

# Ravaged Lands: An Investigation of Factors Affecting Pakistan's Tourism Industry

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## Abstract

Since the war on terror initiated in 2001 after the attack on the Twin Towers, situated in New York, United States. The US led invasion of Afghanistan has spilled its consequences across its Eastern border. Since then Pakistan has been a victim of terrorism and religious extremism due to its strategic alliance with the United States of America. One industry that was completely obliterated by this situation was Pakistan's Tourism industry. The objective of this research was to prove whether societal factors affect the tourism industry or cultural factors affect the tourist industry or the law and order situation has hampered the tourists' activities in Northern areas of Pakistan. Developing a questionnaire and validating its reliability, statistical techniques proved that cultural factors had a more significant impact on Pakistan's tourist mindset.

**Keywords:** Tourism; Cultural factors; Societal factors; Victims of terrorism; War on terror

## 1. INTRODUCTION

After the Second World War, which marked the beginning of the end of modern international tourism growth quickly (Chen & Tseng, 2005). (Toson, 2002) Suggested that this high growth was, " as a high income elasticity and high price elasticity of D major achievement compared to Many factors Common to the development of modern industrial society to contribute to foreign tourism, increased urbanization, population, education and leisure activities designed to stimulate the desire of individuals to travel abroad. Increase revenue and reduce the cost of international travel is also surprisingly rapid growth of international tourism".

An early researcher in the field. (Pike, 2002) Was shocked "to discover how little attention to the flow of tourists between the two countries were given the geography, demography and other social scientist. Judging by the accumulation of empirical studies, however, the situation changed. In the past three decades, a growing number of studies have attempted to model the determinants of international tourism flows. Although each study has made contributions to the field were, they generally understand the impact of this issue is minimal. Object of study conditions, methods, results and research, often very different in another, it is difficult to call a general rule. This study is a research, therefore, necessary to determine the response of examining a number of factors, while keeping in mind the differences between studies, which may explain the different results.

### 1.1 Tourism's Role in the Search for Global Prosperity

It is only since the 1950s that the tourism sector has played any significant role in the global quest for prosperity. Up until then, agriculture, and subsequently manufacturing, provided the economic foundation for societal well being. However, during the 1960s, 70s, and 80s, as western economies flourished, the service sector grew dramatically in terms of economic significance. Its growth has been so dramatic that many now claim tourism to be "the world's largest industry," generating more than 10% of global gross domestic product (GDP) and employment In more specific terms, the World Travel & Tourism Council (WTTC) estimates that, in 1996, tourism output will amount to approximately \$3.6 trillion, representing 10.7% of world economic output. Over

and above its sheer economic significance, travel and tourism has been singled out by (Atilgan, Akinci, & Aksoy, 2006).

### **1.2 Tourism and quality of life**

Travelers will be affected by the source and quality of life of the citizens of these countries enjoys a traveler who carries. In particular, the static nature of the industry obviously does not take into account the profile and behavior of visitors to the different nature of a particular destination, or the rapid development of the international tourism market. This is the best first approximation at a given time to reach visitors to understand the possible dimensions. For example, a futurist think, unlike today's travel market, the future will see a prosperous, various forms of tourism and culture, history and education (Augustyn & Ho, 1998).

### **1.3 Tourism development and prosperity: Challenges measurement**

Specific objectives, hides a key aspect of our understanding of these complex phenomena opportunities. Each discussion has assumed that the measures and the hypotheses are accurate to capture the "truth." This assumption has long been concerned professionals (Ashley, Boyd, & Goodwin, 2000). The most serious of these problems associated with the true size and nature of the direct economic costs of tourism, as well as its subsequent indirect economic impact. Significant progress has been made in recent years to strengthen the reliability of these measures and the development of a separate so-called "satellite accounts", these sub-accounts more accurately portray the national accounting standards and the country's tourism. Additionally, satellite accounts offer additional way of measuring things can be difficult to directly in the national accounts treasury (Dritsakis, 2004). Significant progress has been made in recent years to strengthen the reliability of these measures and the development of a separate so-called "satellite accounts", these sub-accounts more accurately portray the national accounting standards and the country's tourism. Government become more involved in the tourism industry has grown as tender. They encourage tourism (e.g., foreign currency from France, England and Japan in the late 1960s, bonds, 1979 restrictions, as well as to encourage foreign travel (Chen & Chen, 2010)

### **1.4 Prospects for competitiveness**

At first glance, the competitiveness, it seems a simple concept, these small differences. According to the Concise Oxford Dictionary, the quality of competition in a better position. But when we try to measure, we begin to understand the difficulties it defines as competitive and as a relative concept (i.e. a relatively favorable that?), usually multidimensional (i.e. no outstanding qualities?) (Sirakaya, Teye, & Sönmez, 2002).

