Socio-Economic Factors Determining Tourism in Sheik Baddin National Park DI Khan Khyber PakhtunKhwa

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Abstract
Tourism is one of the fastest growing industries which play a vital role in the prosperity and development of a country. The aim of present study is to investigate the socio-economic factors determining tourists inflowsto Sheik Baddin National Park (SBNP), D.I Khan, Khyber Pakhtunkwa (KP). For this purpose, data has been collected through questionnaire and interview schedule from tourists in the surrounding of SBNP. For the analysis of the data the methods of descriptive statistics including regression, correlation, tabulation, and charts are used. The results reveals that the highest percentage of tourist's age ranges from 10-30 year, where most of the young people about 80% visit park for recreation activities. The results reveals that there is strong correlation relationship in transportation and education, family monthly income and education, family monthly income and means of transportation, family monthly income and selection of national park, current employment status of visitor and education, and current employment status of visitor and family monthly income.

Keywords: Age; Gender; Education; Locality, Visitor's Satisfaction; Ecotourism, Sheikh Baddin National Park

1. Introduction

Pakistan with its unparalleled geographical and unique climate hosts a wide range of ecosystem. Enrich with high altitude of mountains covered with snow, barren mountains along with lush ever green fields and forest, as well as desserts, sand dunes and coastal areas. To secure these natural resources the government of Pakistan has taken several steps, declared some specific areas as protected areas. The protected area is that area where the ecosystem i.e. the flora and fauna were maintained and protected under its natural conditions. For the accomplishment of such task the government of Pakistan categories the protected area in five which includes community control hunting areas,

wildlife sanctuaries, game reserves, private game reserves and national parks .The difference between a general/local and national park is a general/local park is may be a city park or a public garden having walking tracks, greenery, play grounds, entertainment equipment, gym, picnic spots etc. but national park is a reserve of specified area usually declared and own by national government for specific purpose which includes the protection and maintenance of landscapes, natural sceneries, flora and fauna. The Global Travel & Tourism Competitiveness Report (2015) provides an operational platform and standard applications for companies and governments to develop the travel and tourism sector (T & T). The World Travel and Tourism Council (WTTC) notes that the T & T sector now accounts for 9.5% of the world's gross domestic product, which is US $ 7 trillion and 5.4% of world exports. The number of incoming tourists worldwide reached 1.14 billion in 2014, an increase of 51 million in 2013, according to the United Nations World Tourism Organization.

In 1905 Guyer Feuler introduce the first definition of tourism. The World Tourism Organization (UNWTO) defines Tourism as "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."Eco-tourism is a new concept in tourism. Eco-tourism is defined as "responsible travel to natural areas that preserve the environment, maintain the well-being of the local population, and include interpretation and education" (TIES, 2015). World Conservation Union (IUCN) defines Eco-tourism as "environmentally responsible travel to natural areas, in order to enjoy nature and its appreciation (and associated cultural features, past and present) that promote conservation, have a low impact on visitors and provide effective and useful social services for the economic participation of local peoples" .

1.1Brief History of National Parks

English poet William Wordsworth (1810), who gave the idea of establishment and governing of national parks by describing the Lake District as a sort of national property. Today the father of national park is John Muir, due to his incredible work in Yosemite National Park.The first ever national park in history was Yellowstone National Park, USA in 1872. After a century of the establishment of Yellowstone National Park in USA, in 1972 the first national park in Pakistan was established named LalSuhanra National Park, situated in Bahawalpur district of Punjab. The Northeast Greenland National Park is the largest national park covering area of 972,000 km square. There are now 6,555 national parks worldwide. WhilePakistan has 29 national parks. 22 are public parks (Under supervision of respective provincial government) and the remaining 7 parks are private parks.KP has 6 National parks i.eAyubia National Park, Chitral National Park, Broghil Valley National Park, SBNP, SaifulMuluk National Park and Lulusar-Dodipat National Park. The SBNP is placed in Dera Ismail Khan (District LakkiMarwat)-KP. The park was upgraded to the rank of national park in 1993 and it covers the area of 15,540 hectares. This Park is situated on the east of Pezu at an altitude of 1400 m above sea level. A two hours drive from Dera Ismail Khan on Indus Highway from Dera Ismail Khan to Peshawar. This Park has also biological importance because it is a type of an island, the hills which are surrounded by desserts. The park is situated between 32.38^{o}N and 70.94^{o}E. The average annual rainfall from 200 mm to 280 mm, mostly during monsoon (from June to September).The 1st defrayal in Sheikh Buddin hills was by, a

