

WILLINGNESS TO PAY OF INDIGENOUS PEOPLE FOR CONSERVATION OF TOURISM SITES IN MULTAN

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ABSTRACT

Tourism is swiftly attractive one of the supreme general forms of vacationing. These days almost all countries of the world are quickly supporting its tourism zones. International tourism is gaining 514 billion US Dollars. South Asia has \$ 5.9 billion concerning tourism. Pakistan is very poor in tourism administratively and its share of tourism is \$ 139 million. It is just 0.03% of worldwide and 2.6% share of SAARC countries (Hussain 2004). Multan is one of the ancient cities of Pakistan. Generally, tourism as on one hand contributing in the economy and on the other hand is also responsible for deteriorating the environment of the host region. It is very difficult to value the natural or cultural sites. In the present research (CVM) has been used to value the study sites. Multan has been selected as study area as it has number of historical sites. Among those, Chamn Zaar Askre Lake (CZ), Hallowed place of Hazrat Baha-ud- deen Zakriyya (B.D), Shrine of Shah Hussain (HSS), Shah shams Park (SSP), Qilla Kohna Qasim Bagh (KQB) and Sanctum of Hazrat Shah Rukn-e-Alaam (SRA) were chosen for the investigation. A survey was intended for the assortment of information. The gathered information was breaking down to realize the ability to pay for the preservation of those locales of Multan. The readiness to pay was finished up by gaining information formed from managing polls. The review was prepared by choosing around 300 people visiting the zone. For figuring the likelihood of confident eagerness to remuneration three methods of rationale and benefit were made the goal was to establish relationship between the factors and the ability to pay (WTP). The guests of CZ site are happy to pay Rs. 274; the guests of BD site are prepared to pay Rs. 194; the guests of HSS site are eager to pay Rs. 172; the guests of SSP site are prepared to pay Rs. 150; the guests of KQB site are prepared to pay 216 and the guests of SRA site are prepared to pay Rs. 172 for the protection of the destinations. The examination provides guidance for raising assets to ration the verifiable/strict spots of Multan. The results and recommendation will provide a direction for the planners to ensure sustainable development of the study sites

KEYWORDS: Tourism, Indigenous people, Conservation, Willingness to Pay, Multan, Economy.

INTRODUCTION

Globally, the travel industry is quickly getting one of the broadest types of diversion. In any case, this movement is considered adversely that is debasing the indigenous home mainly the disparagement of delicate biological systems. Regular asset cut is simple current issues. Resources massively touch the monetary and regular improvement of a state. In the event that a land is rich in assets and these assets are preferably used then

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there is further probabilities of monetary and vulnerable turn of events. In this manner, there is sure linking between usual assets and economic and societal development.

In spite of the fact that travel industry has constrained environmental and social effects yet ecotourism is unique in relation to customary the travel industry by restricting the quantity of visitors. It improves to safe guarding by controlling the adverse effects, monitors economic helps to proximate individuals, and additional offers possibilities for community individuals to rise regular.

The lofty mountains, lush green plains, hot blazing sandy deserts, coastal areas and the holy places, the cultural and seasonal diversity have made Pakistan very attractive place for the tourists from all over the world. It has incredible potential for Pakistan the travel industry and sports like climbing occasions. There are increasingly significant spots in Pakistan with respect to the travel industry like Gundhaara Advancement and the stunning inheritance of Mughals. Northern area of the state is improved with snow-topped prideful high lands. In any case, in most recent couple of years Pakistan directly established exceptionally low in world the travel industry salary (PTDC). All these tourists' attractions have been disturbed badly. So, it is the need of the hour to conserve these sites with proper management practices.

In this research Contingent Valuation Method (CVM) has been used to quantify the value of the tourists' sites. In CVM Willingness to Pay (WTP) method has been applied for the assessment of the sites. The sum that a distinct individual is happy to pay to get administration is known as Willingness to pay (WTP). WTP denotation the value that an specific person or family is happy to remuneration for the bag of spots where he senses superior to come.

STUDY AREA

Multan zone has been constantly settled for more than 5,000 years. The territory is homebased of various archeological places dating to the time of the Early Harappa time of the Indus Valley civilization Human progress from 300 B.C to 2500 B.C. It is situated at 33.21° N and 71.54° E in Punjab, Pakistan.

