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Economic Benefits of Tourism for the Residents of Gilgit-Baltistan

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Abstract:

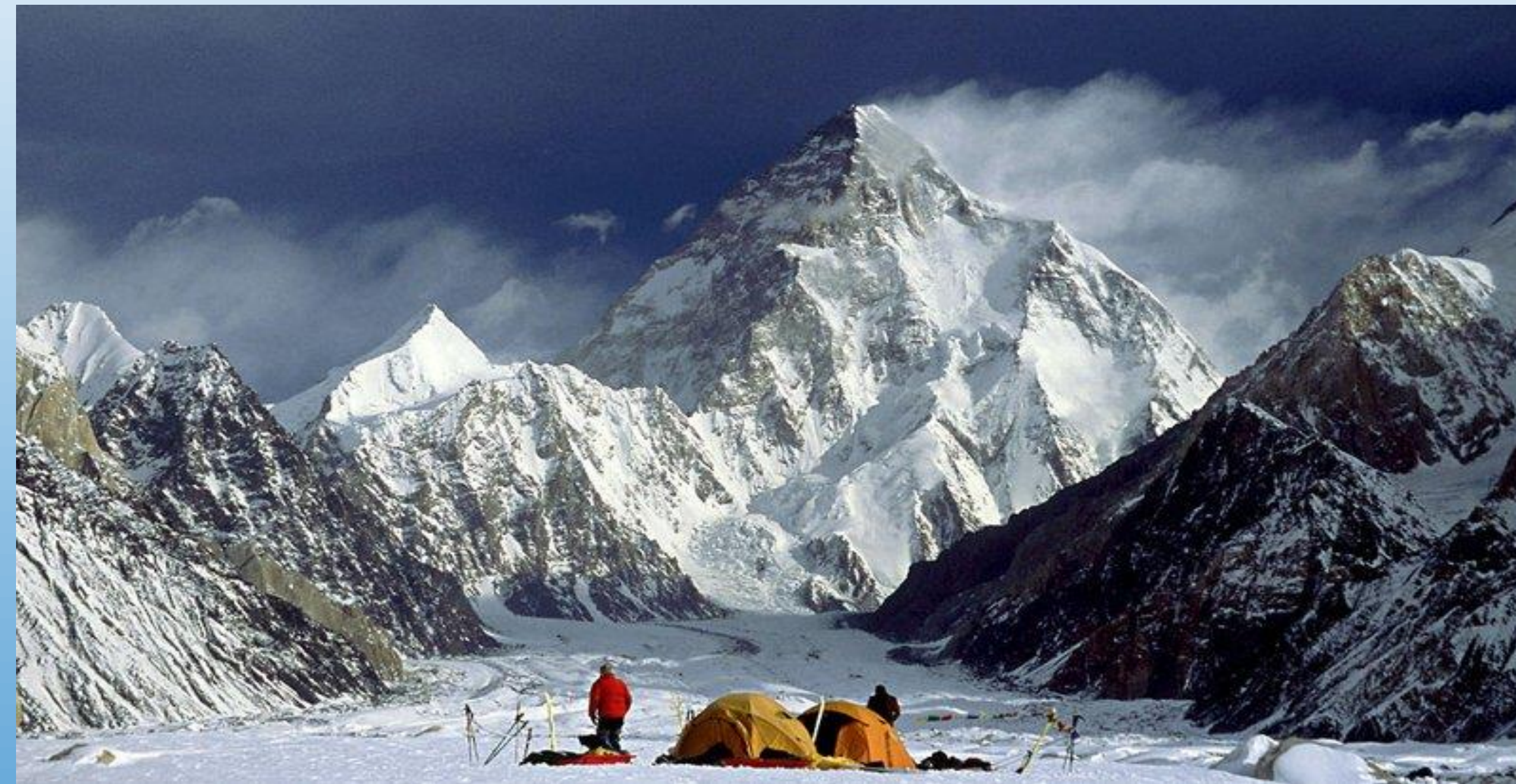
Tourism is an important economic activity which, when it thrives, can improve the wellbeing of the residents of a tourist destination. This research explores the direct and indirect impacts of tourism on the economic wellbeing of the area's residents. The findings are that tourism can enhance the wellbeing of the residents of Gilgit-Baltistan by providing job opportunities and increasing current income. Furthermore, the local residents can participate in tourism activities and earn their living by providing goods and services.



