

**Impacts of Cultural Diversity: Language, Festivals and Heritage Sites on Tourism Development in Gilgit Baltistan**

**Shakir Ali Shah Kazimi<sup>1</sup>, Dr. Jafar Aman<sup>2</sup>, Kainat<sup>3</sup>**

<sup>1,3</sup> Graduate, Department of Sociology and Anthropology, Karakoram International University, Gilgit, Email: [sshakirali303@gmail.com](mailto:sshakirali303@gmail.com), Email: [kainatzehra42@gmail.com](mailto:kainatzehra42@gmail.com)

<sup>2</sup> HOD Head of Department of Sociology - Anthropology Karakoram International university Gilgit Baltistan, Email: [jaffar.aman@kiu.edu.pk](mailto:jaffar.aman@kiu.edu.pk)

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**Abstract**

This quantitative research investigates the impact of cultural diversity on tourism development in Gilgit Baltistan, focusing on key cultural elements such as language, customs and traditions, cultural heritage, cuisine, music, dance, art and craft. Gilgit Baltistan, known for its vibrant cultural landscape, offers a unique case study to understand how these diverse cultural attributes contribute to the region's tourism growth. The study aims to quantify the influence of these cultural factors on tourist satisfaction, attraction, and overall tourism development. Data was collected through structured questionnaires distributed to a representative sample of 200 tourists visiting the region, as well as local stakeholders involved in the tourism industry. Statistical analysis, including regression models and correlation analyses, was employed to assess the relationship between the identified cultural variables and key tourism development indicators. The results demonstrate a strong positive correlation between cultural diversity and tourism development, with language and cultural heritage emerging as significant predictors of tourist attraction. The findings also indicate that tourists highly value the unique customs, traditions, and culinary experiences offered by the region, which significantly enhance their overall satisfaction. The research concludes that a strategic focus on cultural diversity can significantly enhance tourism development in Gilgit Baltistan, contributing to the sustainable growth of the region's economy.

**Keywords:** Cultural diversity, Tourism development, Gilgit Baltistan, Quantitative research, Cultural heritage.

**Background**

In recent years especially since last decade tourism has emerged as a significant and one of the largest global industries with the help of this industry of this tourism economies are growing day by day; cultures are exchanging and there is increase in cooperation between people as well. The success of any tourism destination has always some latent factors which help it to become success and one of these latent factors is cultural diversity basically cultural diversity refers to the coexistence of various cultures within a geographical area, having diverse traditions, diverse languages, diverse beliefs, diverse customs and diverse lifestyles (Mwinuka, 2017). As the world becomes increasingly interconnected then cultural diversity plays very important role in shaping the tourism industry and especially in this research area Gilgit Baltistan cultural diversity influences tourism industry as the culture of Gilgit Baltistan is diverse there are different languages spoken in this area, people are from different ethnicities and there is existence of different religions as well so this research aims to explore and analyze the impacts of cultural diversity on tourism development

by investigating the relationship between cultural diversity and tourism.

Tourism has become very important part of the global economy as mentioned earlier as well specially in the context of Gilgit Baltistan there are small businesses developing day by day and people are going towards business and entrepreneurship because of tourism. This research wants to analyze multifaceted double impacts of cultural diversity on tourism development. By examining how cultural diversity influences tourist's choices, experiences and behaviors and this research also want to shed light on the factors that make diverse destinations more attractive, appealing and memorable. Furthermore this research wants to analyze and seek the economic implications and economic perspective of cultural diversity and exploring how it contributes to revenue generation and the overall prosperity of tourism dependent communities. Basically, cultural diversity serves as a very important and significant driver for tourism growth and development because the positive effects of cultural diversity on tourism are not limited only to the economic goals rather it has also potential to enhance social understanding, promote tolerance and foster cultural exchange between tourists and host communities. The most important gap which is found in this research is that to analyze the positive effects of cultural diversity on tourism not only economic perspective rather to enhance social understanding and cultural exchange between hosts and tourists and to promote harmony among hosts and tourists. The significance of this study is more because it has potential to offer valuable insights about the relationship between cultural diversity and growth and development of tourism as tourism is becoming a force for mutual cultural exchange, social cohesion and foster intercultural relationship and dialogue. So, this topic is very important to be explored and contribute to the newly emerged industry of Gilgit Baltistan for the sustainable development of tourism through cultural diversity.

### **Problem Identification**

While Gilgit-Baltistan's natural beauty has been extensively promoted as a key attraction for tourists, the region's cultural diversity has not received the same level of attention. This oversight has resulted in a gap in the tourism industry's ability to fully leverage the region's cultural assets. The lack of a comprehensive understanding of how cultural diversity impacts tourism development in Gilgit-Baltistan has hindered the creation of effective strategies to promote the region as a culturally rich destination. As a result, the potential economic and social benefits that could arise from increased cultural tourism remain largely untapped. The problem is further compounded by the lack of empirical research focused on the quantitative assessment of the impact of cultural diversity on tourism development in Gilgit-Baltistan. Most studies in the region have been qualitative in nature, providing descriptive accounts rather than measurable insights. This has created a gap in the literature, making it challenging for policymakers and tourism stakeholders to make informed decisions based on data-driven evidence.

### **Research Questions**

This study aims to address the following research questions:

1. How does cultural diversity, including language, customs, and traditions, influence tourism development in Gilgit-Baltistan?
2. What is the impact of cultural heritage, cuisine, music and dance, and art and craft on attracting tourists to Gilgit-Baltistan?
3. How do social norms and values of the local communities affect the tourism experience in Gilgit-Baltistan?
4. What are the key challenges in promoting cultural diversity as a central element of tourism development in Gilgit-Baltistan?
5. What strategies can be developed to enhance the role of cultural diversity in tourism development in Gilgit-Baltistan?

## **Rationale of the Study**

The rationale for this study is grounded in the need to fill the existing gap in research on the quantitative impact of cultural diversity on tourism development in Gilgit-Baltistan. Given the growing global interest in cultural tourism, it is imperative to understand how the unique cultural attributes of Gilgit-Baltistan can be harnessed to boost the region's tourism industry. By providing empirical evidence on the relationship between cultural diversity and tourism development, this study will contribute to the formulation of targeted strategies that can enhance the region's appeal as a culturally rich tourist destination. Moreover, the findings of this study will have broader implications for other culturally diverse regions in Pakistan and beyond, offering insights into how cultural assets can be leveraged for tourism development. This study also aligns with the broader goals of sustainable tourism, which emphasize the importance of preserving and promoting cultural heritage while ensuring that tourism benefits local communities.

## **Objectives of the Study**

The objectives of this study are:

1. To quantitatively assess the impact of cultural diversity, including language, customs, and traditions, on tourism development in Gilgit-Baltistan.
2. To evaluate the role of cultural heritage, cuisine, music and dance, and art and craft in attracting tourists to Gilgit-Baltistan.
3. To analyze the influence of social norms and values on the tourism experience in Gilgit-Baltistan.
4. To identify the challenges and opportunities in promoting cultural diversity as a key element of tourism development in Gilgit-Baltistan.
5. To propose strategies for enhancing the contribution of cultural diversity to the sustainable development of tourism in Gilgit-Baltistan.