There seems to be no universally accepted definition of competitiveness. It may be too broad and complex concept, despite the attempts to encapsulate it in generally applicable provisions. (Buhalis, 1998) Once said different competitive point of view, and (San Martin & Rodriques Del Bosque, 2008) argues that poor policies at the national level, as a result of a competitive force obsession. Perhaps the situation is best summed up by (Crouch & Ritchie, 2010)

### **1.5 Successful tourism explore social paradigm: competition and cooperation**

In this present study is based on the main theme of the model is to increase the competitiveness of the destination. This theme reflects the realities of the international tourism market. Should recognize that to be successful, the destination must ensure that their general appeal, and they offer visitors to experience wholeness must be equal to or exceed the experience of many other areas open to potential tourists in the world. The most serious of these problems associated with the true size and nature of the direct economic costs of tourism, as well as its subsequent indirect economic impact.

Quality of tourism products on a global scale may be what some authors call the competing (Fodness & Murray, 1999), to compete effectively. From a social point of view, these authors also argue that " in the twenty-first century international tourism will be the primary means to satisfy human desire to hold a higher quality of life, some of which will " promote a more realistic human social relations " (Copeland, 1991).

### **1.6 Hotel selection factors influencing Tourism**

These properties directly influencing choice is deterrence determinant Properties " : They may cause consumers to purchase intention and differentiate between two competitors (Chu & Choi, 2000). Services and facilities can be ordered by phone or through online routes, is a function of a product or service that leads consumers to choose a product than others (Ngai, 2003). Germany " view site NED degree Traveler " ND variety of services and amenities important to customer satisfaction. (Garbers, Niemann, & Mochol, 2006) Found that clean accommodation, and then safety and security for the money, stay polite and STA, the value of helping others happy! To identify "version. (Dolnicar, Business travellers' hotel expectations and disappointments: a different perspective to hotel attribute importance investigation., 2002) Noted that personal service, physical attraction, relaxation, service standards, appealing image, and value for money are significant opportunities for guests to

choose a hotel Choose Property from the top, “estimate traveler.

### **1.7 Perceptions of business and leisure travelers towards hotels**

Many studies have examined their criteria for the selection of the hotel business and leisure travelers. These studies show that it is important tribute Arras hotel choice for business travelers is the cleanliness and the location! (Yu & Chang, 2009). Many studies have been published in its focus areas of the hotel and tourism to support applications such as rent, hotel management, concierge services, and tour planning methods, (Mueller & Kaufmann, 2001)discussed the need for the development of expert systems for a number of precautions hospitality industry. (Dolnicar, 2002) introduced theories, which were applied to real estate, renting and domain management at three expert systems.

### **1.8 Objective of the study:**

- To determine which factors in the society and its culture effect the tourism industry
- To facilitate marketers in the knowledge of these factors according to the results.

### **1.9 Research questions:**

Is the tourism industry really affected by societal and cultural factors?

### **1.10 Hypotheses**

*H<sub>0a</sub>: There is no impact of societal factors on the tourism Industry*

*H<sub>0b</sub>: There is no impact of cultural factors on the tourism industry*

*H<sub>1</sub>: There is an impact of societal factors on the tourism Industry*

*H<sub>2</sub>: There is an impact of cultural factors on the tourism industry*

## **2. MATERIAL AND METHODS**

### **2.1 Research Method**

This research will be quantitative. Data was collected from students who are studying in Greenwich University Karachi. Sources will be different within the university so that monotonous results could be avoided as it was also noted while reviewing previous researches.

### **2.2 Technique for Sampling and procedure used**

The technique used to acquire my sample for this research was via Convenience Sampling technique. This is to maintain the quality of research so only concerned people will fill out the questionnaire.100 individuals will be selected for this study

### **2.3 Size of Sample/Time Orientation**

This dissertation will utilize 100 students studying in Greenwich University. Questionnaires were circulated in this sample size. Questionnaires will be floated once in the sample size.

