

SOCIO ECONOMICS CHALLENGES AND OPPORTUNITIES OF TOURISM SECTOR IN AZAD JAMMU AND KASHMIR A SOCIOLOGICAL ANALYSIS

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ABSTRACT

This study explores the impact of tourism development on local employment, economy, and infrastructure in Azad Jammu and Kashmir (AJK), with an emphasis on the perceived benefits and challenges among community members. Using a structured questionnaire administered to a sample of 100 tourists from Toli peer and Banjousa tourist spots, the research identifies key areas where tourism has positively influenced AJK, such as job creation, revenue growth for local businesses, and infrastructure improvements. However, findings also highlight concerns about the unequal distribution of economic benefits and the need for sustainable practices. The results indicate a broad consensus on tourism's potential to preserve cultural heritage, enhance local crafts, and foster economic resilience. Respondents expressed strong support for initiatives that promote eco-friendly practices and advocate for increased community involvement in tourism planning to ensure that local voices shape development efforts. Additionally, most respondents agreed on the importance of improved marketing, capacity building for local businesses, and government support to sustain and expand tourism growth. Tourism has contributed significantly to AJK's socio-economic development, challenges remain in achieving equitable benefit distribution and sustainable growth. This study recommends enhancing partnerships between local businesses and tourism agencies, promoting eco-friendly infrastructure, and involving the community in decision-making processes. These actions aim to create a more inclusive, environmentally conscious, and economically beneficial tourism sector that supports long-term growth for AJK.

Keywords:

INTRODUCTION

Globally, tourism has become a major economic force, significantly contributing to GDP and fostering cultural exchange. International tourist arrivals rose from 528 million in 2005 to 1.5 billion in 2019 (UNWTO, 2020), driven by advancements in technology, affordable air travel, and digital booking platforms (Buhalis & Law, 2008). However, the industry faces sustainability challenges such as overtourism, environmental degradation, and carbon emissions (Hall, 2005; Gössling & Peeters, 2015). Addressing these concerns requires policies that balance economic

benefits with social and ecological responsibility (UNWTO, 2023). Tourism generates employment, improves infrastructure, and promotes cultural heritage (Telfer & Sharpley, 2015). Yet, unplanned growth can cause overcrowding, pollution, and cultural homogenization (Butler, 2019; Dwyer, 2009). The COVID-19 pandemic exposed the sector's vulnerability, with a 74% fall in international arrivals in 2020 (UNWTO, 2021), underscoring the need for resilience and diversification (Zenker & Kock, 2020). Moreover, climate change

continues to threaten many destinations (Scott et al., 2019; Becken, 2013).

In Azad Jammu and Kashmir (AJK), tourism has emerged as a vital driver of socio-economic growth. The region's scenic landscapes attract increasing numbers of visitors, stimulating investment, infrastructure, and employment (Malik, 2021; Khan, 2023). However, challenges such as seasonality, limited infrastructure, and environmental pressures persist (Hussain, 2022; Iqbal, 2022). Seasonal fluctuations lead to unstable incomes, while unregulated tourism strains local ecosystems and threatens biodiversity (Rauf, 2023; Shah, 2024). Cultural shifts are another concern, as traditional practices risk commercialization due to growing tourist demand (Bashir, 2023). To ensure sustainable development, a balanced strategy involving government, private stakeholders, and local communities is essential (Javed, 2024). Education, training, and community participation can enhance local capacities and promote responsible tourism practices (Khan, 2023; Ali, 2022). Diversifying tourism—through eco-tourism, adventure tourism, and cultural experiences—can reduce seasonality and distribute benefits more equitably (Iqbal, 2023; Malik, 2022). Government support through policy reform, infrastructure development, and regulatory mechanisms is vital for long-term sustainability (Hussain, 2021; Tariq, 2022). International partnerships and NGOs can further assist by offering expertise, funding, and promoting best practices (Rauf, 2024). Continuous monitoring and evaluation of tourism activities are necessary to ensure that growth remains aligned with sustainability objectives (Bashir, 2021; Shah, 2022).

Research Objectives

1. To assess the economic benefits of tourism in Azad Jammu and Kashmir.
2. To examine tourism's overall impact on AJK's economy.
3. To explore potential strategies for sustainable tourism development.
4. To identify ways local communities can utilize tourism for economic growth.

Research Questions

1. What are the economic benefits of tourism development in AJK?
2. How does tourism influence AJK's economy?
3. What strategies can enhance sustainable tourism in AJK?
4. How can locals leverage tourism as a tool for economic empowerment?

Significance of the Study

This study provides empirical insight into the dual nature of tourism in AJK—its economic promise and sustainability challenges. The findings will guide policymakers, tourism planners, and local stakeholders in formulating strategies that foster inclusive, environmentally responsible tourism. By balancing development with conservation, the research contributes to achieving long-term socio-economic stability in the region

Literature Review

Tourism development refers to the systematic planning and management of initiatives aimed at enhancing a destination's attractiveness, accessibility, and sustainability (Page & Connell, 2020). It involves optimizing natural, cultural, and historical resources to create meaningful visitor experiences through collaboration among governments, private sectors, and local communities. Historically, tourism development focused on economic growth, but recent approaches emphasize sustainability and community welfare (Sharpley & Telfer, 2014; UNWTO, 2019). Government policies play a vital role in ensuring safety, investment, and resource protection through master plans and public-private partnerships (Dredge & Jenkins, 2007; Bramwell & Lane, 2000). Community involvement ensures equitable benefit distribution and cultural preservation (Murphy, 2013; Timothy & Tosun, 2003). Economically, tourism generates employment and investment, though benefits may be unevenly distributed (Meyer, 2004). Environmental and cultural sustainability are central to modern tourism through eco-friendly practices and protection of heritage (Gössling, 2002; Richards, 2001). Technological advancements have transformed marketing,

experience design, and management through digital platforms and immersive tools (Buhalis, 2003; Jung et al., 2016). Post-COVID-19, resilience, crisis management, and diversification have become critical priorities (Gössling, Scott, & Hall, 2020; Sigala, 2020).