## **Literature Review**

### **Introduction**

First of all it is important to define the concepts of cultural diversity and tourism. As cultural diversity is defined as existence of various cultures, ethnicities, languages, religions and traditions within a society basically it is differences between individuals and groups on the other hand tourism is defined as people traveling to stay in places outside their own environment for different purposes like exploration, business, entertainment and other purposes. As the northern region of Pakistan which is known as Gilgit Baltistan is one of the most attractive places all over Pakistan because of its natural beauty, availability of all four seasons and there are various attractive mountains including K-2 and Rakaposhi in Gilgit Baltistan and this region is very important geographically as well because it is gateway between China one of the powers of the world and rest of the world (Hussain et al., 2021). But Gilgit Baltistan is famous for its diverse culture, diverse languages, diverse religions and diverse ethnic groups and this diversity attract people towards Gilgit Baltistan and people often come to Gilgit Baltistan to explore this diversity from all over Pakistan and even all over the world. Exploring cultural diversity of Gilgit Baltistan is one of the most interesting and favorite topics for the researchers in Pakistan and even for the rest of world as many foreign researchers also conduct research and they do ethnographies to explore the diversity of Gilgit Baltistan and these researches play very important role to attract more tourists towards Gilgit Baltistan which is very rich for its diverse culture. As the culture of Gilgit Baltistan is diverse and there is still confusion that who are the real people of Gilgit Baltistan as no one is looking like real because almost every district has its own language and in this small area of Gilgit Baltistan there are five languages which people speak including Shina, Burushaski, Wakhi, Khowar and Balti (Sökefeld, 2014). The main objective and purpose of this literature review is to identify research gap and evaluate or analyze the existing data which is about role of cultural diversity in development of

tourism and attract tourists to explore cultural diversity of Gilgit Baltistan for this purpose and to find research gap many sources are read which are related to this topic. According to (Deb Burman et al., 2007) The north eastern part of India which is consisted of eight states and the state of Sikkim which has to be explored yet and it has very diverse culture and people have preserved their language, way of life that's why this region attracts tourists towards itself by preservation of its diverse culture. According to (Galla, 2005) Cultural diversity in Vietnam has contributed in the development of eco museums basically eco museums are developed to show the cultural diversity of any location so more eco museums means more promotion of cultural diversity and it attracts more tourists towards that particular diverse culture or region. Any area having more cultural diversity will have more museums to show different cultural traits of all different cultures which exists in that particular area so more museums and preservation of cultural diversity plays very important role in the development of tourist's attraction towards diverse cultures.

According to (Morpeth, 2002) Cultural attractions in Europe such as museums, art galleries, monuments and heritage attractions play very significant role to attract tourists towards different regions of Europe. Rather cultural tourism is a separate market in Europe with the help of cultural tourism most of the regions of the Europe have become strong economically and there is competition between different European regions as well in cultural tourism. According to (Bacsi, 2017) The most popular and successful tourism destinations are often multicultural and multiethnic societies because people always choose the diversity to explore and they want to explore the foundations of that diversity and according to tourism performance across country statistical analysis of 155 countries showed that tourists always attract towards those regions which are multicultural and mostly successful tourist destinations are multicultural. According to (Ezenagu, 2020) Heritage resources work as a driver for cultural tourism specially in Nigeria and heritage resources such as festivals, rituals and others heritage resources which are tangible and intangible plays very important role as a driver for cultural tourism. Cultural diversity, encompassing elements such as language, customs and traditions, cultural heritage, cuisine, music and dance, art and craft, and social norms and values, plays a crucial role in shaping the tourism sector of any region (Amin, 2020). Gilgit Baltistan, with its rich and diverse cultural landscape, offers a unique opportunity to explore how these cultural dimensions contribute to tourism development.

### **Cultural Diversity as a Tourism Attraction**

Cultural diversity in GB is a magnet for domestic and international tourists. The region's festivals (e.g., Shandur Polo Festival), traditional music, and handicrafts create unique tourism experiences (Khan et al., 2021). Studies highlight that tourists are drawn to GB's "living cultures," where indigenous practices remain intact (Afzal, 2018; Raza et al., 2020). For example, the Wakhi community's Tajik-style architecture and Balti Buddhist heritage sites enhance cultural tourism (Butz, 2016). However, cultural commodification risks diluting authenticity. Stronza (2018) warns that over-commercialization of rituals (e.g., transforming religious ceremonies into performances) can alienate local communities. In GB, similar tensions arise when cultural symbols are repackaged for tourist consumption without community consent (Hassan, 2022).

### **Economic Impacts of Culturally Driven Tourism**

Tourism contributes 15–20% of GB's GDP, with cultural diversity playing a pivotal role (GB Tourism Department, 2021). Homestays in Hunza Valley, showcasing local lifestyles, generate income for marginalized groups (Siddiqui, 2019). Women-led handicraft cooperatives (e.g., Balti Weaving Centers) have empowered communities economically (Akhtar et al., 2020). Conversely, economic benefits are unevenly distributed. Urban centers like Gilgit and Skardu capture most revenue, while rural villages remain underserved (Kreutzmann, 2015). Seasonal tourism also creates instability, with 70% of income generated in summer months (Iqbal, 2020).

## **Socio-Cultural Impacts**

### **Positive Outcomes**

**Cultural Preservation:** Tourism incentivizes communities to preserve endangered traditions, such as the Doma folk dance (Begum, 2017).

**Cross-Cultural Exchange:** Interactions between tourists and locals foster mutual understanding (UNWTO, 2019).

### **Negative Outcomes**

**Cultural Erosion:** Youth migration to cities for tourism jobs disrupts intergenerational knowledge transfer (Rahim, 2021).

**Social Conflict:** Competition over resources (e.g., land for hotels) exacerbates inter-ethnic tensions (Ahmed, 2023).

### **Environmental Impacts**

Cultural tourism in GB is linked to environmental strain. Increased footfall in ecologically sensitive areas (e.g., Deosai Plains) has led to waste management crises (WWF-Pakistan, 2020). However, community-led ecotourism initiatives (e.g., Khunjerab Village Conservancy) demonstrate how cultural values can promote conservation (Hussain & Khan, 2018). **Challenges and Policy Gaps** Despite potential, GB faces infrastructural deficits, political marginalization, and climate vulnerability (Sökefeld, 2020). A lack of cohesive policy to integrate cultural preservation with tourism planning remains a barrier (Khanal, 2021).

## **Cultural Diversity and Tourism Development**

Tourism development is closely linked to the cultural diversity of a destination (Bacsi, 2017). Cultural diversity refers to the variety of cultural expressions within a society, including language, customs, traditions, heritage, cuisine, music, dance, art, and social norms. The presence of diverse cultures within a region not only enhances the appeal of the destination but also enriches the experiences of tourists (Bianchi, 2018). This section reviews the impact of different aspects of cultural diversity on tourism development.