### **2.4 Data collection methods**

#### **2.4.1 Primary Data:**

Questionnaire survey will be conducted as a tool for primary research and collection of data.

### **2.5 Data Collection tool**

To extract the necessary answers for this dissertation to formulize questionnaires were developed and circulated. The Questionnaires were structured on a likert scale from 1 to 5. In this questionnaire“1” represented the highest level of disagreement whereas “5” represented the highest level of agreement. Each factor was gauged via a sub value or latent variable formed by an average of those questions.

### **2.6 Reliability Analysis**

Reliability of the data gathered would be calculated via the reliability test option in this software, which will produce a coefficient known as Cronbach’s alpha, which represents validity of the gathered data.

### **2.7 Data Analysis**

Multiple linear regressions will be used for this research. The hypotheses will be tested via this statistical model. This model will be executed through computer software for statistical calculations known as SPSS. Since there are 9 independent variables backward regression will be used in-order to refrain from repeating the regression process in case of insignificant variables.

### 3. RESULTS AND DISCUSSION

#### 3.1 Questionnaire Validity

Since the questionnaire for this research had been developed and did not utilize any previously developed scale, it is required that the questionnaire should be tested for validity. This has been done via the factor analysis function in the dimension reduction option in SPSS.

**Table. 1: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett's Test of Sphericity	Approx. Chi-Square	33.468
	Df	15
	Sig.	.004

The table above shows two tests that explain and indicate the validity or suitability of the data at hand how it is usable for structure detection.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is an explanatory statistic that shows the variance proportion in the variables that might exist due to underlying factors. The closer the value is to 1.0 that generally indicates that the factor analysis, which is executed, is useful for the data gathered in this research. In the readings value is at 0.620 indicating that the data is useful for factor analysis. If the value had fallen below 0.50, then the results of the factor analysis would not be useful for this process.

Bartlett's test of sphericity tests the hypothesis that the correlation matrix is similar or exactly an identity matrix and would indicate that the variables used in this research are not related and hence unsuitable or not useful for structure detection. The sig. value is less than 0.05 of the significance level, which indicates that the factor analysis conducted is useful on the gathered data.

**Table. 2: Communalities**

	Initial	Extraction
Soc_ It is necessary to know the political scenario of the destination	1.000	.715
Soc_ I will consider corruption as a factor when travelling	1.000	.637
Cul_ Traditional festivals are the reasons for travelling to countries	1.000	.770
Cul_ Currency valuation is also necessary when travelling to the target destination	1.000	.488
TI_ Hoteling rates effect the tourism choice or is considered when travelling	1.000	.646
TI_ Costs incurred in that country will definitely affect the tourism industry	1.000	.658

Extraction Method: Principal Component Analysis.

Initial communalities are, for correlation analyses, the proportion of variance accounted for in each variable by the rest of the variables. Extraction communalities are estimates of the variance in each variable accounted for by the factors in the factor solution. Small values indicate variables that do not fit well with the factor solution, and should possibly be dropped from the analysis.

After repetitive factor loading and removal the following communalities table shows that the following sub variables are useful for structure detection

**Table. 3: Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Soc_It is necessary to know the political scenario of the destination	.810		
Soc_I will consider corruption as a factor when travelling	.774		
Cul_Traditional festivals are the reasons for travelling to countries			.865
Cul_Currency valuation is also necessary when travelling to the target destination			.568
TI_Hoteling rates effect the tourism choice or is considered when travelling		.761	
TI_Costs incurred in that country will definitely affect the tourism industry		.700	

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 5 iterations.

The table above is the rotated component matrix output of the factor analysis test. The results above show that 3 constructs have been made according to the theoretical framework of this research and that the following questions fit the constructs, which are to be tested in this research. It is seen that two questions of each construct (Societal Effects, Cultural Effects and Tourism Industry) are valid for this research to go on further.

### 3.2 Reliability

#### 3.2.1 Data Reliability

**Table. 4: Reliability Statistics**

Cronbach's Alpha	N of Items
.781	15

The result above is the output of the reliability analysis conducted on spss. Reliability analysis was run on the data set to check the reliability of the gathered sample. The Cronbach's alpha, which is a coefficient of reliability, is above the 0.5 benchmark indicating that the data is reliable for use at 0.781.