Tourism development is explained through multiple theoretical frameworks. Butler's Tourism Area Life Cycle (1980) illustrates destination evolution from exploration to decline or rejuvenation, emphasizing sustainability and adaptive management (Butler, 2006). Doxey's Irridex Model (1975) highlights residents' changing attitudes toward tourists, stressing the need for community engagement. Dependency Theory critiques unequal economic relations in developing countries, advocating local ownership and equitable benefit distribution (Britton, 1982; Brohman, 1996). Sustainable Tourism Development integrates economic, environmental, and social goals (Hunter, 1997; Sharpley, 2000), while the Ecotourism Model promotes conservation-based, community-oriented tourism (Blamey, 2001; Weaver, 2001). Gunn's Integrated Development Model (1994) emphasizes coordinated planning among stakeholders. The Experience Economy Theory (Pine & Gilmore, 1999) focuses on creating memorable visitor experiences, influencing niche tourism forms. Lastly, Resilience Theory underscores adaptability to crises such as pandemics and climate change through diversification and community preparedness (Biggs, Hall, & Stoeckl, 2012).

Tourism significantly contributes to local and national economies by generating income, employment, and infrastructure development (Stynes, 1997; Cooper et al., 2008). The multiplier effect extends these benefits across various sectors (Archer, 1977; Frechtling, 1994). In developing countries, tourism provides foreign exchange and stimulates economic diversification (Sinclair, 1998; Telfer & Sharpley, 2015). However, challenges include economic leakage, seasonality, and uneven benefit distribution (Mitchell & Ashley, 2010; Butler, 2001). Strategies such as supporting SMEs, promoting local products, and diversifying markets can mitigate these effects (Novelli & Hellwig, 2006). Moreover, tourism

generates significant fiscal revenues, which can support infrastructure and social development if managed effectively (OECD, 2016; Dwyer et al., 2010).

Tourism fosters cultural exchange, revitalizes heritage, and enhances community pride (Reisinger & Turner, 2003; Timothy & Boyd, 2003). However, it can also lead to cultural commodification, inequality, and social tension (Greenwood, 1989; Scheyvens, 2007). Displacement, gentrification, and changing social norms are common concerns (Murphy, 2013; Fisher, 2004). Tourism can empower marginalized groups, particularly women, by providing employment and income opportunities (Ferguson, 2011; Scheyvens, 2000). Yet, it may strain local resources and health systems if unmanaged (Prideaux, 2003; WHO, 2020). Conversely, it can foster environmental awareness and sustainable practices among communities (Weaver, 2001; Holden, 2008).

The key challenges include environmental degradation, cultural commodification, economic leakage, and seasonality (Gössling, 2002; Mitchell & Ashley, 2010). Inadequate infrastructure and safety issues further hinder sustainable tourism (Page, 2009; Pizam & Mansfeld, 2006). Ensuring inclusivity and equity for marginalized groups remains an ongoing concern (Ferguson, 2011). Globalization presents opportunities for growth but risks homogenizing cultural experiences (Milne & Ateljevic, 2001). Strong governance, policy coordination, and stakeholder collaboration are essential for sustainable and resilient tourism development (Hall, 2008; Bramwell & Lane, 2011).

MATERIAL AND METHODS

This study was conducted in the district Poonch Teh, Rawalakot, Azad Jammu and Kashmir. The Toli Peer and Banjosa tourism spots were taken as a primary location for gathering data related to tourism in the region. This study employed a quantitative approach. By focusing on simple percentage method, the research aimed to understand the patterns and relationships between various factors influencing tourism development in Azad Jammu and Kashmir. This method was ideal for capturing and summarizing

the characteristics of the population, allowing for the collection of standardized information from a broad sample by using questionnaire as a data collection tool. The study utilized a structured questionnaire to gather specific, measurable data, facilitating the analysis of trends, opinions, and behaviors related to the tourism sector.

Sample Size

The sample size for this study was determined to ensure the representativeness and reliability of the data. A total of 100 tourists were selected from Toli Peer, Lass dana Banjosa tourism spots, using random sampling techniques. This sample size was deemed adequate for conducting statistical analyses, enabling researchers to draw meaningful conclusions about the challenges and opportunities present in the tourism sector. The selected sample ensured diversity in terms of demographics such as age, gender and economic conditions providing a comprehensive understanding of the research problem.

Sampling

In this study, random sampling was employed to guarantee that each participant had an equal chance of being selected. This approach minimized selection bias and enhanced the generalizability of the results. The population comprised students and local residents with varying backgrounds, with a sample size of 100 tourists from Toli Peer and Banjosa tourism spots to ensure diverse representation across key demographic variables. This random sampling method was appropriate as it provided a balanced and unbiased group, making the findings more reliable for understanding the broader impact of tourism in Azad Jammu and Kashmir.

Data Collection

The primary tool for data collection in this study was a structured questionnaire along with interview and survey method, specifically designed to capture quantitative data on the challenges and opportunities within the tourism sector. The questionnaire comprised closed-ended questions to measure respondents' views on various aspects of tourism, including its economic benefits,

infrastructural challenges, and potential strategies for growth. This standardized format ensured consistency in responses, simplifying data analysis and comparison across different demographic groups. The questionnaire also allowed for efficient data collection from a large sample within a limited timeframe.