### **Language**

Language is a fundamental component of cultural diversity that significantly influences tourism development (Salim et al., 2012). It serves as the medium for communication between tourists and local communities, enhancing the tourist experience. Linguistic diversity can either attract or deter tourists, depending on the availability of translation services, language education, and the willingness of the local population to engage with tourists. Regions with high linguistic diversity often attract cultural tourists interested in exploring different languages and cultures (Przeclawski, 2018). The presence of a common lingua franca, such as English in the tourism industry, can facilitate interactions between tourists and locals, promoting tourism development. However, a lack of language skills among local populations can pose challenges in delivering quality services to tourists, potentially hindering tourism growth.

### **Customs and Traditions**

Customs and traditions are living expressions of a community's cultural identity and heritage, encompassing rituals, festivals, and social practices passed down through generations (Mustafaevich & Sirazhudinova, 2016). Gilgit Baltistan is renowned for its vibrant customs and traditions, including the Shandur Polo Festival, the Ginani Harvest Festival, and traditional Balti wedding ceremonies. The economic benefits generated from tourism can incentivize local communities to maintain and celebrate their customs and traditions, further enhancing the region's cultural appeal. However, the commercialization of cultural practices can lead to the commodification of culture, where traditions are altered or simplified to cater to tourist preferences. This can result in the loss of cultural authenticity and undermine the cultural integrity of local communities (Lundup, 2013).

## **Cultural Heritage**

Cultural heritage, encompassing both tangible and intangible elements, is a significant factor in tourism development. Tangible heritage includes historical sites, monuments, and artifacts, while intangible heritage consists of practices, knowledge, and expressions passed down through generations (*Cultural Heritage and Tourism: An Introduction - Dallen J. Timothy - Google Books*, n.d.). The preservation and promotion of these heritage sites can significantly contribute to tourism development by enhancing the cultural value of the destination. Intangible cultural heritage, such as folklore, traditional music, and craftsmanship, also plays a crucial role in attracting tourists. The region's rich oral traditions, including epic poetry and storytelling, offer unique cultural experiences for tourists. The promotion of intangible heritage through cultural events and festivals can further boost tourism by providing visitors with immersive and interactive experiences (Hsu et al., 2022).

## **Cuisine**

Cuisine is an integral part of cultural identity and a key attraction for tourists. Culinary tourism, which involves exploring a destination's food and drink, has gained popularity in recent years. Tourists are increasingly seeking authentic food experiences as part of their travel itineraries, making cuisine a vital component of cultural tourism (Laeis et al., 2020). Gilgit Baltistan offers a diverse range of traditional foods, including dishes such as Chapshoro, Mamtu, and Balti bread. The region's cuisine reflects its cultural diversity, with influences from Central Asia, Tibet, and the Indian subcontinent. The promotion of traditional cuisine through food festivals, cooking classes, and culinary tours can enhance the tourism appeal of the region by providing visitors with unique and authentic food experiences. However, the commercialization of traditional cuisine can lead to the standardization of recipes and the loss of culinary authenticity. To address this challenge, it is important to involve local communities in the promotion of culinary tourism and ensure that traditional cooking methods and ingredients are preserved. This can help maintain the cultural integrity of the region's cuisine while promoting tourism development (Georgică GHEORGHE, 2012).

## **Music and Dance**

Music and dance are powerful expressions of cultural identity and play a significant role in attracting tourists. Cultural performances, such as traditional music and dance, provide tourists with an opportunity to experience the cultural vibrancy of a destination ("Dance in Tourism from an Anthropological Perspective: An Introduction to the Research Issue," 2019). Social Exchange Theory suggests that tourism can foster positive interactions between tourists and local communities, leading to mutual benefits (Adongo et al., 2019). In Gilgit Baltistan, traditional music and dance are integral to the region's cultural heritage. The traditional music of the region, characterized by instruments such as the Surnai, Dhol, and Rabab, is often performed at cultural events and festivals. Commercialization of cultural performances can lead to the dilution of cultural practices, where performances are altered to meet tourists' expectations (Cisneros et al., 2020). To maintain the authenticity of traditional music and dance, it is important to involve local communities in the organization and management of cultural events.

## **Art and Craft**

Art and craft are important elements of cultural diversity that contribute to the tourism appeal of a destination. Handicrafts, textiles, and artwork produced by local artisans reflect the cultural heritage of a region and provide tourists with tangible souvenirs of their visit. The promotion of local art and craft can contribute to sustainable tourism development by providing economic opportunities for local communities (Tapfuma et al., 2024). GB is known for its traditional handicrafts, including embroidered textiles, woodwork, and jewelry. These crafts are sold at local markets and tourist shops, providing a source of income for local artisans. The promotion of local art and craft through

cultural fairs, exhibitions, and workshops can enhance the tourism appeal of the region by offering visitors unique and authentic cultural experiences (Thorne et al., 2017).

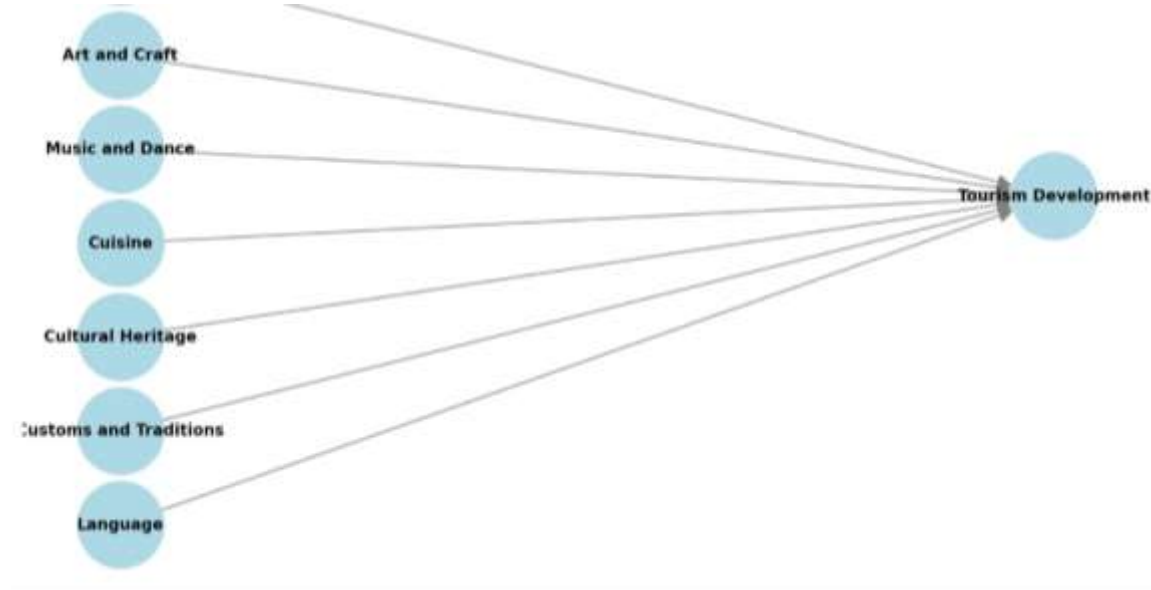
### Theoretical Framework

To better understand the relationship between cultural diversity and tourism development in Gilgit Baltistan, two relevant theories will be examined: **Cultural Heritage Theory** and **Social Exchange Theory**.