Multan is exceptionally old city. The city has lot of Sufias burial places. These burial chambers are likewise vacationer's focuses. In these a few burial chambers are Hafiz Muhammad Jamal, Sheik Baha-ud-Deen, Shah Rukun-e-Alaam.

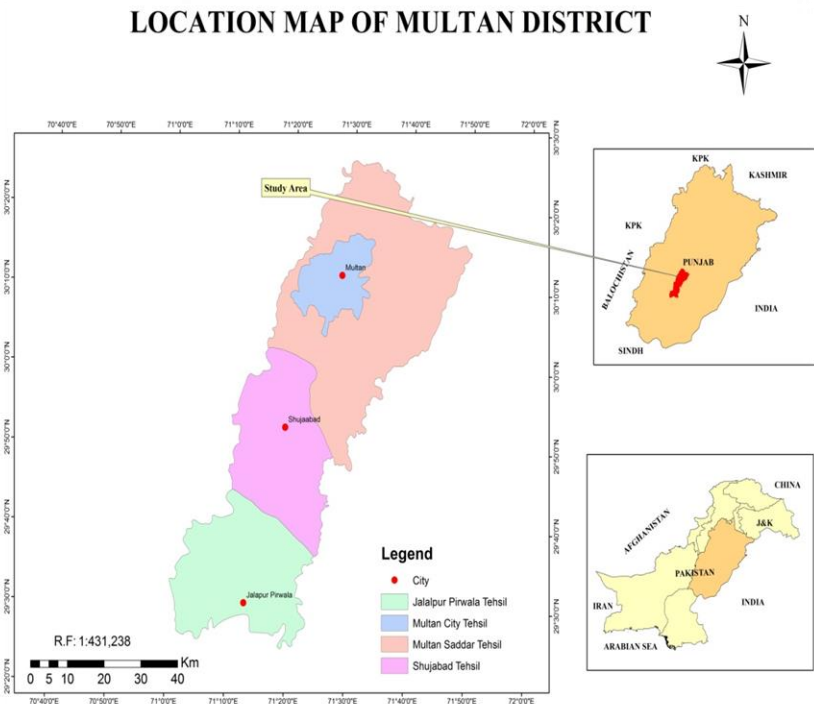


Figure 1: Map of study area.

PROBLEM STATEMENT

Customary insurance procedure of chronicled spots of Multan is poor. There is an appropriate security methodology requires to incorporate the administration of recorded the spots. Here is a lot of requirement for legitimate estimate of these chronicled puts in Multan. The legislature of Pakistan indicating brings down need for the travel industry and its valuation. This can likewise prompt curve in general society and financial assets. Nonetheless, no endeavor taken to quantify eagerness to pay (WTP) for safeguarding recorded/strict/archeological locales. This investigation endeavors to connect these locales as a contextual investigation.

MATERIAL AND METHODS

Multan was chosen as the examination territory. The explanation of the examination is to finish up shoppers' ability to pay for the security of the chronicled spots of Multan. Exploration comprised of a study of guests that were conveyed in Multan. Overview was circulated in areas of fluctuating the vacationer's destinations of Multan.

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Six examination destinations were chosen based on sightseer's motion and chronicled significance. These destinations were; ChmnZarAskri (CZ), Sanctuary of Hazrat Baha-Ud-deen Zakriyya (BD), Sharine of Shah Hossaine(HSS), Shah Shms Tabreez Park (SSP), QilaKuhna Qasem Baagh (KQB), Holy place of Shah Rukun e Aallam (SRA). Straightforward arbitrary examining strategy was utilized to gather the information of 300 vacationers by talking the gathering chief with the assistance of organized survey.

To contemplate the guests' readiness to pay for the assurance of the travel industry destinations, the family heads/bunch pioneers were convinced to end up being the piece of the review. In the wake of charming the earlier assent of the respondents and compelling them the hugeness of the investigation, overview was led.