Pre-testing of Questionnaire

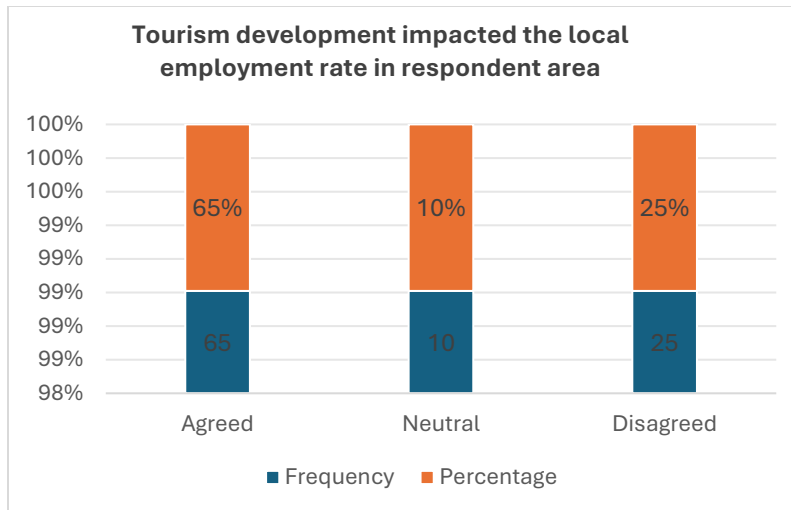
Before the full-scale data collection, a pre-test of the questionnaire was conducted to assess its reliability, clarity, and overall effectiveness. A small group of 20 participants, who were not part of the main study sample, participated in the pre-test. This process helped identify any ambiguous or confusing questions, assess the time required to complete the survey, and refine the questionnaire's structure and language. Feedback from these participants facilitated necessary adjustments, ensuring that the final version of the questionnaire was well-structured and easy to understand, leading to more accurate data collection in the main study.

RESULTS AND ANALYSIS

Data analysis for this study was conducted by focusing on frequency and percentage to summarize and interpret the collected data. Responses from the questionnaire were categorized based on key variables, such as perceived economic benefits of tourism, challenges faced by the sector, and potential growth strategies. Frequencies were calculated to show how often specific responses occurred, while percentages were used to represent the proportion of participants identifying particular challenges or opportunities. This method provided a clear overview of data trends, facilitating the identification of patterns and drawing conclusions about the tourism sector in Azad Jammu and Kashmir. A detailed analysis of responses regarding the impact of tourism development on local employment, economy, and infrastructure in Azad Jammu and Kashmir (AJK) are defined. Each table includes low neutral response values and a breakdown of all three response options.

Table 1 Tourism development impacted the local employment rate in your area

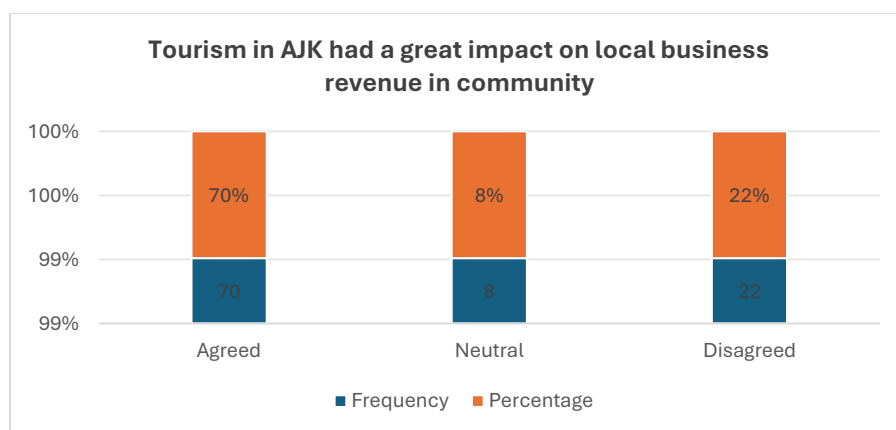
Response	Frequency	Percentage
Agreed	65	65%
Neutral	10	10%
Disagreed	25	25%



Analysis: A majority of 65% agreed that tourism development has positively impacted local employment, highlighting it as a key driver of job creation. Neutral responses are 10%, while 25% disagreed, suggesting that some areas may not experience direct employment benefits from tourism

Table 2 Tourism in AJK had a great impact on local business revenue in community

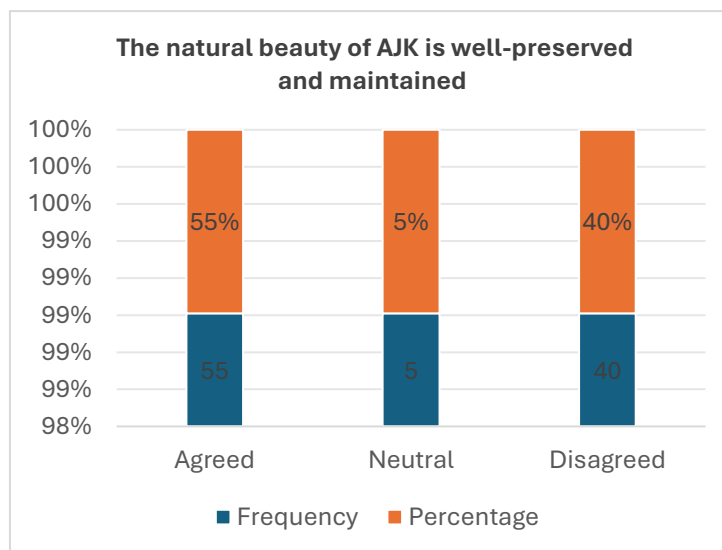
Response	Frequency	Percentage
Agreed	70	70%
Neutral	8	8%
Disagreed	22	22%



Analysis: A strong 70% agreed that tourism boosts local business revenue, indicating a positive economic impact. Neutral responses are 8%, while 22% disagreed, possibly reflecting regional disparities in business benefits from tourism.

Table 3 The natural beauty of AJK is well-preserved and maintained

Response	Frequency	Percentage
Agreed	55	55%
Neutral	5	5%
Disagreed	40	40%

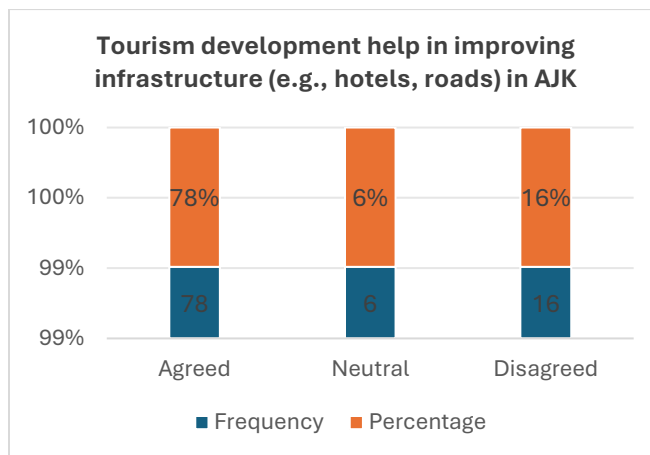


Analysis: 55% Fifty-five percent agreed that natural beauty in AJK is well-preserved, while 40% disagreed, indicating environmental concerns. The low neutral response rate of 5% indicates that respondents generally hold strong opinions on this issue.