#### Cultural Heritage Theory

Cultural Heritage Theory posits that cultural heritage is a valuable asset that can drive tourism development. This theory emphasizes the importance of preserving and promoting cultural heritage as a means of attracting tourists and generating economic benefits for local communities (Rouhi, 2016). In the context of Gilgit Baltistan, the theory can be applied to understand how the region's rich cultural heritage, including historical sites, traditional crafts, and intangible cultural practices, contributes to its tourism appeal. The theory also highlights the need for sustainable tourism practices that balance the preservation of cultural heritage with the economic benefits of tourism. This is particularly relevant in Gilgit Baltistan.

#### Theoretical Model



### Research Methodology

The research methodology is a critical component of any study, providing the framework for data collection, analysis, and interpretation.

#### Research Design

The research design for this study is a cross-sectional survey, which is suitable for understanding the relationship between cultural diversity and tourism development at a specific point in time. A quantitative approach has been chosen due to its ability to generalize findings from a sample to a larger population, and to test hypotheses with statistical tools.

## **Research Approach**

A quantitative approach is employed in this study, enabling the precise measurement of variables and the application of statistical techniques to identify relationships and patterns. This approach is particularly well-suited for testing hypotheses and making predictions about the impact of cultural diversity on tourism development.

## **Population and Sample**

The population for this study includes stakeholders in the tourism industry in Gilgit Baltistan, such as local residents, tourists, tour operators, and government officials involved in tourism management. The study focuses on both domestic and international tourists to capture a comprehensive view of the tourism dynamics in the region. The target population comprises local residents of Gilgit Baltistan, domestic tourists from various parts of Pakistan, and international tourists visiting the region. Additionally, tour operators, hotel managers, and local government officials involved in tourism are included to provide expert insights.

## **Sampling Technique**

A stratified random sampling technique is used to ensure representation from all key groups within the population. This method divides the population into strata based on characteristics such as residency status (local vs. tourist), type of tourist (domestic vs. international), and role in the tourism industry (service provider vs. consumer). Random samples are then drawn from each stratum.

## **Sample Size**

The sample size is determined using a formula that accounts for the desired confidence level, margin of error, and population variability. Given the size and diversity of the population, a sample of 200 respondents is deemed sufficient to provide reliable and valid results.

## **Data Collection Methods**

Data collection is conducted using a structured questionnaire, which is designed to gather quantitative data on the cultural factors of interest and their impact on tourism development.

**Questionnaire Design:** The questionnaire utilized in this study comprises both closed-ended and Likert-scale questions, each serving distinct purposes. Closed-ended questions are employed to gather essential demographic information about the respondents, such as age, gender, education level, and ethnicity.

**Data Collection Process:** Data is collected using a combination of face-to-face interviews, online surveys, and self-administered questionnaires. This multi-method approach is strategically employed to ensure that a diverse range of respondents is reached, thereby enhancing the representativeness of the sample.

## **Data Analysis Techniques**

Data analysis is conducted using statistical software such as SPSS, which allows for the management, analysis, and interpretation of the quantitative data collected.

**Descriptive Statistics:** Descriptive statistics serve as a fundamental tool in summarizing the demographic characteristics of respondents and providing an overview of their responses to various cultural diversity factors. These statistics offer insights into the composition of the sample population, including variables such as age, gender, education level, and ethnic background.

**Correlation Analysis:** Pearson's correlation coefficient is employed to investigate the relationships between cultural diversity factors and tourism development. This statistical technique quantifies the strength and direction of the linear relationships between variables, providing insights into how



different aspects of cultural diversity, such as language, customs, and traditions, are associated with tourism development outcomes.

**Regression Analysis:** Multiple regression analysis is performed to evaluate the impact of various cultural diversity factors on tourism development. This statistical technique allows researchers to assess the relative importance of each cultural diversity factor by estimating their individual and collective contributions to tourism outcomes. By including multiple variables in the regression model, it becomes possible to determine which factors exert the strongest influence on tourism development and how they interact with one another.

**Hypothesis Testing:** The hypotheses are tested using appropriate statistical tests, such as t-tests and ANOVA, depending on the nature of the data and the specific research questions. These statistical tests are crucial for determining whether the observed relationships between variables are statistically significant, thereby providing evidence to support or refute the hypotheses-tests are typically used when comparing the means of two groups to assess whether there is a significant difference between them. For example, a t-test might be used to compare the impact of a particular cultural diversity factor on tourism development between two different demographic groups. ANOVA, on the other hand, is used when comparing means across three or more groups to determine if at least one group differs significantly from the others. These tests help in identifying whether the relationships and differences observed in the data are likely to be genuine or if they could have occurred by chance.

## Results

This chapter presents the findings of the research on the impacts of cultural diversity festivals, handicrafts, and heritage sites on tourism development in Gilgit-Baltistan. The results are discussed in relation to the research objectives and literature review, providing an analysis of how cultural diversity influences the tourism industry in the region. This chapter also explores the challenges and opportunities that arise from the intersection of cultural diversity and tourism.

## Descriptive Statistics

**Table 1: Age Wise Classification**

	Age of respondents			
	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	26	13	13	13
25-34	68	34	34	47
35-44	59	29.5	29.5	76.5
45-54	41	20.5	20.5	97
55 and above	6	3	3	100
Total	200	100	100	

Table.1 illustrates the distribution of participants or respondents based on their age groups actually the majority of age group which participated most is age group between 25-34 and it is 34.0% out of 100%. After that 29.5% respondents are from age group of 35-34 then age group of 45-54 is followed by 20.5%. After that age group of 18-24 is followed by 13.0% respondents and at last least participation group is age group of 55 and above which is 3.0%.

**Table 2: Gender Wise Classification**

<b>Gender of respondents</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	135	67.5	67.5	67.5
Female	65	32.5	32.5	100
Total	200	100	100	

Table.2 provides us insights about classification of respondents on the basis of their gender where 135 male respondents have participated and 65 female respondents have participated where male participation proportion is high with 67.5% and female participation proportion is 32.2%.

**Table 3: Respondents Nationality**

<b>Nationality of respondents</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Pakistani	189	94.5	94.5	94.5
International	11	5.5	5.5	100
Total	200	100	100	

Table.3 provides us insights about nationality of respondents where 189 respondents are Pakistani with proportion of 94.5% and international respondents are 11 and their proportion is 5.5%.

