**SWOT ANALYSIS FOR GREEN ECONOMIC DEVELOPMENT AS A PREAMBLE TO LOCAL COMMUNITY AND SUSTAINABLE TOURISM DEVELOPMENT, HKH REGION, PAKISTAN**

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***ABSTRACT:*** *The local tourism is rely on the Global Sustainable Tourism Criteria (GSTC) which is legal and operational infrastructure for local community and sustainable development. The environmental sector like temperature and rain at international level on the minimum criteria in which tourism industry and market access must follow community participation mechanism. The paper highlights a group of key variables like temperature, rain, household size depend on the Global level Tourism Criteria which are used for the study and investigate for “greening”.The data investigates unit root test throughout Augmented Dickey Fuller (ADF), long run and the short run relationship between green economic development and tourism sector. The data analysis indicates and explains such a reliable movement toward sustainable tourism shows momentous improvement in the reliability and validity of the local population as well as green sector development and makes better in smaller areas which are centered on natural beauty and green sight that leads towards the cultural heritage and creates social harmony. Local community cooperation in the operational management was the reliable approach for infrastructure management and which reduces the environmental degradation. The results show that local population development have disappeared, the management is required at a local and national level for tourists and local community collaboration power is needed to sustain and maintain tourism development. The SWOT model assesses the basic problems that creates basic hurdles in suitable tourism development in order to recognize the considered issue which makes sure implementation of present long term suitable approach for the local and regional level development. The ability of a surrounding system for the ecological and environmental activities are necessary to tourism sector growth. The relationship of environmental factors like temperature and rain with tourists is complicated.*

**Keywords:** *(*Global Sustainable Tourism Criteria, SWOT MODEL, HinduKushHimalya (HKH), local Community*,)*

**INTRODUCTION**

Theconcept of green sector development and growth in the perspective of sustainability through local community and the poverty mitigation was one of the two Components for Sustainable Development of the local Community. Local community development attends to women’s empowerment and gender impartially issues by ensuring and declaring that women and men have equivalent access to resources for the improvement of local communitieslike the land formation, advance technology information, extension services and decision making policy **[3].**The issues related to tourism included that to make sure benefits accruing from the processing and have the market access for both men and women uniformly. Provide opportunities for source of revenue diversification away from agriculture and green sector, which watch over the rights of both men and women in green economy projects for the standardization of the human well beings. Provide the participation in green projects for the development of local communities through the green economy development **[14].** The Sustainable tourism basic objective to fulfill the basic requirements of the present tourists situation and host regions attractive points that will protect the and sustain the opportunity for the future scenario. It is leading to management and the regularity of of all natural resources in such a way that economic stability , social integrity and visual needs which can be completed, while sustaining the cultural integrity, for essential for biological and ecological processes, biological assortment and life managing mechanism**[15].**Making tourism more sustainable and efficient can create stronger linkages with the local green economy by increasing local development potential. The specific and recognized consequences are taking directly from the local peoples, conduct the channel of recruiting and make sure training activity for the local unskilled and semi-skilled staff for the eastablishment of green sector knowledge platform. However, it included into the locality partnerships to make socio- economic and environment interface for the reliable place to live, work and visit for all attraction sites as well as to improved local natural recource conservation mechanism within its swat study areas have straight and non-straight impact of the environmental conditions [13**].**Green economy facilitates the plans and programmed for the communities development. Its creates exploit in the local biological diversity and cultural tradition which existing in the swat district could create basic role in sustaining green growth sectors and availability of employment opportunities for local community because tourism is fairly labor comprehensive sector for local community which traditionally conquered by micro and small speculation with activities specially and given advantages for women and disadvantaged groups**[**6**].** To serve concurrence catalyst for economic sector development, such the sectors as tourism , forestry and manufacturing industry. Tourism sector also furnishes to the infrastructure that assist the local community wih facilitation of the environmental conservation and resource utilization that was not available. The socially providing the facilities like cultural, recreational and commercial services which are available for tourists and local residents**[ 11].** The basic facts that are relevant towards the sustainable tourism and local community. The integrated system for local community development through tourism sector, which is reliable and based the demand and supply of the basic items for survival of life which makes sure effective policy implementation and strategic management. The technique to tourism sector growth and development might allowable to demonstrates the demand and supply aspects to single dimension which creates socio-economic and socio-ecological integrities which are prejudice and natural resource framework degraded for tourism sector development. The maintaining socio-economic and socio-ecological objective by taking into balanced within the framework of infrastructure**[**7**].** Lack of the proper management and policies of tourism development can deteriorate infrastrsture of the sensitive ecosystems in the protected mountain areas having associations that range from downturn in the visitor satisfaction to a decline in the total number of visitors both give the result in the loss of economic integrity and assistance that tourism may be conduct and bring **[12].** The “ Total population” depend on the tourism sector. However, the sustainable tourism required different types of facilities that will fulfill the demand of tourists. The services to tourists gave the sign for information framework and promote the local tourism development. He demonstrates the basic factors that will create the hurdle in the tourism development and growth through total arrivals. The natural resource maintenance mechanism, availability of natural resources, entrepreneurship, management, local people development, thepolicy implementation and better style for control through leadership [9**].**Thereason ofarrival of total tourists to a place are the attractions of the green sectors that was the relevance and reliability to the tourism sector.The mechanism of natural resources management for the sustainable tourism development like natural beauty and water scenic areas. The Topography of the mountain area such as the mountain resorts and mountain specific climbing places. The natural beauty which included wildflower sites and green sights creates the amazing impact on the development of local community [**8].**The concept of Wildlife with respect to the green sector like forest including nature resource mechanism and hunting the animal species. Finally the severe impact of climate change which affect tourist sites like swimming pool and beach sights. For sustainable tourismin the mountain area is the highly reliable and relevant while quality of natural resources conservation mechanism is suitable which facilitate the tourist activities which was taken to tourism markets [8, 9**].**The creative processes of the tourism development required to improve local community development by maintain quality of life that are often the same ones that will boost towards to local green economic development. The creativity, brain teaser for rural development and exterior regions is not so greater why they should be interested and reliable in creative tourism development, but how to facilitate making it ensure for work for their particular situation, with tourism one accurate and valuable route to community and green economic development [5**]**.