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Table 4 Tourism development help in improving infrastructure (e.g., hotels, roads) in AJK.

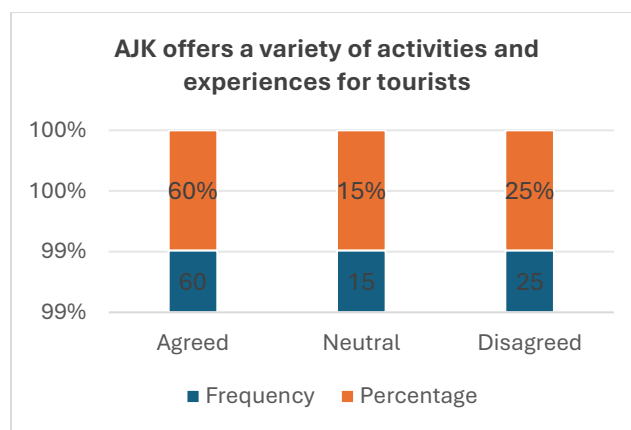
Response	Frequency	Percentage
Agreed	78	78%
Neutral	6	6%
Disagreed	16	16%



Analysis: Seventy-eight percent agreed that tourism improves infrastructure, particularly in hotels and roads. The neutral rate is low at 6%, indicating broad agreement, while 16% disagreed, possibly reflecting uneven infrastructure improvements.

Table 5 AJK offers a variety of activities and experiences for tourists.

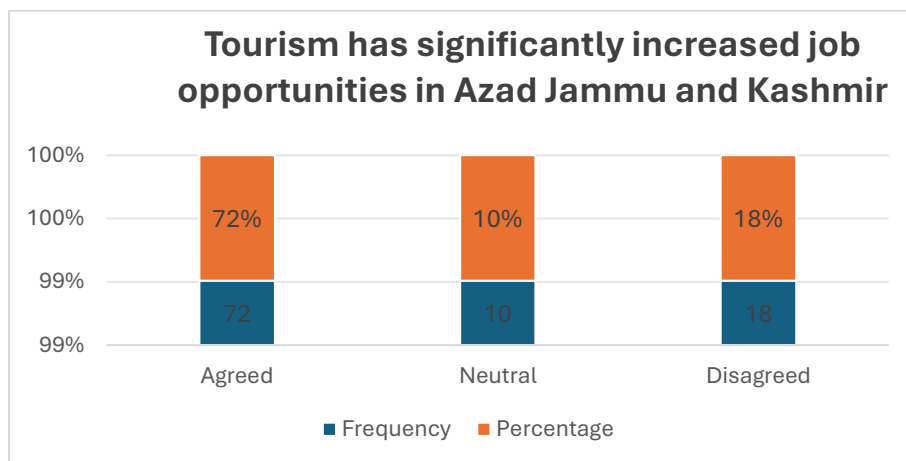
Response	Frequency	Percentage
Agreed	60	60%
Neutral	15	15%
Disagreed	25	25%



Analysis: Sixty percent agreed that AJK offers a variety of tourist activities, while 25% disagreed, suggesting room for further development. Neutral responses are 15%, indicating some uncertainty regarding activity variety.

Table 6 Tourism has significantly increased job opportunities in Azad Jammu and Kashmir

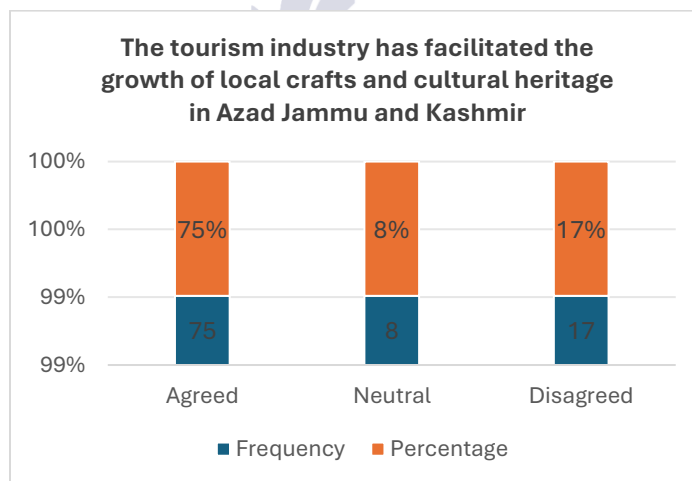
Response	Frequency	Percentage
Agreed	72	72%
Neutral	10	10%
Disagreed	18	18%



Analysis: A majority of 72% agreed that tourism has increased job opportunities, while 18% disagreed, potentially due to limited job impact in some areas. The low neutral rate of 10% reflects broad agreement.

Table 7 The tourism industry has facilitated the growth of local crafts and cultural heritage in Azad Jammu and Kashmir

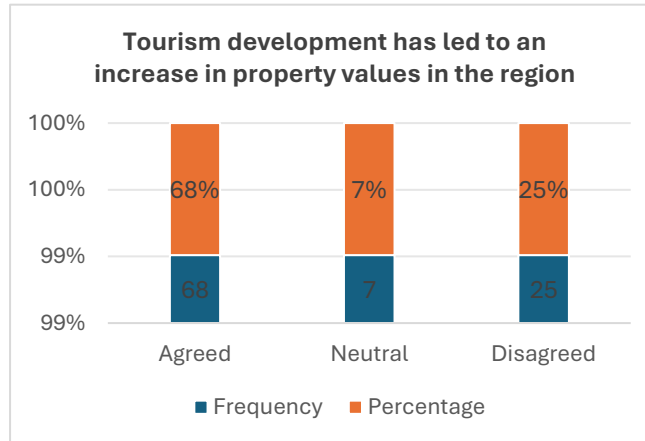
Response	Frequency	Percentage
Agreed	75	75%
Neutral	8	8%
Disagreed	17	17%



Analysis: Seventy-five percent agreed that tourism supports local crafts and heritage, while 17% disagreed, suggesting some communities might feel overlooked. Neutral responses are low at 8%.