**Table 4: Educational Qualification**

<b>Education level of respondents</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
High School	41	20.5	20.5	20.5
Bachelor's	132	66	66	86.5
Masters's	26	13	13	99.5
PhD	1	0.5	0.5	100
Total	200	100	100	

Table.4 is highlighting educational qualification of respondents where 66.0% proportion is highest of respondents who have done bachelors. After that next highest proportion is 20.5% of respondents who are at high school level and respondents who have done masters are followed with 13.0% and at last proportion of PhD level educational qualification respondents are .5%

**Table 5: Occupational Level**

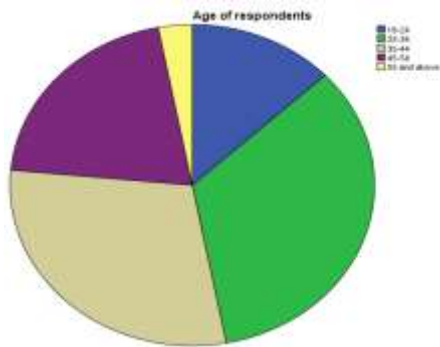
<b>Occupation of respondents</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	26	13	13	13
Professional	88	44	44	57
Business owner	77	38.5	38.5	95.5
Retired	9	4.5	4.5	100
Total	200	100	100	

Table.5 provides us insights about occupational level of respondents where the highest proportion of respondents is 44.0% of professionals and after that business owners have participation proportion of 38.5% which is second highest proportion and then 13.0% respondents are students and at last but not the least 4.5% respondents are retired from their jobs.

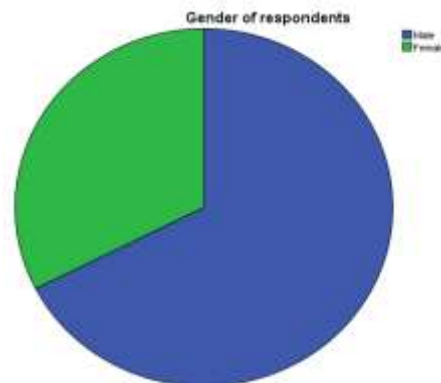
**Table 6: Frequency Of Visit**

Frequency of visit of respondents to Gilgit Baltistan				
	Frequency	Percent	Valid Percent	Cumulative Percent
First time	31	15.5	15.5	15.5
Once a year	94	47	47	62.5
Multiple times a year	69	34.5	34.5	97
Every few years	6	3	3	100
Total	200	100	100	

Table.6 provides information about frequency of visit of visitors or respondents who visit Gilgit Baltistan how many times. Above table shows that respondents who visit first time are 15.5% of out of 100%. After that respondents who visit once a year are 47.0% which is largest proportion and respondents who visit multiple times a year are 34.5% this proportion is second largest proportion and at last respondents who visit after every few years are 3.0%.

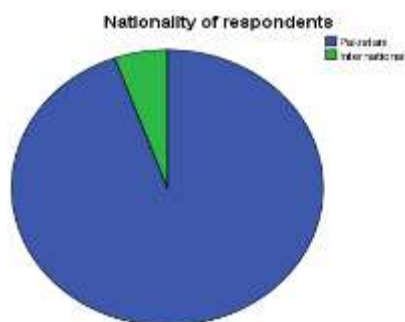


**Figure 1 Age of Respondents**

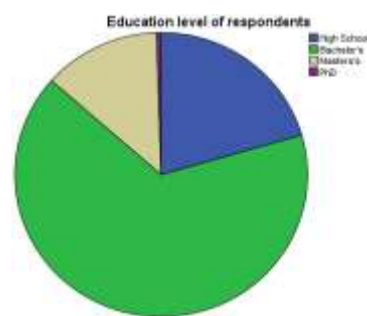


**Figure 2 Gender of Respondents**

Above figure explains that age is very crucial factor because as a result this figure shows that most of the visitors' ages are between 25- 34 which shows that younger people visits more as compare to old ones. Because age plays very important role when someone gets older than his or her frequency of visit gets low.



**Figure 3 Nationality of Respondents**



**Figure 4 Education Level of Respondents**

Most of the visitor's educational level is Bachelors this shows that young visitors have high frequency of visit. Bachelor's level visitors have highest curiosity to visit diversified place Gilgit Blatistan.

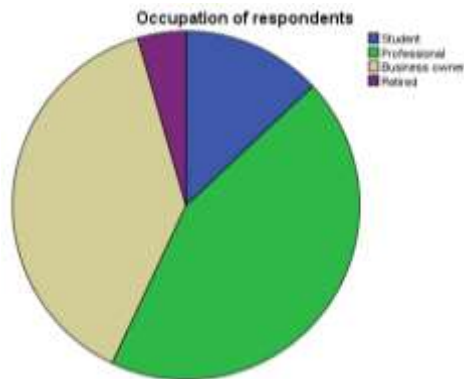


Figure 5 Occupation of Respondents

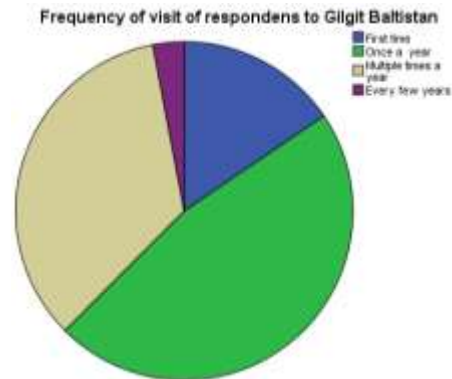


Figure 6 Frequency of Visit

## Language

Table 7 Question 1 Independent Variable Language

The diversity of languages spoken in Gilgit Baltistan enhances my tourism experience.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	5	5	5
Neutral	51	25.5	25.5	30.5
Agree	100	50	50	80.5
Strongly Agree	39	19.5	19.5	100
Total	200	100	100	

The table presents survey data from 200 respondents in Gilgit-Baltistan, Pakistan, examining how the diversity of languages spoken in the region affects tourists' experiences. The question posed was: "The diversity of languages spoken in Gilgit Baltistan enhances my tourism experience." The data reveals that the majority of respondents agreed with the statement, with 50% strongly agreeing and 50% agreeing, totaling 100 out of 200 responses. A smaller portion, 25.5% (51 respondents), felt neutral on the issue. Only a small fraction, 5% (10 respondents), disagreed that language diversity enhanced their experience. This suggests that a significant majority of tourists find the multilingual environment of Gilgit-Baltistan to be a positive factor in their tourism experience.

Table 8 Question 2 Independent Variable Language

The availability of local language guides influences my decision to visit Gilgit Baltistan.			
	Frequency	Percent	Valid Percent
Disagree	12	6	6
Neutral	42	21	21
Agree	87	43.5	43.5
Strongly Agree	59	29.5	29.5
Total	200	100	100

This table presents data collected from 200 tourists in Gilgit-Baltistan regarding the influence of local language guides on their decision to visit the region. The question posed was: "The availability of local language guides influences my decision to visit Gilgit Baltistan." The results show a predominantly positive response. A combined 73% of respondents agreed or strongly agreed that the availability of language guides was influential, with 43.5% agreeing (87 respondents) and 29.5%

strongly agreeing (59 respondents). Conversely, only 6% (12 respondents) disagreed, indicating that language guide availability was not a factor for them. A notable portion, 21% (42 respondents), remained neutral on the subject. This data suggests that the availability of local language guides plays a significant role in attracting tourists to Gilgit-Baltistan, with nearly three-quarters considering it a factor in their decision-making process.