**Sustainable Tourism and Local Community Impact**

**T**he community can have an impact over a sustainable tourism development and that’s why the local community development in tourism and has been expanding in the recent years. The local communities are the basic components of the environmental globalization. The concept of basic local community has completely formulated and framed from the local communities in social, cultural and ethnic groups. The new concept of local community development has given the basic components for the local community development by the green economy of brotherhood and nationhood [**10]**.The Tourists travelled to the different attraction places to look the different way of the life and to know how other communities of societies are working and boost towards development. They can also be revolted from the different districts regarded as serious because of the nature, variation of the local community development. Local Communities are not only the signs of renovation and globalization, but at the same time the local communities have become confrontation for the renovation .This is due to the local people need to appreciate that local community itself has become the necessary component for the tourism sector consumption. The concept of community tourism development is being established now in the form of tourism often called local community based tourism sustain and developed which objective to give the benefit to local people and communities with themselves to be involved and participated. In this scenario the concept of local community has been developed.[**17].**The Economic growth and human well-being are directly related tothe future of the area population. The environmental degradation factor is wearingaway human wellbeing and economic growth. Socio-ecological systems are characterized by the two ways which create the contact in which human communities will take part in the environmental activities and change environment in action. Creating a green economy is not the presently about heartening environmental fortification but also establishing closed-loop ecological alternatives in green sector that not attentively thrown in both dematerialization and detoxification of the green economy development through local community participation. Green economic development is also contributed to increasing production in the agriculture sector straightly through fulfillment of human and environmental needs. Decentralization is indignation advanced green economic development through the participation of community mechanism **[16].**An economic impact assessment (EIA) indication brings the changes in socio-economic condition resulting from tourist activity. An EIA will find which economic sector benefits from the Tourism Corporation and takes approximately resulting changes in local development and employment in the swat region. An economic impact assessment not only assesses economic efficiency and also reduces the effectiveness of the environmental hazards. The aspects like Environmental, social and fiscal impacts are equally vital in a balanced assessment of local community development from household size infrastructure at the regional level [1**].** Today tourism sector from the world is biggest growing industries.The extensive development of infrastructures and make reliable earning in the swat region region shows that the tourism sector has been growing and developed greatly in the last years. Tourism has a wide range social and economic impact on the local region.Therefore, it can be divided into the two basic types. Firstly, the host region in the area can take advantage of earnings points directly through the transport sector and from the food. Secondly, tourism takes part in the local and regional area through the employment cycle, which created by the industry of tourism growh and development. Tourism uses many of the local goods. The man power which used to make sure the foods availability and prevention is take a part indirectly in the tourism sector developmet, whereas the works of restaurant, hotels availability, transportation mechanism and tourist security at local and regional level are involved directly in the sustainable tourism. Tourism estimates the trade and entrepreneurship, which helps to maintain the local and regional development. The local community development, agrarian changes are caused by increase the population. An increase in the Population provides a response to economic regularity in green sectors.It commonly leads to basic changes both in approaches of cultivation and for social harmony and economic stability. Such relationships which are capable of intensely raising the return per unit of labor input**[18].** The tourism growth is paying attention at the sight of the area.Specially, this urban area this will lead towards the brain drain mechanism. This will make harmful impacts on the economy and on local communities. If the growth does not sustain then it creates the social disintegration between the society which results, decrease the efficiency of the development and increase the effectiveness of natural resources **[2].**