#### 3.2.2 Construct Reliability (Societal Effects)

**Table. 5: Reliability Statistics**

Cronbach's Alpha	N of Items
.538	2

The result above is the output of the reliability analysis conducted on spss. Reliability analysis was run on the data set to check the reliability of the societal effects construct. The Cronbach's alpha, which is a coefficient of reliability, is above the 0.5 benchmark indicating that the data is reliable for use at 0.538.

#### 3.2.3 Construct Reliability (Cultural Effects)

**Table. 6: Reliability Statistics**

Cronbach's Alpha	N of Items
.346	2

The result above is the output of the reliability analysis conducted on spss. Reliability analysis was run on the data set to check the reliability of the societal effects construct. The Cronbach's alpha, which is a coefficient of reliability, is below the 0.5 benchmark indicating that the construct is less reliable for use at 0.346

#### 3.2.4 Construct Reliability (Tourism Industry)

**Table. 7: Reliability Statistics**

Cronbach's Alpha	N of Items
.335	2

The result above is the output of the reliability analysis conducted on spss. Reliability analysis was run on the data set to check the reliability of the societal effects construct. The Cronbach's alpha, which is a coefficient of reliability, is below the 0.5 benchmark indicating that the construct is less reliable for use at 0.335

### 3.3 Multiple Linear Regressions

#### 3.3.1 Model Summary

**Table. 8: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 <sup>a</sup>	.108	.081	.83491
2	.272 <sup>b</sup>	.074	.061	.84432

a. Predictors: (Constant), Cultural effects Construct, Societal effects Construct

b. Predictors: (Constant), Cultural effects Construct

After reviewing the model summary it is indicated that there is no sample error as the difference of R Square and Adjusted R Square is less than 0.05. Although there is a doubt in the model as the variation is not explained well by the model (R is very low at 0.074).

#### 3.3.2 Analysis of Variance

**Table. 9: ANOVA<sup>c</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	5.657	2	2.828	4.057	.022 <sup>a</sup>
	Residual	46.704	67	.697		
	Total	52.361	69			
2	Regression	3.885	1	3.885	5.450	.023 <sup>b</sup>
	Residual	48.476	68	.713		
	Total	52.361	69			

a. Predictors: (Constant), Cultural effects Construct, Societal effects Construct

b. Predictors: (Constant), Cultural effects Construct

c. Dependent Variable: Tourism industry construct

The Anova table shows that the f statistic is significant as the value is above the 4.0 benchmark at 5.450. While the effect of cultural effects is significant at the value is below the significance level i.e. (0.023 is less than 0.05).

#### 3.3.3 Coefficient Interpretation

**Table. 10: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	2.360	.530		4.456	.000	
1	Societal effects Construct	.180	.113	.190	1.594	.116
	Cultural effects Construct	.217	.115	.226	1.897	.062
(Constant)	2.882	.421		6.849	.000	
2	Cultural effects Construct	.262	.112	.272	2.335	.023

a. Dependent Variable: Tourism industry construct

The table above shows the coefficient table, which is a result of the multiple linear regressions executed on spss. Model 2 shows that social effects have been removed from the table due to its insignificance while the "cultural effects" effect on the tourism industry is significant as the t value is above the 2.0 benchmark and the sig value is below the 0.05 benchmark.

### 3.4 Discussion

After the statistical analysis of the data set and testing the hypotheses it is seen that only cultural effects are significant predictors on the tourism industry. Although the significance of the variable exists, it is seen that the coefficient's magnitude is rather weak which indicates that more predictors, which have not been included in this research, could have been the determinants of a higher impact on tourism or that cultural effects have a particularly small effect on tourism. This issue can be linked to the r square value, which is at 7.4 % meaning that the model explains less variation and that there was more room for inclusion of variables in the model as well. In today's day and age it is seen that multiple factors such as tourist laws, as well as the GDP of certain tourist countries have a major effect on the tourism industry altogether which are assumed to be predictors on this industry.

### 4. CONCLUSION

Tourism is an industry in Pakistan that is not virtually extinct. As many know Pakistan is now a breeding ground for terrorism, which is largely due to the current participation in the afghan war and our alliance in the war on terror. Competition is considered fierce with Middle Eastern nations fighting for the tourism in this region as well as SriLanka, which has bounced back from its days of civil war and is now an emerging market for both business and tourism alike. It's no secret that many aspects of business development, human resource management, are no different. The Overall analysis showed that in the tourism industry, the cultural effects have a significant impact on it in the case of people reviewed for this research.

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