Table 8 Tourism development has led to an increase in property values in the region.

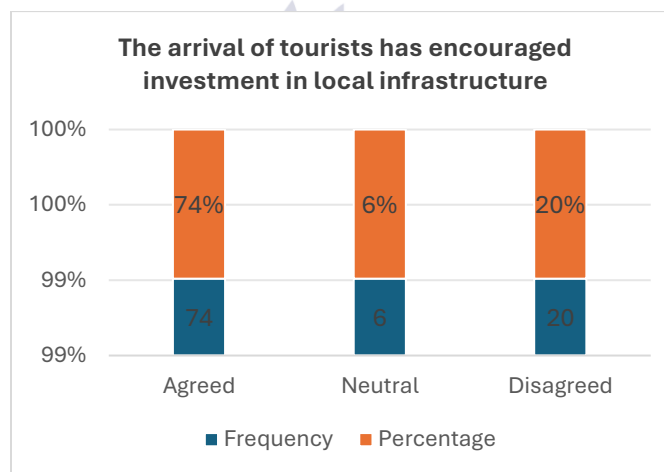
Response	Frequency	Percentage
Agreed	68	68%
Neutral	7	7%
Disagreed	25	25%



Analysis: With 68% agreement, tourism is perceived to raise property values. The low neutral responses of 7% show clear opinions, while 25% disagreed, possibly due to concerns over affordability or uneven benefits.

Table 9 The arrival of tourists has encouraged investment in local infrastructure

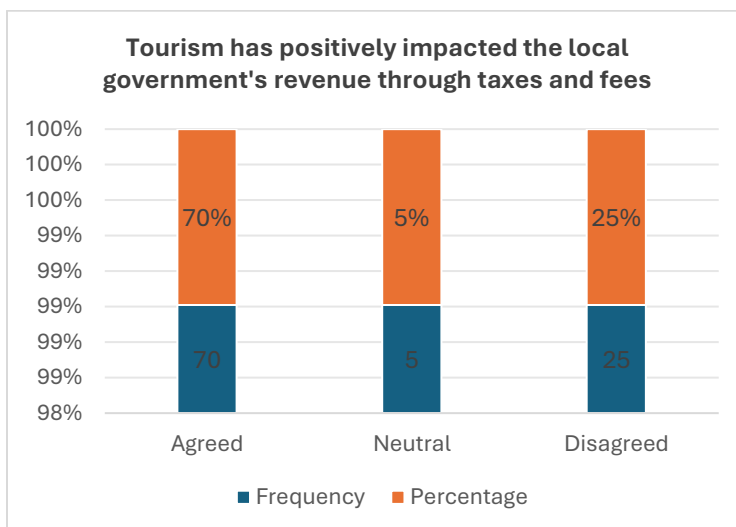
Response	Frequency	Percentage
Agreed	74	74%
Neutral	6	6%
Disagreed	20	20%



Analysis: Seventy-four percent believe tourism encourages local infrastructure investment, with a low neutral rate of 6%. Twenty percent disagreed, indicating that some areas may not see sufficient investment benefits.

Table 10 Tourism has positively impacted the local government's revenue through taxes and fees

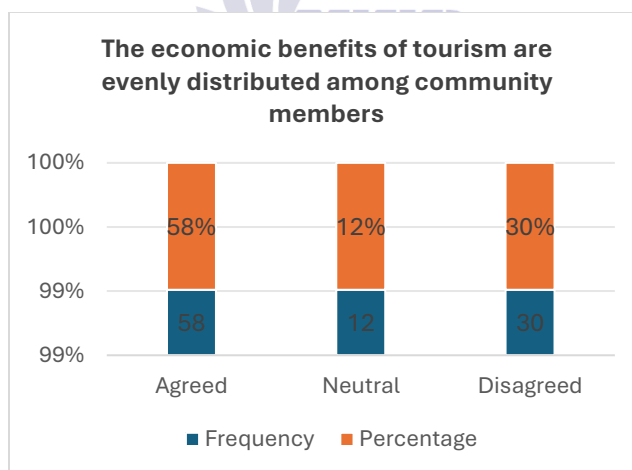
Response	Frequency	Percentage
Agreed	70	70%
Neutral	5	5%
Disagreed	25	25%



Analysis: Seventy percent agreed that tourism boosts government revenue, with only 5% neutral. The 25% disagreement rate may reflect dissatisfaction with revenue allocation.

Table 11 The economic benefits of tourism are evenly distributed among community members

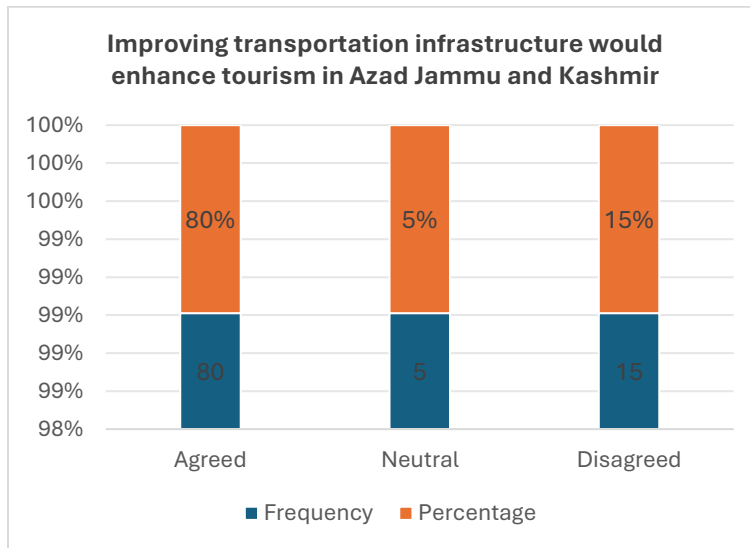
Response	Frequency	Percentage
Agreed	58	58%
Neutral	12	12%
Disagreed	30	30%



Analysis: Fifty-eight percent agreed on economic benefit distribution, 12% were neutral, while 30% disagreed, possibly indicating perceived inequalities in benefit sharing.