**METHODOLOGY:**

The present study engaged the time series data on manifestation of total visitors, household size, temperature and rain. The period included 1981 to 2013 of the Swat District.The annual time series data of the variables were used in this study. The most important group to be benefited from the local and foreign tourism is the community. They are the strongest and weakest link to attract the visitors. The community provides the safety, politeness, cleanliness to the visitors and ultimately results in increase in the pace of tourism. The distribution of Population in Swat district is shown (Figure 1). Swat valley is mountainous area with elevations ranging from 600 meters to 6000 meters above the sea level from direction south to north to the Hindukush mountain range The main sources of data for the present research were included: KPK development statistics of various years, Pakistan tourism development Islamabad, world bank index. Population Census of Pakistan, 1981, 1998 and projected 2014 and Pakistan meteorological department (PMD) , Lahore.

**Green Economy Development Model**

**Sustainable Tourism through Green Econometric Approach**

**GED** = f (Ln RAIN, Ln TEMP, Ln THOU)

**GED**  = Green Economic Development (TVIS)

**TVIS**  = (Total Visitors,

**RA**  = Rain

**TEMP** = Temperature

**THOU** = Total House Hold Size

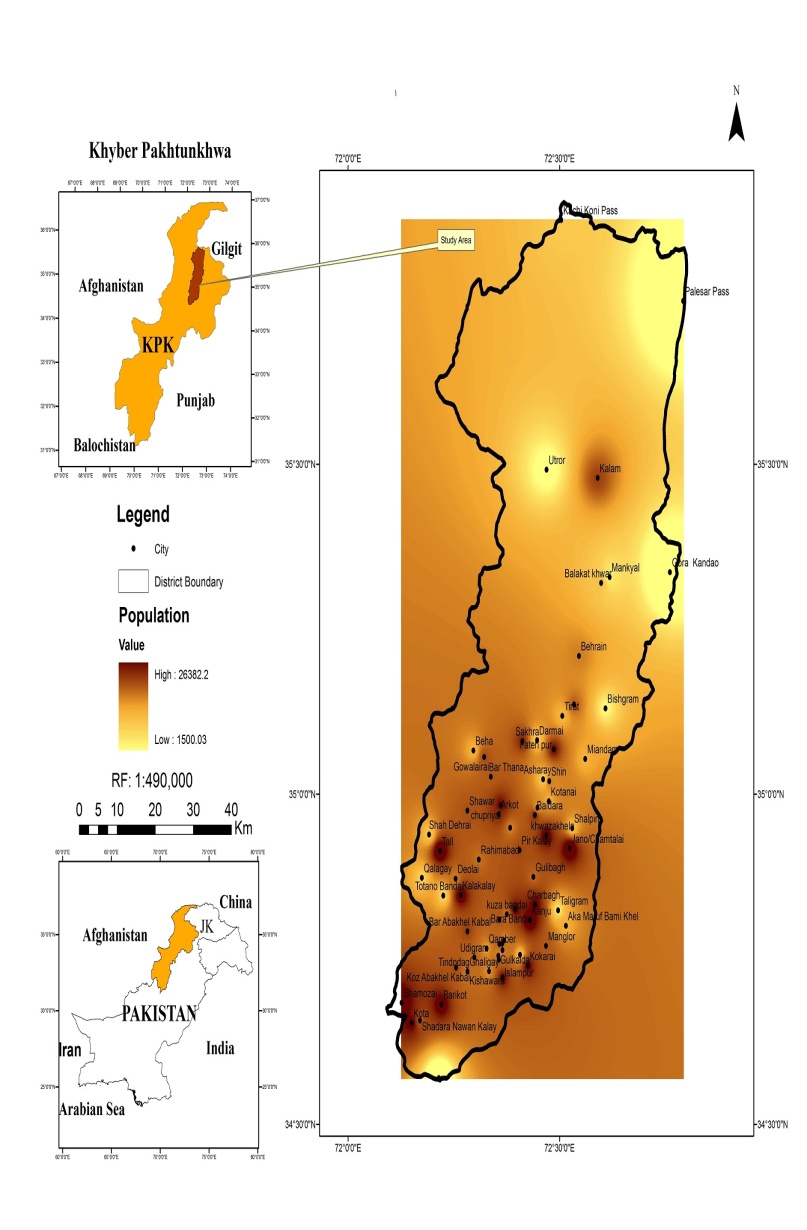
**Equation**

Shows multiplier impact that reveal one unit change in independent variable causes how much change in the dependent variable

**=**Shows short run effect

**=**Shows long run effect

Error correction term or adjustment effect **Then**

**Figure -1 showing the distribution of Population in Swat, Pakistan**.

**Table1 1 : Unit Root Test ADF**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial. No | level Series | | First Difference Series | |
| Variables | T-Statistic | P value | T-Statistic | P value |
| LnTVIS | -2.7595 | 0.3109 | -3.43728 | 0.0147 |
| LnTHOU | -0.1053 | 0.9403 | -9.32688 | 0.0000 |
| LnRAIN | -4.99763 | 0.5103 | -6.10957 | 0.0000 |
| LnTEMP | -1.83265 | 0.3586 | -7.88345 | 0.0000 |

|  |  |  |  |  |
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The results declare that **TVIS** is significant as the first

difference as compared where p value AT FIRST DIFFERENCE is less than its sign value which shows that it rejects the null hypothesis and which prove that data is stationary. Same as results point towards for the RA, TEMP and THOU that are significant and stationary at first difference. Total visitors are more than the green economic development increased. The result of the unit root tests leads towards the next step which is Johansson Co integration**.**

**Johnson Co integration**

**Table1 2: Long Run Relationship**

|  |  |  |  |
| --- | --- | --- | --- |