**Table 9 Question 3 Independent Variable Language**

<b>The preservation of local languages in Gilgit Baltistan enhances my cultural experience.</b>				
	Frequency	Percent	Valid Percent	
Disagree	5	2.5	2.5	
Neutral	34	17	17	
Agree	117	58.5	58.5	
Strongly Agree	44	22	22	
Total	200	100	100	

This table presents data from 200 tourists in Gilgit-Baltistan exploring the impact of local language preservation on their cultural experience. Respondents were asked if the preservation of local languages enhanced their cultural experience. A significant majority agreed, with 58.5% (117 respondents) agreeing and 22% (44 respondents) strongly agreeing, totaling 80.5%. Only 2.5% (5 respondents) disagreed, indicating that language preservation did not enhance their cultural experience. A smaller portion, 17% (34 respondents), remained neutral. These results strongly suggest that tourists in Gilgit-Baltistan perceive the preservation of local languages as a valuable aspect of their cultural experience, with a large proportion believing it adds to their understanding and appreciation of the region's culture.

**Table 10 Question 4 Independent Variable Language**

<b>Language diversity in Gilgit Baltistan contributes to the overall appeal of the destination.</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral	47	23.5	23.5	23.5
Agree	100	50	50	73.5
Strongly Agree	53	26.5	26.5	100
Total	200	100	100	

Table 10 presents data from 200 tourists in Gilgit-Baltistan, exploring the contribution of language diversity to the region's appeal as a tourist destination. Respondents were asked if language diversity contributes to the overall appeal of Gilgit-Baltistan. A combined 76.5% of respondents agreed, with 50% (100 respondents) agreeing and 26.5% (53 respondents) strongly agreeing. A smaller portion, 23.5% (47 respondents), remained neutral on the issue. The data indicates a strong positive perception of language diversity as a factor enhancing the appeal of Gilgit-Baltistan as a tourist destination, with over three-fourths of respondents acknowledging its contribution. No respondents disagreed with the statement.

**Table 11 Question 5 Independent Variable Language**

I am likely to recommend Gilgit Baltistan to others based on its linguistic diversity.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	9	4.5	4.5	4.5
Neutral	19	9.5	9.5	14
Agree	96	48	48	62
Strongly Agree	76	38	38	100
Total	200	100	100	

Table 11 presents findings from a survey of 200 tourists in Gilgit-Baltistan, examining the likelihood of recommending the region to others based on its linguistic diversity. The question posed was: "I am likely to recommend Gilgit Baltistan to others based on its linguistic diversity." A significant majority expressed positive sentiments, with 48% (96 respondents) agreeing and 38% (76 respondents) strongly agreeing, totaling 86%. Only 4.5% (9 respondents) disagreed, while 9.5% (19 respondents) remained neutral. This data indicates that linguistic diversity is a strong factor in tourists' willingness to recommend Gilgit-Baltistan, with a large proportion feeling inclined to promote the region due to this aspect.

### Customs and Traditions

**Table 12 Question 1 Customs and Traditions Independent Variable**

The unique customs and traditions of G.B. are important in attracting me to the region.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	2.5	2.5	2.5
Neutral	15	7.5	7.5	10
Agree	106	53	53	63
Strongly Agree	74	37	37	100
Total	200	100	100	

Table 12 presents data from 200 tourists in Gilgit-Baltistan, examining the importance of the region's unique customs and traditions in attracting them to the area. The question posed was: "The unique customs and traditions of Gilgit Baltistan are important in attracting me to the region." A significant majority of respondents agreed, with 53% (106 respondents) agreeing and 37% (74 respondents) strongly agreeing, totaling 90%. Only 2.5% (5 respondents) disagreed, while 7.5% (15 respondents) remained neutral. This data highlights that the unique customs and traditions of Gilgit-Baltistan are a major draw for tourists, with an overwhelming majority considering them an important factor in their decision to visit.

**Table 13 Question 2 Customs and Traditions Independent Variable**

Local festivals and traditional events in Gilgit Baltistan influence my decision to visit.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	1	1	1
Neutral	13	6.5	6.5	7.5
Agree	96	48	48	55.5
Strongly Agree	89	44.5	44.5	100
Total	200	100	100	

Table 13 presents survey data from 200 tourists in Gilgit-Baltistan, exploring the influence of local festivals and traditional events on their decision to visit the region. The question posed was: "Local festivals and traditional events in Gilgit Baltistan influence my decision to visit." The results show a strong positive correlation, with 48% (96 respondents) agreeing and 44.5% (89 respondents) strongly agreeing, totaling 92.5%. Only 1% (2 respondents) disagreed, while 6.5% (13 respondents) remained neutral. This data indicates that local festivals and traditional events are a significant motivator for tourism in Gilgit-Baltistan, with a large majority of visitors citing them as an influence on their decision to travel there.

**Table 14 Question 3 Customs and Traditions Independent Variable**

Experiencing local customs and traditions enhances my overall satisfaction with my visit to G.B.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	0.5	0.5	0.5
Disagree	6	3	3	3.5
Neutral	26	13	13	16.5
Agree	93	46.5	46.5	63
Strongly Agree	74	37	37	100
Total	200	100	100	

Table 14 presents data collected from 200 tourists in Gilgit-Baltistan, examining how experiencing local customs and traditions affects their overall satisfaction with their visit. The question posed was: "Experiencing local customs and traditions enhances my overall satisfaction with my visit to Gilgit Baltistan." The results indicate a strong positive correlation between experiencing local customs and traditions and overall satisfaction. A combined 83.5% of respondents agreed or strongly agreed that it enhanced their satisfaction, with 46.5% agreeing (93 respondents) and 37% strongly agreeing (74 respondents). Only a small fraction, 3.5% (7 respondents), disagreed, while 13% (26 respondents) were neutral. This data suggests that engaging with the local customs and traditions significantly contributes to a positive tourism experience in Gilgit-Baltistan, with the vast majority of visitors finding it enhances their overall satisfaction.

**Table 15 Question 4 Customs and Traditions Independent Variable**

Preserving traditional customs in G.B is essential for sustainable tourism development.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	0.5	0.5	0.5
Disagree	13	6.5	6.5	7
Neutral	27	13.5	13.5	20.5
Agree	84	42	42	62.5
Strongly Agree	75	37.5	37.5	100
Total	200	100	100	

Table 15 presents data from 200 tourists in Gilgit-Baltistan, exploring their views on the importance of preserving traditional customs for sustainable tourism development in the region. The question posed was: "Preserving traditional customs in Gilgit Baltistan is essential for sustainable tourism development." The results reveal a strong consensus on the importance of preserving customs, with 42% (84 respondents) agreeing and 37.5% (75 respondents) strongly agreeing, totaling 79.5%. Only a small fraction, 7% (14 respondents), disagreed, while 13.5% (27 respondents) were neutral. This data indicates that the vast majority of tourists believe that preserving traditional customs is essential for the sustainable development of tourism in Gilgit-Baltistan.

