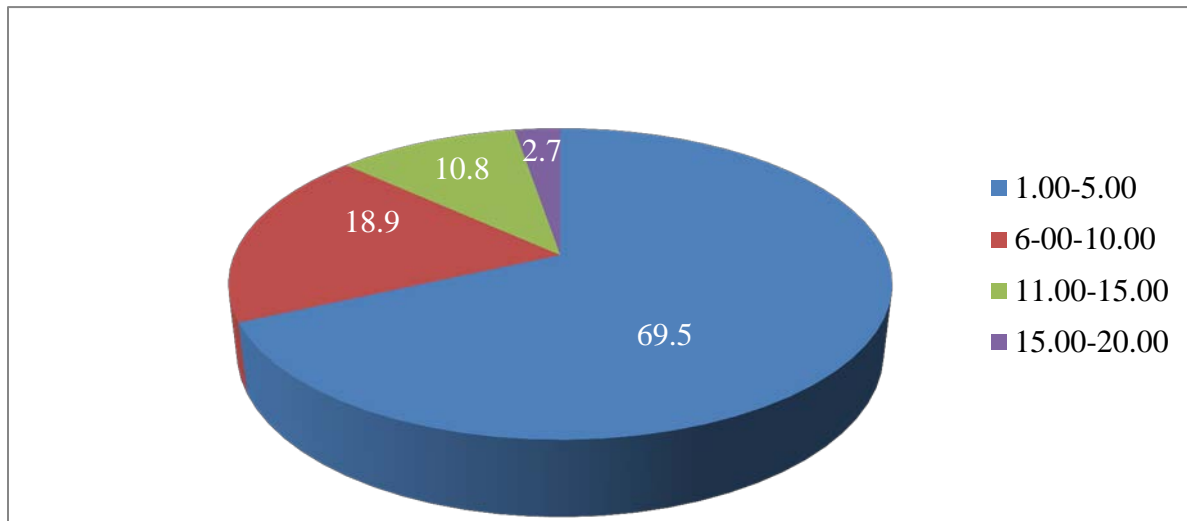

Figure 4: Pie chart showing the years of experience of the hotel managers

Figure 7 represents the years of experience of the hotel managers. It was observed that 69.5 percent of the hotel managers had 1-5 years of experience, 18.9 percent have been working for 6-10 years in the hotel, 10.8 percent had 11-15 years of experience and, only 2.7 percent of tourists have been practicing their managerial experience for 15-20 years. (Ogunmakinde, 2014).

Table 3: Tourists' Response Regarding Hotel Characteristics

Questions	Yes	No
Are you satisfied with the facilities provided by the hotel	75(88%)	9(12%)
Are you feeling any security problems?	0(0%)	85(100%)
Is the hotel near a noisy area?	53(63%)	32(37%)
Do you love the cleanliness of the sitting environment?	60(70%)	25(30%)
Do you find the location of the hotel scenically beautiful?	68(80%)	12(14%)

In table 7, the education level is an important factor in examining the willingness to pay tourists for quality services. The econometric modeling shows that education was significant with (odd ratio = 1.951, p = 0.007). It was observed that the tourists' willingness to pay varied significantly among different education levels. It can be said that high school graduates are more satisfied than graduate degree holder's customers (Egu, 2017). The tourists having a higher level of education were willing to pay more and tourists with low education were willing to pay less. When the odds ratio is more significant than one, it shows a positive relationship, whereas it describes a negative relationship when the odds ratio is less than one. The odds ratio of education is 1.951; as the education level increases, the odds of willingness to pay for quality services increase by 1.951 were more likely to pay for quality services. The odds ratio of meal delivery timing defines as food delivery timing increasing by one the willingness to pay for quality food or services by respondents would increase 1.954 times. There is a statistically significant impact on the availability of economy food in the hotel and the desire to pay. The odd ratio of economy food access in the hotel is not statistically insignificant where p=0.087) means it has not any reasonable impact on willingness to pay. Availability of water quality impact on willingness to pay is not significant. The location of the hotel near the noisy area is statistically significant with a negative coefficient the (p= 0.027) odds ratio is 0.121, which means that as the hotel is near a noisy area willingness to pay also goes down. With a 1-point increase in the hotel near noisy areas respondents' willingness to pay would elicit 1.370 times. The same results showing also in the case of the effect of sleep quality on tourists (Yang, 2021).

Table 7: Results of Logistic Regression

Variables	Coeff.	S.E.	Sig.	Odds Ratio
Edu	0.668	.919	0.007	1.951
Meal_dili	0.670	.809	0.048	1.954
Eco_food	2.124	1.06	0.037	8.365
Look_hotel	-2.110	.953	0.027	0.121
Ava Fwater	0.995	.419	0.067	1.370
Constant	-0.424	.2314	0. 855	0.655

Likelihood Ratio	5.102 (0.002)
Pseudo R^2	0.213
Pearson goodness of fit	79.685 (0.634)

To measure the overall fit of the model, Pseudo R^2 goodness of fit statistic and likelihood ratio of chi-statistic. The value of pseudo-r-squared in the table explains about 21% variation. The value for Pearson's goodness of its statistic is evaluated using its p-value against the null hypothesis to fit the model. As if the p-value value is significant. And the likelihood ratio of a chi-square test statistic shows the p-value is less than 1% means that model is reliable and well fitted. The model seems to be a good fit when the Pseudo R-squared value is high (Díaz-Pérez, 2021).

5. Conclusions and policy implications

The study has emphasized the impact of tourism on the hotel industry of Gilgit Baltistan. Thus, to summarize, Gilgit Baltistan has enormous potential in the development of the hospitality industry. The vital objective of the study was to estimate the impact of various variables on customers (tourists) willingness to pay for quality services and analyzed the overall performance of the hotel industry by collecting primary data from tourists, hotel managers, and hotel waiters. The education and experience of the hotel staff are necessary to provide quality services according to customers' requirements to promote and grow the hotel industry by maintaining quality services, providing hygienic food to the visitors, and provision of clean surroundings to achieve the objective of increasing

tourist inflow in Gilgit-Baltistan The education level, meal delivery timing, access to economy food, and availability of fresh have a positive relationship with consumer willingness to pay whereas hotel near the noisy area and per day hotel charges have a negative association with customer willingness to pay for standard services, the hotel managers have to take into account their customers preferences and choices, hotel chargers should be reasonable to attract more tourists. It is suggested that local government should improve infrastructure. The tourism industry creates job opportunities directly like employment in hotels, lodging, transportation, touristic destinations, and sightseeing. It indirectly produces engagement in the local market, construction, manufacturing, and agriculture sector. The study examined that people of Gilgit Baltistan are availing the outcomes of the tourism industry as positive effects appear more than the negative impacts of tourism. There were some limitations of the study. Due to lack of time, data was collected from 37 hotels. Therefore, future work can be extended by including environmental laws and government influence to overcome the future gap.

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