Sheikh Bahaudin (Sufi) in 17th century from whom it got the name of Sheik Buddin. His posterity's are as yet living here and are locally known as Pirs of Sheik Badin. The second significant settlement was made by the English government in 1860, who made it their late spring head quarter. The Park is placed in the area of Dera Ismail khan while some portion of it up to 5% lays in the region of Lakki Marwat. This park was declared as national park in 1993 (Zahoor, 2010).

The World travel and tourism council of Pakistan (2017) reported that the total contribution of travel and tourism to gross domestic product (GDP) is recorded 349 billion rupees in 2017 (i.e. 7.4 % of GDP) and are expected to grow by 5.8 per cent. The report reveals that the direct contribution of tourism and travel to GDP is expected to grow by 5.8 per cent to Rs 1, 727.7 billion (3.0 % ofGDP) by 2028. Domestic travel spending is expected to grow by 6.1 % in 2018 to 1,445.9 billion rupees, rising 5.9 % annually to Rs.564.3 billion in 2028. At the same time, the overall contribution to travel and tourism in employment (including the broader effects of investment, supply chain and income implications) was 3,894,000 jobs in 2017 (6.5 % of total employment) By 2.6 per cent in 2018 to 3,997,000 jobs (6.5 % of total employment). The travel and tourism sector contributed 930.9 billion rupees in Pakistan, accounting for 2.9 % of Pakistan's GDP, in 2017 and is expected to rise this year. The World Travel and Tourism Council claimed that in 2018 it would increase by 5.9 % to 986 billion rupees. Travel and tourism generated $ 1,493,000 (2.5 % of total employment) and is expected to grow by 2.8 % in 2018 to 1,543,000 (2.5 % of total employment). Spending on leisure travel is expected to grow by 5.5 per cent in 2018 to Rs 1,252.4 billion, rising 6.1 % annually to Rs. The report highlighted that domestic travel expenditure generated 93.2 % of GDP for travel and tourism in 2017 compared to by 6.8 % for exports of foreign visitor spending or international tourism receipts. While visitor exports are expected to grow by 4.7 % in 2018 to 103 Rs 3 billion and an increase of 6.4 % per annum to Rs 192.5 billion in 2028.

Figure 1 explain that in the year of 2000 557,000 tourists visited Pakistan, respectively in the year of 2005 798,000 tourists, in the year of 2010, while 907,000 tourists, and recently in 2017 1,750,000 tourists visited Pakistan.

Figure 1: Tourists visited Pakistan during 2000 to 2017
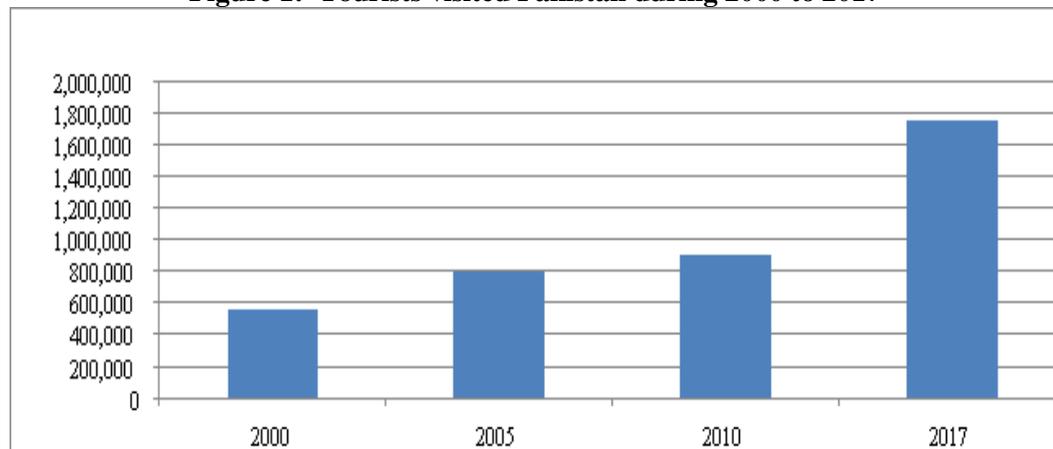
Source: World Travel &Tourism Council Pakistan