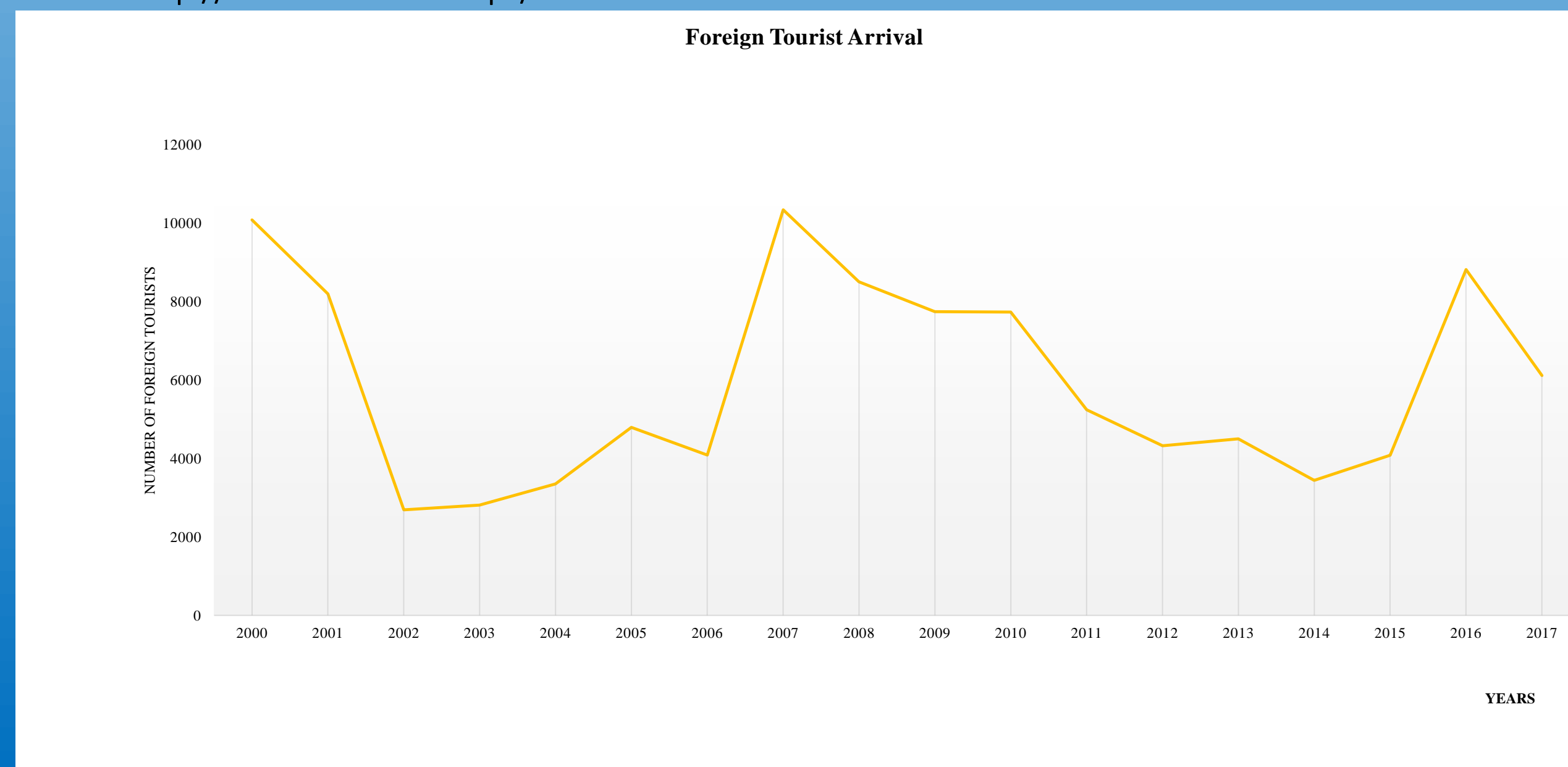
Source: Nazir Abbas www.nazirabbas.com

Introduction:

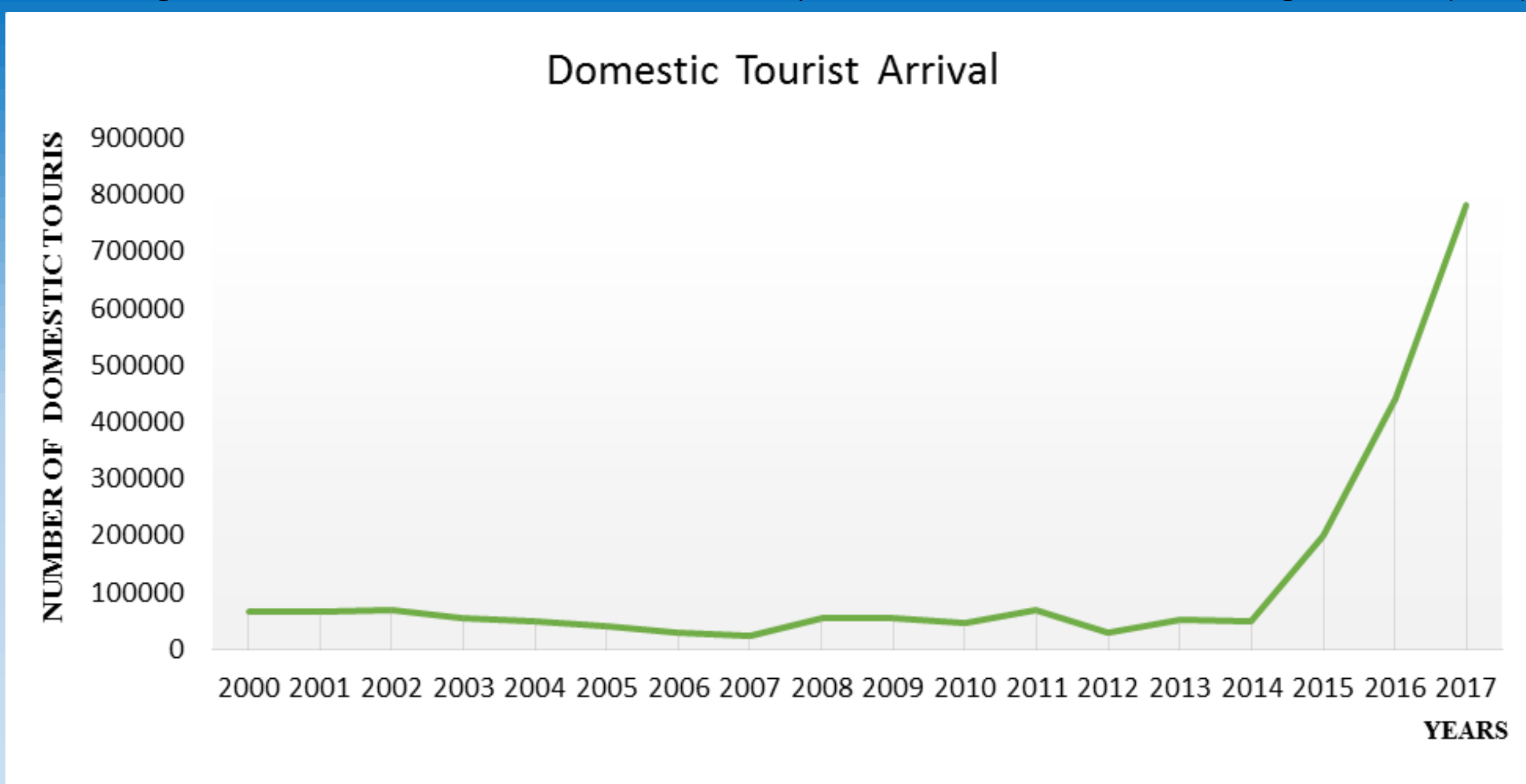
The Tourism industry creates considerable economic benefits to the host country. Most importantly one of the key motivations in developing countries to enhance themselves as a tourist destination is due to the expected economic growth (Khayrulloevna, 2020). The tourism sector is one of the potential sectors which is growing at a faster rate over time, and according to World Bank Data (2018) tourism revenue in Pakistan was US \$ 818 million in 2018 and is growing at an average rate of 3.13% annually. Pakistan is a developing nation, and Gilgit-Baltistan (GB) is an isolated yet beautiful region located in the North of Pakistan which is emerging as a famous tourist destination where tourism is an essential contributor to creating employment opportunities, increasing current income and forming a tourism supply chain (the goods and services that the tourism companies buy from the local suppliers) (Vellas, 2011). The tourism industry plays a vital role in the improvement of the wellbeing of the local community of a tourist destination by increasing the current income, by providing job opportunities and a market for the local goods and services. In this research study, the significance of the economic benefits of tourism for the local communities of Gilgit-Baltistan will be explored.



Source: <http://www.ameertravels.pk/>



Source: Gilgit-Baltistan Directorate: Tourism, Youth Affairs, Sports and Culture. Government of Gilgit-Baltistan (2019)



Source: Gilgit-Baltistan Directorate: Tourism, Youth Affairs, Sports and Culture. Government of Gilgit-Baltistan (2019)

Economic Benefits of Tourism for Gilgit-Baltistan

- improves the wellbeing of the locals
 - Employment opportunities
 - Business opportunities
 - Arts and handicraft
 - Homemade products
 - Transportation
- Improves construction of infrastructure



Source: Author's own work

Conclusion:

As you have seen, tourism has considerable direct and indirect economic benefits to the local community residing in the tourist destination. Therefore, we can state that growth in tourism industry can have significant impacts on the lives of the local communities of Gilgit-Baltistan. The direct effects of tourism include the employment opportunities and increments in current income of the local community (Ashley, 2000). The indirect effects of tourism help those in the supply chain who provide local goods and services. Those who provide vegetables, fruits, dairy products, arts and handicraft also benefit from the tourism industry either directly or indirectly. Finally, the tourism sector in Gilgit-Baltistan can be used as a tool to enhance the living standard of those living in this region and to alleviate poverty by investing (both public and private investment) in this sector and providing a suitable environment for this sector to grow.



Source: Author's own work

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