To gather the essential information a referendum was planned. The survey comprises on various parts; initial segment was a data related to the guests and that family unit, other part was practically segment information regarding individual and their family, for example, guests' sexual orientation, age, and so forth. In the third piece of the survey, there was thought about the fulfillment level guests to moderate the locales. What's more, the fourth area of survey, it was realized that what the fundamental guidelines to assess the normal WTP were by the guests.

An initial-trial of the poll was used to choose the precision level of field overview. The outcomes suggested that the field review was excessively lengthy and it possess defendant's consideration keeps up barely any inquiries were rethought. The essential information gathered from the overview was investigated by PC utilizing programming SPSS, Diagram Cushion and Microsoft Exceed expectations. Eagerness to pay was known through various strategies. The CVM was utilized to evaluate request of the destinations as far as readiness to pay (WTP), absolute monetary advantages of the locales, and expected income from improved the travel industry just as financial elements that influence WTP reactions.

The data was tabulated in column and rows. Later cross tabulation was done and P-Value was calculated at (alpha=0.05). The results by calculating P-Value brought out the level of significance. The mean WTP was calculated by this formula;

$$\text{Total Willingness to Pay} = N \times \text{WTP}$$

RESULTS AND DISCUSSION

The first section of the questionnaire was about the background and socio-economic information of the respondents which includes sex, age, instruction, married status, size of Family, Earning source. Generally speaking, six destinations were chosen of the investigation (C.Z, B.D, H.S.S, S.S.P, K.Q.B, S.R.A) and 50 samples were full from these sites. Male guests

of various age bunches were picked for meet during information assortment because of some social limitation. The periods of the respondents shift from multiyear to over 50 years of different age groups were chosen for interview during data collection due to some social constraint. The ages of the respondents vary from 18 year to more than 50 years.

For the most part guests are discovered 31 to 40 years of age (half). It has been discovered that single or unmarried mostly come to the spots, the proportion was analyzed 54percent single and 46percent wedded. The family size of significant gathering discovered under 5 persons man which displays that the for the most part guests have a place with center families in regards to training, family size, and financial foundation. Most extreme proportion of guests have a place with Govt. Worker (30%) and furthermore has a place with private representative, its indications that larger part of guests are representative gathering. The defendant's reaction expressions that the individuals earned 21thousands to 25thousands Rupees visited for the most part of the investigation locales and second gathering have a place with 25,001 to 30,000 PKR.

Regarding the view of guests about the site, for the most part the guests gave positive remarks about the destinations. Multan is famously to be the city of Holy people, along these lines in wealthy in architecture legacy, in excess of 250 respondents out of 300 guaranteed that the destinations have exceptional architectonic legacy. Then again, the guests have likewise accused about the awful states of the locales. The outcomes about the impression of the guests appear (Table – 1), round about 200 pulse respondents screeched. (Mean is 35.33, p is < 0.00001), while 174 respondents supported in great stopping offices controlled by the locales (Mean = 29.5, p = 0.002). Undoubtedly, practically comparative pattern was originated in the perspectives on respondents Mean is 32.5, p value is same as 1st this one shown a positive pattern of anthropogenic exercises and their minus effects on destinations wherever very nearly 250. example size grumbled that the locales are at present undermined by human intercessions (Mean is 40.83, p is <0.0001). Then again, around 200 respondents accused botch of the chose destinations from the authorities (Mean is 33.67, p value is 0.0009). It is a disturbing circumstance, if these anthropogenic effects would keep on the guests will in the long run begin scorning the locales. So as to create the travel industry and related human financial assets, a solid network-based administration plan should execute.

Table 1: Respondents Perception about the Sites.

| Description | | Variables | CZ | BD | HS | SS | KQ | SR | Mea | P |
|-------------|----------|-----------|----|----|----|----|----|----|------|-------|
| | | | | | S | P | B | A | n | Value |
| Do | Overcrow | Yes | 2 | 4 | 32 | 37 | 39 | 42 | 35.3 | < |