Tourism is one of the fastest growing industries which play a vital role in the prosperity and development of a country. Tourism industry is the financial tools for the developing countries like Pakistan. The other developing countries have been taking countless benefit from tourism industry. The developing countries' growth improved enormously due to tourism industry as well as poverty reduction and also helps to promotes sustainable growth but Pakistan has not taking such benefit as other developing countries. In this regard the study conducted to explore the socio-economic factors determining tourism in SBNPD.I. Khan KP Pakistan.The broadobjectives of this study are to explore the socio-economic factors determining tourism in SBNPDI Khan KP Pakistan, and to examine the significance of the SBNPin ecotourism and Likelihood opportunities of the local community in D.I Khan.According to the knowledge of the researchers this is the first studyconducted inSBNP D.I Khan".The second contribution of the study is the used of econometric techniques for the analysis of the data in case of SBNP D.I Khan is a substantial methodological contribution of the study.The present study will be helpful for the wildlife and tourism department in both present and future. This study help out the policy makers and scholars to emphasis government awareness, improve management planning of national parks, development of wildlife, forestry and agricultural departments, promotion of academic and developmental research, enhancement and implementation of social, economic and environment assessment strategies which not only benefit to the Pakistan economy but also to the society and promotes tourism and culture.

2.   Literature Review

Diamantis (1999) concluded that eco-tourists are enticed toward natural area as well as have an extra vigorous role through a no consumptive usage of natural resources and wildlife, those events such as natural surroundings cinematography, vegetal and botanic studies, moreover spotting wildlife.LianChan and Baum (2007) conducted a study regarding visitors from various countries who visited a natural park stated that with the larger part of both Canadian and German groups were content with the natural surroundings, leisure, refreshment and infrastructure of the park. It was advocated that additional consideration would be given to eco-tourism locations and activities, spot provision staff in addition of the excellence information for wildlife and local values, norms and culture.Powell and Ham (2008) also contend that for the period of the eco-tourism experience, well-made understanding can reinforce the information of tourists towards native regions and stimulate better support for problems concerned to the administration and managing of homegrown (resident) resources, as well as even create ecological behavior purposes and provision for preservation.

Marzuki (2012) shed light on respondent's perception of about tourism economic impacts, these impacts comprises the positive economic impact of tourism as well as the negative economic impact of tourism. The positive economic impact of tourism are; local resident earn greater income, improve local economy, creates new employment opportunities, increase in local investment such as restaurant and hotel, enhancement in tax revenues and improvement in infrastructure etcetera. While the negative economic

impact of tourism include; land and house price rises, good and services price rises, local residents' cost of living increases, price for other utilities such as water and power etc. increases.Xu et al.(2013)suggest that in new forest, area management tools and other difficult visitor management tools can also be used to plan and manage the park, and alternative means of sustainable transport must be provided to support the goal of sustainable tourism development. Therefore, for their sustainable development, tourism must be part of the integrated management plans of the park, and alternative ways of financing should be explored from other potential land uses.

Biggs et al. (2014) developed a framework for tourism research by the South African National Parks (SAN) to inform management. Moreover, SANParks recently adopted a new tourism policy responsible for guiding the development and management of tourism in all national parks. In 2011, SANParks launched a tourism research program to support the integration of tourism in the SAM and provide enabling information to implement responsible tourism policy. The new policy calls for tourism that supports the conservation of biological diversity and is environmentally efficient and socially responsible. Despite the important role tourism plays in SANParks, it has not yet been officially integrated into the SAM process.Nechita, Lozo and Candrea (2014) they conclude that because of the progress of modern information and communication technologies, communication processes are strongly linked to Web 2.0 tools. Based on previous studies, 36 variables were used to evaluate the sites of national parks on the Internet, grouped into five categories: 1) tourism details and travel aids; 2) visual and textual information; 3) navigation and interaction; 4) Advertising; 5) Social media.The results can be useful for managers of national parks to improve their websites and improve their effectiveness.Kidanemariam (2016) finding shows that the key challenges and prospects of ecotourism development in the study area. This exertion endeavored to disclose the occurrence of potential and real tourism and ecotourism locations in the study area, and the major challenges of ecotourism development as well as the conceivable solutions of this challenges which deter the development of ecotourism. The studies of Azam et al. (2018) and Haseeb et al. (2018) expounds the importance of tourism for the host country development.