Table 12 Improving transportation infrastructure would enhance tourism in Azad Jammu and Kashmir.

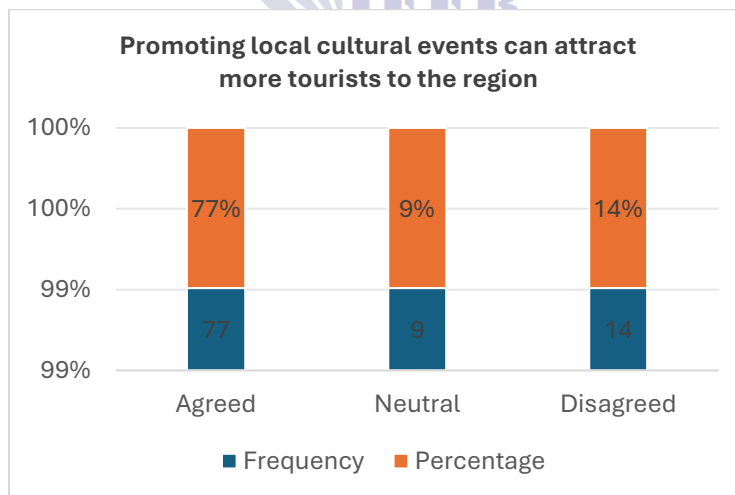
Response	Frequency	Percentage
Agreed	80	80%
Neutral	5	5%
Disagreed	15	15%



Analysis: Eighty percent agreed that transportation improvements could enhance tourism, with very low neutral responses at 5%. Fifteen percent disagreed, possibly due to existing transportation limitations.

Table 13 Promoting local cultural events can attract more tourists to the region.

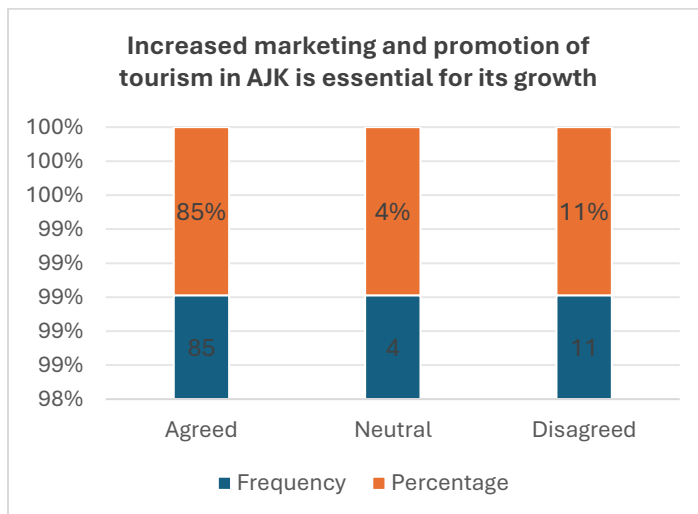
Response	Frequency	Percentage
Agreed	77	77%
Neutral	9	9%
Disagreed	14	14%



Analysis: 77% Seventy-seven percent believe cultural events attract tourists, while 14% disagreed, suggesting potential event management or promotional challenges. The low neutral rate of 9% shows strong opinions.

Table 14 Increased marketing and promotion of tourism in AJK is essential for its growth.

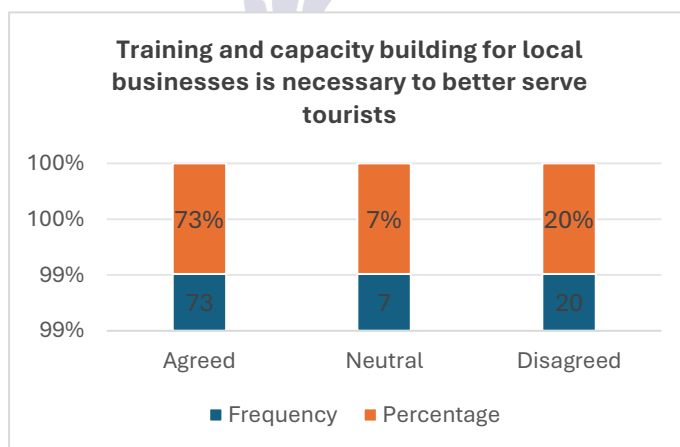
Response	Frequency	Percentage
Agreed	85	85%
Neutral	4	4%
Disagreed	11	11%



Analysis: Eighty-five percent agreed on the importance of tourism marketing, indicating strong support. Neutral responses are minimal at 4%, and 11% disagreed, likely due to varying marketing perceptions.

Table 15 Training and capacity building for local businesses is necessary to better serve tourists.

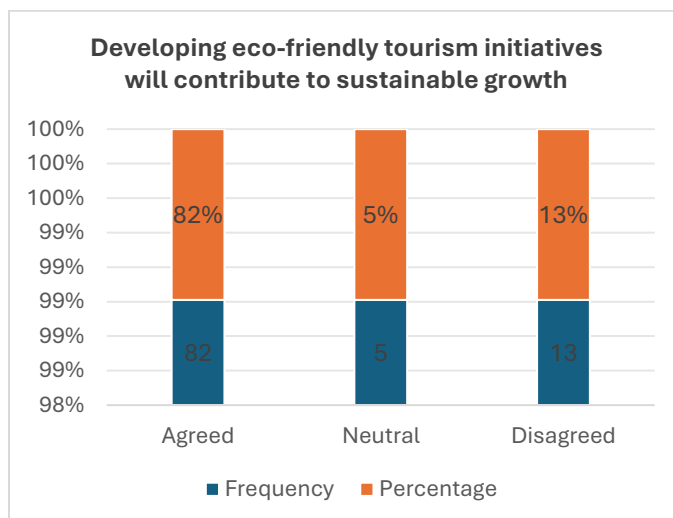
Response	Frequency	Percentage
Agreed	73	73%
Neutral	7	7%
Disagreed	20	20%



Analysis: Seventy-three percent agreed training is essential for local businesses, while 20% disagreed, possibly reflecting businesses' varying readiness levels. Low neutral responses of 7% show clear stances.