| Unrestricted Co-integration Rank Test (Trace) | | | |
| Hypothesized No. of CE(s) | **Trace Statistics** | **0.05**  **C.V** | **Prob.\*\*** |
| None | 61.12300 | 47.85613 | 0.0018 |
| At most 1 | 19.23308 | 29.79707 | 0.0763 |
| At most 2 | 7.057570 | 15.49471 | 0.05709 |
| At most 3 | 7.26E-05 | 3.841466 | 0.0143 |

Max-eigenvalue test indicates 4 Cointegration(s) at the first difference.\* denotes the rejection of hypothesis. \*\*MacKinnon-Haug-Michelis (1999) p-value

|  |  |  |  |
| --- | --- | --- | --- |
| Unrestricted Cointegration Rank Test (Maximum Eigenvalue | | | |
| Hypothesized No. of CE(s) | **Eigen. Statistics** | **0.05**  **C.V** | **Prob.\*\*** |
| None | 10.82542 | 41.8899 | 0.05843 |
| At most 1 | 8.397889 | 12.1755 | 0.01316 |
| At most 2 | 9.254770 | 7.05749 | 0.02646 |

Max-eigen value test indicates 3 Co integratingeqn(s) at the first difference.\* denotes the rejection of hypothesis. \*\*MacKinnon-Haug-Michelis (1999) p-value

**Error Correction Model TEST**

ECM can be measured from the Johnson Co integration test which declares the short run values with long run equilibrium in the measurement of total visitors in tourism sectors through the green sectors.

ECM declares the results that there is a long run and short run effects of the independent variables on total visitors in the Swat.RA, TEMP, TPOP has a long run and short run relationship with GED as TVIS in the positive that has significance level at the first difference So, the TVIS of the tourism sector has a significant effect on the green economic development in the swat district of the local community development. Tourism is one of the most capable drivers of growth for the green economy.

**Table1 3: Short Run and Long Run Relationship**

**With ECM**

|  |  |  |
| --- | --- | --- |
| Variable | Coefficient | Prob. |
| C | **-94692.16\*\*** | **0.04886** |
| D(RAIN) | **-8.847596\*\*** | **0.01783** |
| D(TEMP) | **1971.712\*\*** | **0.07929** |
| D(HOUSE) | **11.01565\*\*** | **0.04036** |
| TVIS(-1) | **0.289038\*\*** | **0.04938** |
| RAIN(-1) | **283.6468\*\*** | **0.05864** |
| TEMP(-1) | **11536.35\*\*** | **0.02778** |
| HOUSE(-1) | **-1.295049\*\*** | **0.02101** |
| R-squared | **0.567959** | |
| Adjusted R-squared | **0.378942** | |
| S.E. of regression | **24230.32** | |
| Mean dependent var | **650.9167** | |

The absolute size and make sure access of the tourism sector makes it critically necessary from a global resource outlook. Even small and little changes toward greening sector can have important impacts on the tourism sector. In addition, the green sectors’ connection to various sectors at destination and international levels means that brings changes in natural resources conservation practices can stimulate changes in the various different public and private actors for the green sector’s growth.