Himayatullah (2006) did study on Margalla hill national park, Islamabad for the analyses of visitors the willingness to pay to visit national park, he finds that the annual benefits from the parks are considerable, visitors willingness to pay effects a lot of factors which includes travel cost, quality of park and household income.Ayshea and Anwar (2016) conducted the study on the economic and environmental cost of tourism, the main finding of the study was tourism affects in terms of increase in noise pollution, price of goods, and also traffic congestion. Bhatt and Younus (2016), conducted a study on the valuation of national parks by using the travel cost and contingent valuation methods to measure the ecotourism value of Dachigam National Park Jammu and Kashmir (India), the finding was the direct use value (recreational values) have a high significant impact. The consumer surplus per visitor was calculated and equal to US$ 481. Khan and Rashid (2016) concludes that tourism is one of the largest industries in the world.It can be concluded that whatever efforts the Government makes to increase international tourism, the desired results cannot be achieved until terrorism is eliminated. This study examined the impact of terrorism and infrastructure on tourism from a political economy

perspective. The results have shown that terrorist attacks have negatively affected tourism, but infrastructure and per capita GDP have a positive impact on tourism. Alasttal and Burdey (2017) concluded that the tourism industry bring financial prosperity in the developing countries. And Pakistan has the huge open doors in its tourism industry which can be promoted, in this manner, the government ought to put tourism market at priority regarding, to allocate sufficiently the financial plan to boost tourism framework and infrastructure, and to devise a centered limited time procedures to inspire the picture of Pakistan as an alluring tourist goal. In a study Himayatullah (2003) concludes that the Ayubia National Park can generate large economic values through recreation, tourism, and research activities. Due to large number of visitor's visits national parks in summer, it also raise the issue of pollution. Waseem et al. (2004) pointed out this issue by finding the inverse relationship between tourism and solid waste in 2004. Khan et al. (2014) approximation about willingness to pay (WTP) for recreational services of two parks in Peshawar, Pakistan. The paper means answering the accompanying queries: What determines the WTP decision for visitors? Regardless of whether the change in recreational benefits will increase the demand for visitors to the park with individuals willing to pay more to improve the nature of ecological services? Taking into account the ultimate goal to understand the determinants of WTP responses to visitors and to see whether these determinants are consistent with economic theory, multivariate analyzes have been performed to investigate the diversity in the various parameters of WTP respondents.

3. Data and Methodology

The present section shows the details of data, sampling method and empirical model of the study. The details is as follows.

3.1 Data and Sample Size

The present study is based on primary data. For this purpose, we designed a well-structured questionnaire for visitor. And the researcher personally visit to the SBNP for data collection. And the data were collected through questionnaire from visitor up to 60 people. And most of the tourists/respondents were belong to local area.