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| | | | | | | | | | | |
|------------------------------------|---------------------------------------|-----|----|----|----|----|----|----|-------|----------|
| You Think That this site is | | | 2 | 0 | | | | | 3 | 0.0001 |
| | | No | 28 | 10 | 18 | 13 | 11 | 8 | 14.67 | 0.0046 |
| | Has good parking conditions | Yes | 41 | 41 | 34 | 9 | 23 | 29 | 29.5 | 0.002 |
| | | No | 9 | 9 | 16 | 41 | 27 | 21 | 20.5 | 0.0093 |
| | A safe place | Yes | 29 | 35 | 32 | 23 | 43 | 33 | 32.5 | < 0.0001 |
| | | No | 11 | 15 | 18 | 27 | 7 | 17 | 15.83 | 0.0023 |
| | Currently threatened by human actions | Yes | 43 | 42 | 34 | 45 | 40 | 41 | 40.83 | < 0.0001 |
| | | No | 7 | 8 | 16 | 5 | 10 | 9 | 9.167 | 0.0019 |
| | Mismanaged by authorities | Yes | 21 | 42 | 33 | 43 | 45 | 18 | 33.67 | 0.0009 |
| | | No | 29 | 8 | 17 | 7 | 5 | 32 | 16.33 | 0.0192 |

Source: Field Survey, 2019

The most important part of the survey was to find out the WTP of the visitors about the conservation of the study sites. The results in Table-2 show that in area of C. Z 6% of guests are not ready to fee for protection. yet then again 94% are in favor to give the money to preserve these areas. Besides, 76% guests for BD site 64% for H.S.S site, 60% for S.S.T.P, 94% for KQB and 92% for SRA site respectively.

Table 2: Willingness to Pay

| Variables | C.Z | B.D | H.S.S | S.S.T.P | K.Q.B | S.R.A | Mean | S.D | S.E | t Value | df | P Value |
|-----------|-----|-----|-------|---------|-------|-------|-------|-------|------|---------|----|---------|
| No | 3 | 12 | 18 | 20 | 3 | 4 | 10 | 7.772 | 3.17 | 3.152 | 5 | 0.0253 |
| Ye | 10 | 18 | 20 | 10 | 20 | 12 | 15.33 | 4.502 | 1.84 | 8.343 | 5 | 0.0004 |
| | 20 | 8 | 6 | 8 | 8 | 10 | 13.33 | 2.401 | 0.98 | 9.01 | 5 | 0.0003 |
| | 30 | 5 | 4 | 5 | 7 | 7 | 8.6 | 1.549 | 0.63 | 9.487 | 5 | 0.0002 |

| | | | | | | | | | | | | | |
|---|----|---|---|---|---|---|---|-----|-----|----|------|---|------|
| s | 40 | 7 | 2 | 2 | 2 | 8 | 6 | 4.5 | 2.8 | 1. | 3.92 | 5 | 0.01 |
| | 0 | | | | | | | | 11 | 15 | 2 | | 12 |
| | 50 | 6 | 3 | 3 | 2 | 1 | 4 | 3.1 | 1.7 | 0. | 4.50 | 5 | 0.00 |
| | 0 | | | | | | | 67 | 22 | 7 | 3 | | 64 |
| | 10 | 3 | 3 | 2 | 1 | 1 | 3 | 2.1 | 0.9 | 0. | 5.39 | 5 | 0.00 |
| | 00 | | | | | | | 67 | 83 | 4 | 8 | | 29 |

Source: Field Survey, 2019

The readiness to pay was closed by securing information made from controlling surveys. The review was ended by choosing around Three hundred people staying the zone. For guessing the likelihood of optimistic willingness to pay 3 methods of rationale and benefit were made the goal was to establish connection between the factors and the ability. The guests of C.Z zone are eager to give two hundred and seventy four rupees; the guests of B.D area are prepared to give 195; the guests of H.S.S area are 172/-; the guests of S.S.T.P prepared to for 150; the guests of K.Q.B prepared for, 216 and the guests of S.R.A site are prepared to pay Rs. 172 for the protection of the destinations (Table-3, Figure-1).