Table 16 Developing eco-friendly tourism initiatives will contribute to sustainable growth.

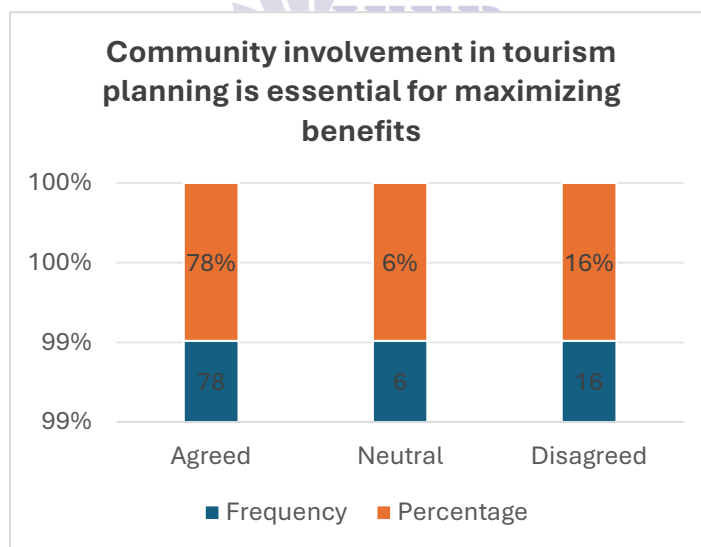
Response	Frequency	Percentage
Agreed	82	82%
Neutral	5	5%
Disagreed	13	13%



Analysis: Eighty-two percent agreed on the need for eco-friendly initiatives, while 13% disagreed, suggesting some may see eco-tourism as challenging. Neutral responses are minimal at 5%.

Table 17 Community involvement in tourism planning is essential for maximizing benefits

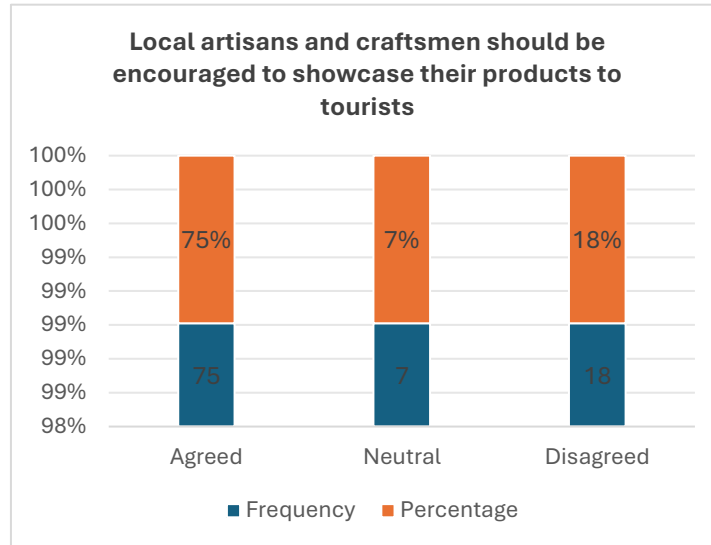
Response	Frequency	Percentage
Agreed	78	78%
Neutral	6	6%
Disagreed	16	16%



Analysis: Seventy-eight percent agreed on the importance of community involvement in planning, with low neutral responses of 6%. Sixteen percent disagreed, possibly reflecting differing community priorities.

Table 18 Local artisans and craftsmen should be encouraged to showcase their products to tourists

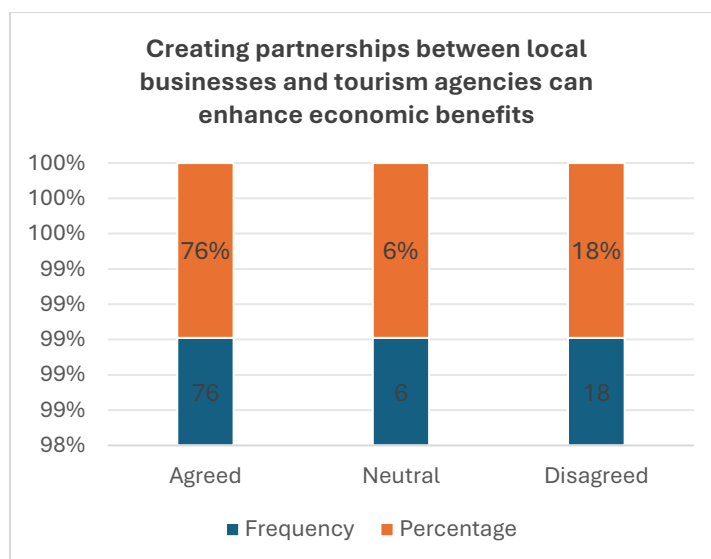
Response	Frequency	Percentage
Agreed	75	75%
Neutral	7	7%
Disagreed	18	18%



Analysis: In this table, 75% of respondents agreed that encouraging local artisans to showcase their products to tourists is beneficial, suggesting strong support for promoting local crafts and culture as part of the tourism experience. A small portion, 7%, chose a neutral stance, indicating they may not have a definitive opinion on the matter. Meanwhile, 18% disagreed, possibly reflecting concerns about the potential commercialization of local crafts or doubts regarding how effectively such initiatives are implemented.