3.2 Estimation Techniques

The data has been analyzed by using Pearson Correlation technique. Descriptive statistics analysis i.e. charts, percentage, frequencies, and tables. In addition the method of Ordinary Least Squares (OLS) is applied in order to estimate the relationship between dependent variable and independent variables. For computation of analysis the statistical software SPSS version-16 have been used.
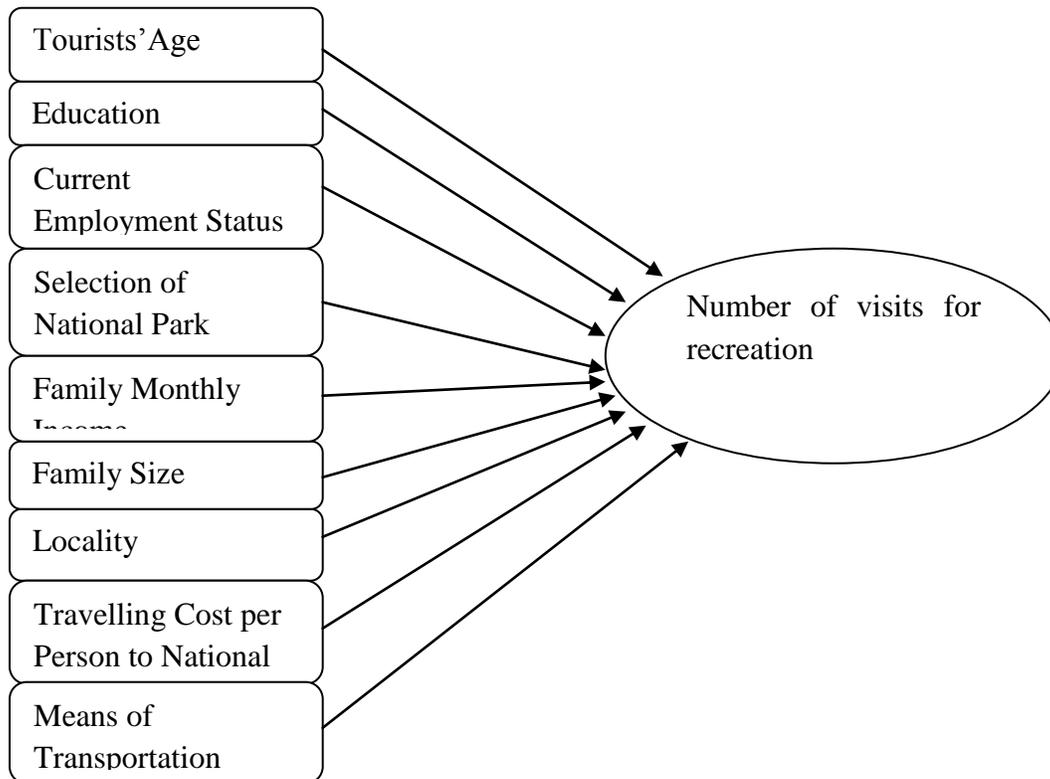
Theoretical Framework

Figure 2: Theoretical Framework

3.3 Empirical Model

In the literature for measuring the relationship of the dependent variable to the independent variables, various approaches have been used. But the following model was used by Baral, Stern and Bhattarai (2008) and Khan et al (2014).

$$Y = B_0 Age + B_1 Edu + B_2 Loc + B_3 TRP + B_4 SNP + B_5 FZ + B_6 TMI + B_7 TES + B_8 TCP + Ui \quad (1)$$

Where, Y = Noof visits for recreation, Age = Tourists' age, Edu = Tourists' Education, Loc = Tourists' locality, TRP = Means of transportation, SNP $_=$ Selection of nationalpark, FZ $_=$ Family Size, TMI$_=$ Tourists' Family Monthly Income, TES$_=$ Tourists' current employment status, TCP$_=$ Traveling cost per person.

4.1 Results and Discussion

Table 1 below shows the tourists information. The data has been collected from 60 tourists. The results report in the table that 80% tourists werein the age class of 10-30 year, 15% were in the age class of 31-50 year, and 5% tourists are in the age class of 51-70 year of age. Table 1 showstourist's group Size. We collected data from total 20 tourists, where there are 45% are in group size of 1-2 tourists, and 15% tourists are in group size of 3-5 tourists, and 40% are in group size of 3-5 tourists. Table 1 shows

qualification of tourists. We collected data from total 20 tourists, where there are 25% tourists have done matriculation, and 10% tourists have intermediate level qualification, and 20% tourists have done bachelor, and 45% tourists have done master. Table 1 showstourist's Marital Status. We collected data from total 20 tourists, where there are 40% tourists are married, and 60% tourists are unmarried. Table 1 showstourist's Family Size. We collected data from total 60 tourists, where there are 5% tourists have Family size of 1-5 persons, and 70% tourists have Family size of 6-10 persons and 20% tourists have Family size of 11-15 persons. Table 1 showstourist's Locality. We collected data from total 20 tourists, where there are 5% tourists belong to Dera Ismail Khan, and 30% tourists belong to LakkiMarwat, and 20% tourists belong to Sheikh Baddin Top, and 45% tourists belong to other places. Table 1 showsFamily Monthly Income of tourists. We collected data from total 20 tourists, where there are 20% tourists have family monthly income range up to Rs.20000, and 55% tourists have family monthly income range from Rs.20001 to Rs.40000, and 25% tourists have family monthly income range from Rs.40001 to Rs.60000. Results regarding on current employment status of the tourists reveals that out of total 20 tourists, where there are 55% tourists are Govt. servant, and 5% tourists are private servant, and 10% tourists are students, and 30% tourists belong to other occupation.