**Table 16 Question 5 Customs and Traditions Independent Variable**

I am likely to participate in traditional customs or events when visiting Gilgit Baltistan.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	2	2	2
Neutral	18	9	9	11
Agree	129	64.5	64.5	75.5
Strongly Agree	49	24.5	24.5	100
Total	200	100	100	

Table 16 presents data from 200 tourists in Gilgit-Baltistan, examining their likelihood of participating in traditional customs or events during their visit. The question posed was: "I am likely to participate in traditional customs or events when visiting Gilgit Baltistan." A significant majority expressed a willingness to participate, with 64.5% (129 respondents) agreeing and 24.5% (49 respondents) strongly agreeing, totaling 89%. Only 2% (4 respondents) disagreed, while 9% (18 respondents) remained neutral. This data indicates a strong interest among tourists in engaging with the local culture through participation in traditional customs or events when visiting Gilgit-Baltistan.



## Preserved Cultural Heritage

**Table 17 Question 1 Preserved Cultural Heritage Independent Variable**

The rich cultural heritage of Gilgit Baltistan is important in my decision to visit the region.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	6	3	3	3
Neutral	19	9.5	9.5	12.5
Agree	92	46	46	58.5
Strongly Agree	83	41.5	41.5	100
Total	200	100	100	

Table 17 presents data from 200 tourists in Gilgit-Baltistan, exploring the importance of the region's rich cultural heritage in their decision to visit. The question posed was: "The rich cultural heritage of Gilgit Baltistan is important in my decision to visit the region." A significant majority expressed that it was important, with 46% (92 respondents) agreeing and 41.5% (83 respondents) strongly agreeing, totaling 87.5%. Only 3% (6 respondents) disagreed, while 9.5% (19 respondents) were neutral. This data clearly indicates that the rich cultural heritage of Gilgit-Baltistan is a significant factor attracting tourists to the region, with a large proportion considering it important in their decision-making process.

**Table 18 Question 2 Preserved Cultural Heritage Independent Variable**

The preservation of historical sites in Gilgit Baltistan affects my interest in visiting.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	7	3.5	3.5	3.5
Neutral	6	3	3	6.5
Agree	108	54	54	60.5
Strongly Agree	79	39.5	39.5	100
Total	200	100	100	

Table 18 presents data from 200 tourists in Gilgit-Baltistan, examining how the preservation of historical sites affects their interest in visiting the region. The question posed was: "The preservation of historical sites in Gilgit Baltistan affects my interest in visiting." A significant majority expressed that it does affect their interest, with 54% (108 respondents) agreeing and 39.5% (79 respondents) strongly agreeing, totaling 93.5%. Only 3.5% (7 respondents) disagreed, while 3% (6 respondents) were neutral. This data clearly indicates that the preservation of historical sites is a strong factor influencing tourists' interest in visiting Gilgit-Baltistan, with a large proportion considering it important in their decision.

**Table 19 Question 3 Preserved Cultural Heritage Independent Variable**

My awareness of Gilgit Baltistan's cultural heritage influences my likelihood of recommending the region to others.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	0.5	0.5	0.5
Neutral	13	6.5	6.5	7
Agree	88	44	44	51
Strongly Agree	98	49	49	100
Total	200	100	100	

Table 19 presents data from 200 tourists in Gilgit-Baltistan, examining how their awareness of the region's cultural heritage influences their likelihood of recommending it to others. The question posed was: "My awareness of Gilgit Baltistan's cultural heritage influences my likelihood of recommending the region to others." A significant majority expressed that their awareness does influence their recommendations, with 44% (88 respondents) agreeing and 49% (98 respondents) strongly agreeing, totaling 93%. Only 0.5% (1 respondent) disagreed, while 6.5% (13 respondents) were neutral. This data strongly suggests that awareness of Gilgit-Baltistan's cultural heritage is a major driver in tourists' likelihood of recommending the region to others.

**Table 20 Question 4 Preserved Cultural Heritage Independent Variable**

Cultural heritage sites in Gilgit Baltistan should be actively promoted to attract more tourists.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	1	1	1
Neutral	18	9	9	10
Agree	149	74.5	74.5	84.5
Strongly Agree	31	15.5	15.5	100
Total	200	100	100	

Table 20 presents data from 200 tourists in Gilgit-Baltistan, examining their views on promoting cultural heritage sites to attract more tourists. The question posed was: "Cultural heritage sites in Gilgit Baltistan should be actively promoted to attract more tourists." A significant majority agreed with the statement, with 74.5% (149 respondents) agreeing and 15.5% (31 respondents) strongly agreeing, totaling 90%. Only 1% (2 respondents) disagreed, while 9% (18 respondents) were neutral. This data indicates a strong consensus among tourists that actively promoting cultural heritage sites is a worthwhile strategy to attract more visitors to Gilgit-Baltistan.

**Table 21 Question 5 Preserved Cultural Heritage Independent Variable**

<b>I am likely to visit cultural heritage sites in Gilgit Baltistan during my trip.</b>			
	Frequency	Percent	Valid Percent
Disagree	3	1.5	1.5
Neutral	11	5.5	5.5
Agree	104	52	52
Strongly Agree	82	41	41
Total	200	100	100

Table 21 presents data from 200 tourists in Gilgit-Baltistan, examining their likelihood of visiting cultural heritage sites during their trip. The question posed was: "I am likely to visit cultural heritage sites in Gilgit Baltistan during my trip." A significant majority expressed their intention to do so, with 52% (104 respondents) agreeing and 41% (82 respondents) strongly agreeing, totaling 93%. Only 1.5% (3 respondents) disagreed, while 5.5% (11 respondents) were neutral. This data indicates a strong interest among tourists in visiting cultural heritage sites during their trip to Gilgit-Baltistan, with the vast majority planning to do so.

### **Tourism Development**

**Table 22 Question 1 Tourism Development Dependent Variable**

<b>The current state of tourism infrastructure in Gilgit Baltistan is satisfactory.</b>			
	Frequency	Percent	Valid Percent
Disagree	1	0.5	0.5
Neutral	9	4.5	4.5
Agree	70	35	35
Strongly Agree	120	60	60
Total	200	100	100

Table 22 presents data from 200 tourists in Gilgit-Baltistan, examining their satisfaction with the current state of tourism infrastructure in the region. The question posed was: "The current state of tourism infrastructure in Gilgit Baltistan is satisfactory." The results reveal a predominantly positive sentiment, with 35% (70 respondents) agreeing and 60% (120 respondents) strongly agreeing, totaling 95%. Only 0.5% (1 respondent) disagreed, while 4.5% (9 respondents) were neutral. This data indicates a high level of satisfaction among tourists with the existing tourism infrastructure in Gilgit-Baltistan.

**Table 23 Question 2 Tourism Development Dependent Variable**

<b>Cultural diversity plays a significant role in attracting tourists to Gilgit Baltistan.</b>			
	Frequency	Percent	Valid Percent
Disagree	9	4.5	4.5
Neutral	15	7.5	7.5
Agree	132	66	66
Strongly Agree	44	22	22
Total	200	100	100

Table 23 presents data from 200 tourists in Gilgit-Baltistan, examining their views on the role of cultural diversity in attracting tourists to the region. The question posed was: "Cultural diversity

plays a significant role in attracting tourists to Gilgit Baltistan." A significant majority agreed, with 66% (132 respondents) agreeing and 22% (44 respondents) strongly agreeing, totaling 88%. Only 4.5% (9 respondents) disagreed, while 7.5% (15 respondents) were neutral. This data clearly indicates that the vast majority of tourists believe that cultural diversity plays a significant role in attracting tourists to Gilgit-Baltistan.