**Table 4: Descriptive Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variables | Mean | St.deviation | Maximun | Minimum |
| LnTVIS | 4.8584 | 0.453350 | 5.477121 | 4.000000 |
| LnTEMP | 0.9642 | 0.089961 | 1.078729 | 0.699513 |
| LnRAIN | 1.8394 | 0.171385 | 2.059753 | 1.405961 |
| LnHOU | 4.9743 | 0.214334 | 5.394706 | 4.646570 |

The mean value of given variables relate from the 0.9642 to 4.9743. Then value of standard deviation varies from 0.089961 to 0.453350.

**DISCUSSION**

There is a growing trend in the tourism sector within the tourism development of industryin sustainability. For instance, environmental technologies such as photovoltaic electricity, temperature and rain. According to theabove results that Sustainable tourism describes policies, environmental practices and programmed that take consider not only the expectations of total tourists concerning responsible natural resource management and conservation like demand, but also the fulfillment of the need of local communities that support or are affected by tourism projects

and the environment integrity supply. Sustainable tourism thus aspires to be more efficient and more “climate sound” which consume less water and the minimize waste, than conserve biodiversity and cultural heritage remain and support traditional values hold up the intercultural understanding and tolerance, which generate local income and integrate local communities through the tourism sector with a view to improving employment and reducing poverty of the local community. The trend tomove towards more sustainable tourism has been shown in a number of destinations, enhance this local development potential through environmental and household mechanisms and infrastructure. As results show that tourism product is combination of different activities and household size by housing units which produced by green sectors like total visitors enhanced and sustained by tourism give benefit and advantage thorough wide range of sectors such as green like agriculture sector, local handicrafts goods, transport facility and infrastructure, water and waste management framework, energy efficiency, reduced effectiveness which improve the living standard of the local community in the swat district by providing the employment opportunities. Then local tourism growth at destinations gives investment in facilities and support for the local communities development and improves the basic common infrastructure facilities and services required for green sector development through total visitors and household size by housing units create improvement of quality of life and living standard. It provides Tourism employment more women and young people to the local community than other green sectors which providing socio-economic benefits, advantages and independence to women is vital in terms of supporting and sustain the local community development and flouting the cycle of poverty [4].

**CONCLUSION**

Culture is rarely static in the swat district, which linking local tourism sector and provide that cultural survival brings benefits for the local community as well as variations and challenges for a local community development to address the tourism sector as the major source of the income. The possible socio-cultural settlement and benefits of tourism to vulnerable culture are hardly ever quantified. (Figure 2) shows that this SWOT matrix able to carry on the strong focal points which eliminates the weak points and threats which go over them to the strong focal points in sustainable tourism development through right validity of green economic development. The preservation of natural capital values and sustainable use of the natural resources in swat district.

Tourism sector projects need to include a programmed to monitor and coordinate socio-economic and cultural heritage advantage, so that have a vulnerable effect on cultures which can access, measure and manage the impacts of local tourism on their communities of the Swat District. Aside from the non-straight benefits, most commentators believe and argue that investment in cultural heritage is among the most significant through tourism sector development and usually profitable.

Therefore, it was granted that these obstacles and hurdles must be the main focal points for the swat district to resolve in order to gain sustainable tourism development. The majority of the experts supported and explained local community development through tourism laws and regulations. Consequently, swat domestic and local tourism industry sector focus on efficiency of natural resources use, increase of tourism activity promotion, advertisement and international occurrence implementation [19]. Due to lack of planning, policy and failure to create effective and applicable management mechanism for the tourism industry faced with a number of obstacles that negatively impact quality of tourism products, services and related tourism facilities. Current trends and perspectives which give a positive and favorable signal for local and national tourism sector development [20].

**Green Economic Development through Tourism Sector (SWOT Analysis)**

**Figure 2- Shows Strength, Weaknesses, Opportunities and Threats (SWOT) Model for Tourism Sector Development**

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