Table 3: Mean Willingness to Pay

| Sr. No. | Tourists Site | N | Total Willingness to Pay (WTP) in PKR | Mean Willingness to Pay = Total Willingness to Pay (WTP)/N |
|---------|---------------|----|---------------------------------------|--|
| 1 | C.Z | 50 | 13700 | 13700/50 = PKR 274 |
| 2 | B. D | 50 | 9700 | 9700/50 = PKR 194 |
| 3 | H.S. S | 50 | 8600 | 8600/50 = PKR 172 |
| 4 | S.S.T. P | 50 | 7500 | 7500/50 = PKR 150 |
| 5 | K.Q. B | 50 | 10800 | 10800/50 = PKR 216 |
| 6 | S.R. A | 50 | 13600 | 13600/50 = PKR 272 |

Source: Author, 2019

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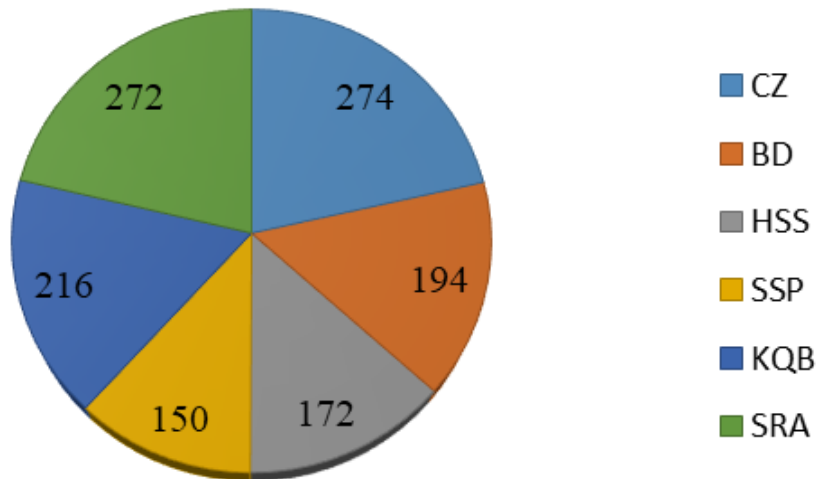


Figure 2: Mean willingness to pay

Source: Author, 2019

CONCLUSION

The investigation provides guidance for raising assets to preserve the recorded/strict spots of Multan. This examination rotates around the CZ, BD, HSS, SSP, KQB AND SRA, significant open spots. These destinations have incredible significance in verifiable and strict point of view. These destinations mirror the historical backdrop of Islam, Islamic design, and Sufism. Multan is known as strict city in beginning of Islam. So under the above conditions, it is pressing need to preserve these locales and redesign or keep up its impressions to make it the solid for the travel industry. The examination destinations face numerous dangers from infringement and nearby use pressure. The neighborhood individuals realize that it has been a disaster of the hall and they need improvement and conservation. In this way, these spots may give solid appearance. For the most part guests and nearby individuals have demonstrated the eagerness to pay for the protection of these locales.

RECOMMENDATIONS

- The biological just as social condition of the investigation locales ought to be observed to control corruption process, with the goal that it draws in more guests from various pieces of nation.
- Shrines of Sufi Holy people (Shah Rukn-e-Alam, HazratBahau-commotion Zakariya, Shah Tricks Tabraiz) are primary vacation spots in Multan along these lines, they ought to be appropriately kept up and produce for traveler's exercises and for the age of income.
- Throwing of trash and littering ought to be restricted for better maintainable the travel industry, since it isn't just upsetting the

magnificence of destinations but on the other hand is a danger to biodiversity on it.

- Plantation ought to be urged to upgrade the characteristic excellence of the locales too for adjusting the nature.
- A complete undertaking is required for the rebuilding of the debased locales and impressive spot ought to be allotted for stopping territory.
- Electronic and print media should approach to advance consciousness of saving the travel industry segment in Multan.
- Local people group has less information about ecotourism so they ought to be given attention to take an interest in the travel industry area. The Legislature should take enthusiasm to create ecotourism industry in Multan through network support.
- The vacationers' fascination and nearby items ought to be featured through mindfulness crusade inside just as outside of the nation which can create income for the neighborhood individuals and useful for neediness decrease.
- Although the neighborhood government is investing their best energy for the advancement of the travel industry in Multan, still, foundation and housing of the zone isn't sound, it ought to be kept up for better the travel industry exercises.
- Most of the vacationers were whining about latrine office, so slick and clean open washrooms are basic to be constructed.

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