**Table 24 Question 3 Tourism Development Dependent Variable**

Cultural diversity contributes to the economic development of tourism in Gilgit Baltistan				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	0.5	0.5	0.5
Neutral	15	7.5	7.5	8
Agree	103	51.5	51.5	59.5
Strongly Agree	81	40.5	40.5	100
Total	200	100	100	

Table 24 presents data from 200 tourists in Gilgit-Baltistan, examining their views on the contribution of cultural diversity to the economic development of tourism in the region. The question posed was: "Cultural diversity contributes to the economic development of tourism in Gilgit Baltistan." The results show a strong positive sentiment, with 51.5% (103 respondents) agreeing and 40.5% (81 respondents) strongly agreeing, totaling 92%. Only 0.5% (1 respondent) disagreed, while 7.5% (15 respondents) were neutral. This data clearly indicates that the vast majority of tourists believe that cultural diversity plays a significant role in the economic development of tourism in Gilgit-Baltistan.

**Table 25 Question 4 Tourism Development Dependent Variable**

I am likely to recommend Gilgit Baltistan as a tourist destination based on its cultural diversity.			
	Frequency	Percent	Valid Percent
Disagree	2	1	1
Neutral	18	9	9
Agree	132	66	66
Strongly Agree	48	24	24
Total	200	100	100

Table 25 presents data from 200 tourists in Gilgit-Baltistan, examining their likelihood of recommending the region as a tourist destination based on its cultural diversity. The question posed was: "I am likely to recommend Gilgit Baltistan as a tourist destination based on its cultural diversity." A significant majority expressed their likelihood to recommend, with 66% (132 respondents) agreeing and 24% (48 respondents) strongly agreeing, totaling 90%. Only 1% (2 respondents) disagreed, while 9% (18 respondents) were neutral. This data indicates that cultural diversity is a strong factor in tourists' willingness to recommend Gilgit-Baltistan, with a large proportion feeling inclined to promote the region due to this aspect.

**Table 26 Question 5 Tourism Development Dependent Variable**

<b>I am satisfied with the promotion of cultural diversity in Gilgit Baltistan's tourism marketing.</b>			
	Frequency	Percent	Valid Percent
Strongly Disagree	2	1	1
Disagree	4	2	2
Neutral	34	17	17
Agree	109	54.5	54.5
Strongly Agree	51	25.5	25.5
Total	200	100	100

Table 26 presents data from 200 tourists in Gilgit-Baltistan, examining their satisfaction with the promotion of cultural diversity in the region's tourism marketing. The question posed was: "I am satisfied with the promotion of cultural diversity in Gilgit Baltistan's tourism marketing." The results show that the majority of respondents were satisfied, with 54.5% (109 respondents) agreeing and 25.5% (51 respondents) strongly agreeing, totaling 80%. Conversely, 3% (6 respondents) were dissatisfied, with 1% strongly disagreeing and 2% disagreeing. A notable portion, 17% (34 respondents), remained neutral. This data suggests that a substantial majority of tourists are satisfied with how cultural diversity is promoted in Gilgit-Baltistan's tourism marketing efforts.

### **Conclusion**

This study explored the significant impacts of cultural diversity, encompassing language, festivals, and heritage sites, on tourism development in Gilgit Baltistan. The findings revealed that cultural diversity plays a vital role in attracting tourists to the region, contributing substantially to the local economy. The research highlighted the importance of preserving and promoting the unique cultural heritage of Gilgit Baltistan, including its languages, festivals, and historical sites. It also emphasized the need for sustainable tourism practices to ensure the long-term conservation of these cultural assets. The study's results have implications for policymakers, tourism stakeholders, and local communities. By leveraging cultural diversity, Gilgit Baltistan can differentiate itself from other tourist destinations, creating a unique selling proposition that attracts culturally curious travelers. This study has explored the profound impacts of cultural diversity, encompassing language, festivals, and heritage sites, on tourism development in Gilgit Baltistan. The findings have unequivocally demonstrated that cultural diversity is a vital component of the region's tourism industry, contributing significantly to its growth and development. The research has highlighted the crucial role of language in shaping the tourist experience, with visitors drawn to the region's linguistic diversity and eager to engage with local communities. The importance of festivals as a tourist attraction has also been underscored, with events like the Shigar Festival and the Baltistan Festival showcasing the region's rich cultural heritage. Furthermore, the study has emphasized the significance of heritage sites, such as the Altit and Baltit Forts, the Kargah Buddha, and the Deosai National Park, in attracting tourists to the region. These sites not only provide a glimpse into Gilgit Baltistan's storied past but also offer opportunities for cultural exchange and education. The findings of this research have important implications for policymakers, tourism stakeholders, and local communities. By leveraging cultural diversity, Gilgit Baltistan can differentiate itself from other tourist destinations, creating a unique selling proposition that attracts culturally curious travelers. This, in turn, can contribute to the region's socio-economic development, improve living standards, and promote cross-cultural understanding.

## Recommendations

- Develop cultural tourism infrastructure, such as language interpretation services and cultural festivals, to enhance the tourist experience.
- Implement sustainable tourism practices to preserve heritage sites and minimize the negative impacts of tourism on local communities.
- Promote cultural diversity through targeted marketing campaigns to attract tourists interested in cultural experiences.
- Engage local communities in tourism development to ensure equitable distribution of benefits and preservation of cultural heritage.
- Develop cultural tourism infrastructure, such as language interpretation services, cultural festivals, and heritage site conservation, to enhance the tourist experience.
- Implement sustainable tourism practices to preserve heritage sites and minimize the negative impacts of tourism on local communities.
- Promote cultural diversity through targeted marketing campaigns to attract tourists interested in cultural experiences.
- Engage local communities in tourism development to ensure equitable distribution of benefits and preservation of cultural heritage.
- Establish cultural exchange programs to facilitate people-to-people diplomacy and promote cross-cultural understanding.
- Develop cultural tourism policies and strategies that prioritize community involvement, sustainability, and cultural preservation.
- Provide training and capacity-building programs for local communities, tour operators, and hospitality providers to enhance their cultural competencies.

## Future Research Directions

- Investigate the economic impacts of cultural tourism on local communities.
- Explore the role of technology in promoting cultural heritage and enhancing the tourist experience.
- Conduct comparative studies with other culturally diverse regions to identify best practices in cultural tourism development.
- Investigate the economic impacts of cultural tourism on local communities, including the distribution of benefits and costs.
- Explore the role of technology in promoting cultural heritage and enhancing the tourist experience, such as virtual tours and cultural apps.
- Conduct comparative studies with other culturally diverse regions to identify best practices in cultural tourism development and management.
- Examine the impact of climate change on cultural heritage sites and festivals, and develop strategies for mitigating these effects.
- Investigate the potential of cultural tourism to promote peace and understanding in conflict-prone regions like Gilgit Baltistan.

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