Table 19 Creating partnerships between local businesses and tourism agencies can enhance economic benefits

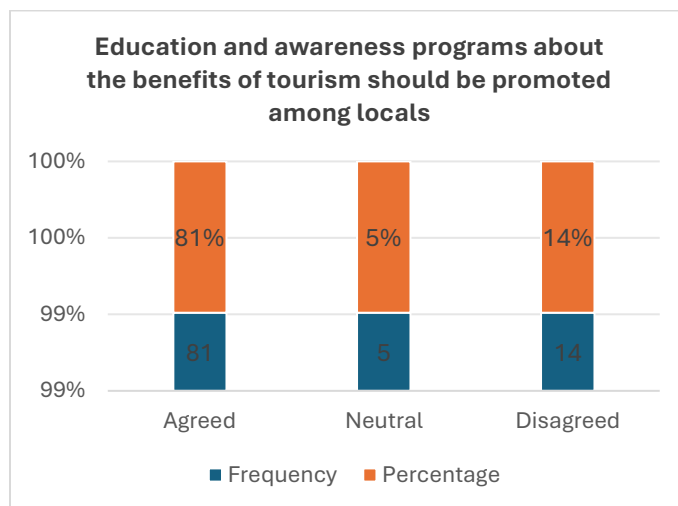
Response	Frequency	Percentage
Agreed	76	76%
Neutral	6	6%
Disagreed	18	18%



Analysis: Seventy-six percent agreed that partnerships between local businesses and tourism agencies can enhance economic benefits, indicating a broad agreement on collaborative efforts. The neutral responses are low at 6%, suggesting clarity in opinions, while 18% disagreed, possibly due to concerns over the effectiveness or distribution of these partnerships.

Table 20 Education and awareness programs about the benefits of tourism should be promoted among locals.

Response	Frequency	Percentage
Agreed	81	81%
Neutral	5	5%
Disagreed	14	14%



Analysis: Eighty-one percent of respondents agreed that promoting education and awareness about tourism benefits among locals is important, reflecting strong support. Neutral responses are minimal at 5%, indicating that most respondents hold a clear opinion. Fourteen percent disagreed, possibly due to differing views on the necessity or implementation of these programs.

Findings

A majority of respondents (65%) agreed that tourism development positively impacts local employment. Most respondents (70%) believe tourism has increased local business revenue. Over half of the respondents (55%) agree that AJK's natural beauty is well-preserved. A majority of respondents (78%) believe tourism has helped improve infrastructure, such as hotels and roads. Most respondents (60%) feel that AJK offers a variety of activities for tourists. A majority of respondents (72%) agreed that tourism has significantly increased job opportunities in AJK. Most respondents (75%) believe tourism has facilitated the growth of local crafts and cultural heritage. A majority (68%) believe tourism development has increased property values in the area. Most respondents (74%) agree that tourism encourages investment in local infrastructure. A majority (70%) believe tourism positively impacts local government revenue through taxes and fees.

Most respondents (58%) agree that economic benefits from tourism are not equally distributed among community members. A significant majority (80%) agree that improving transportation infrastructure would enhance tourism. Most respondents (77%) believe promoting local cultural events can attract more tourists. A majority (85%) agree that increased tourism marketing and promotion in AJK is essential for growth. Most respondents (73%) agree that training local businesses is necessary to better serve tourists. A strong majority (82%) support eco-friendly tourism initiatives for sustainable growth. Most respondents (78%) believe community involvement in tourism planning is essential for maximizing benefits. A majority (75%) support encouraging local artisans to showcase their products to tourists. Most respondents (76%) believe partnerships between local businesses and tourism agencies enhance economic benefits. A strong majority (81%)

believe education and awareness programs about tourism benefits are important for locals.

Conclusions

Based on the findings, it is evident that tourism development has had a largely positive impact on the local economy, employment, and infrastructure in Azad Jammu and Kashmir (AJK). A majority of respondents believe tourism has contributed to job creation, boosted local business revenue, and supported the growth of local crafts and cultural heritage. Additionally, there is strong support for improved transportation and eco-friendly initiatives, indicating a recognition of the need for sustainable tourism practices. While most respondents acknowledge the benefits of tourism, there is a notable concern regarding the unequal distribution of economic gains within communities. This points to a potential area for improvement in ensuring that tourism benefits are more equitably shared. Additionally, community involvement in tourism planning is deemed essential, suggesting that locals wish to have a more active role in shaping the industry to better reflect their needs and priorities.

In conclusion, while tourism development in AJK is generally perceived as positive, sustainable growth and equitable benefit distribution remain key areas to address. Emphasis on partnerships, training, and educational programs for locals could further enhance the positive impacts of tourism, ensuring it contributes meaningfully to the socio-economic well-being of the region.

Recommendations

- To ensure that the economic gains from tourism development are more evenly shared across the community, policies should be implemented to support local businesses and provide direct benefits to residents. This could include offering grants or incentives to small local enterprises involved in tourism.
- Community members should have an active role in tourism development decisions. Establishing local advisory committees that involve residents, business owners, and local leaders could facilitate a more inclusive

planning process, ensuring that tourism initiatives align with community needs and values.

- To maintain AJK's natural beauty and cultural heritage, it is recommended to adopt eco-friendly practices within the tourism industry. This may involve promoting eco-tourism, reducing waste, conserving natural resources, and providing training on sustainable practices for local businesses.
- Continued investment in infrastructure—such as improved roads, public amenities, and access to clean water—will further support tourism growth and enhance visitor experiences. Infrastructure development should focus on areas with high tourist activity while considering the needs of local residents.
- Building partnerships between local businesses and tourism agencies can enhance economic opportunities and provide more resources for business growth. These partnerships can help in the development of joint promotional campaigns, event sponsorships, and training initiatives.
- Local businesses could benefit from targeted training on customer service, hospitality, and management skills to better meet the demands of tourists. Such programs can empower businesses to improve service quality and effectively cater to an international clientele.
- A comprehensive marketing strategy focused on AJK's unique cultural and natural assets would attract more tourists. This may include digital marketing campaigns, partnerships with tour operators, and participation in international tourism events to promote AJK as a premier tourist destination.
- Tourism initiatives should encourage and support local artisans by providing them with platforms to showcase their crafts and heritage. This could include dedicated marketplaces, cultural festivals, and

incentives for artisans to participate in tourism activities.

- Encourage investments in environmentally friendly accommodations and facilities, such as eco-lodges and sustainable hotels. Incentivizing businesses to adopt green certifications can promote sustainable growth in the region.
- Awareness programs about the benefits of tourism should be implemented to inform locals about economic opportunities and sustainable practices. These programs can help foster a community culture that values and supports tourism while understanding the importance of environmental conservation.

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