Table 1:Socio-Economic characteristics of Tourists

VARIABLES	FREQUENCY	%AGE
Tourist's Age Class		
10-30	48	80.0
31-50	9	15.0
51-70	3	5.0
Total	60	100.0
Tourist's Group Size		
1-2	27	45.0
3-5	9	15.0
6-8	24	40.0
Total	60	100.0
Tourist's Education		
Matric	15	25.0
Intermediate	6	10.0
Bachelor	12	20.0
Master	27	45.0
Total	60	100.0
Tourist's Marital Status		
Married	24	40.0
Unmarried	36	60.0
Total	60	100.0
Tourist's Family Size		
1-5	3	5.0
6-10	42	70.0
11-15	12	20.0

16+	3	5.0
Total	60	100.0
Tourist's Locality		
D.I Khan	3	5.0
LakkiMarwat	18	30.0
Sheikh Baddin	12	20.0
Other Place	27	45.0
Total	60	100.0
Family Monthly Income		
0001-20000	12	20.0
20001-40000	33	55.0
40001-60000	15	25.0
Total	60	100.0
Current Employment Status		
Govt Servant	33	55.0
Private Servant	3	5.0
Student	6	10.0
Other	18	30.0
Total	60	100.0

The correlation matrix results given in table 2 below. The positive and negative relationship amongst the selected variables in the study. The estimated results depicted low significant (5%) and negative relationship among the selected variables i.e. means of transport with Education, Selection of Park with Visitor's age and current employment status of the visitors with the family monthly income of the respondents. However, the positive and significant results have found between traveling cost per person to Sheikh Baddin Park and current employment status of the visitors. Similarly, the selected variable Number of visits to park is significant at 1% and positively correlated with the Means of transport and negatively correlated with the Locality. Moreover, the family monthly income has a positive and significant (1%) correlation with the Education level of the respondent and has a significant (1%) negative correlation with the means of Transport. The Education level has a significant (1%) negative relationship with the current employment status of the respondents. While the travelling cost per person to the Sheikh Baddin Park has a negative correlation with the selection of Parks and the estimated result has significant at 1%. All the selected significant variables have the low correlation which demonstrated that there is no multi-collinearity issue in the estimated results.

Table2: Correlation matrix

Statistic/variables		Visitor's age	Education	family size	locality	Means of transport	Selection of National Park	Family monthly income	current employment status of visitor	traveling cost per person to SBNP	Number of visit to this park
Visitor's age	Pearson Correlation	1.000									
	Sig. (2-tailed)										
Education	Pearson Correlation	-0.245	1.000								
	Sig. (2-tailed)	0.0297									
family size	Pearson Correlation	0.262	-0.081	1.000							
	Sig. (2-tailed)	0.264	0.734								
Locality	Pearson Correlation	-0.024	0.214	0.062	1.000						
	Sig. (2-tailed)	0.920	0.365	0.795							
means of transport	Pearson Correlation	0.212	-0.482*	-0.037	-0.154	1.000					
	Sig. (2-tailed)	0.370	0.031	0.879	0.517						
Selection of National Park	Pearson Correlation	-0.487*	-0.131	0.375	-0.246	0.295	1.000				
	Sig. (2-tailed)	0.029	0.581	0.103	0.297	0.207					
Family monthly income	Pearson Correlation	-0.174	0.614**	-0.150	0.227	-0.564**	-0.522*	1.000			
	Sig. (2-tailed)	0.463	0.004	0.528	0.337	0.010	0.018				
current employment status of visitor	Pearson Correlation	0.224	-0.854**	0.134	-0.082	0.272	0.079	-0.506*	1.000		
	Sig. (2-tailed)	0.342	0.000	0.574	0.732	0.245	0.740	0.023			
traveling cost per person to sheikh baddin park	Pearson Correlation	0.436	-0.336	-0.243	-0.065	-0.145	-0.668**	0.152	0.470*	1.000	
	Sig. (2-tailed)	0.055	0.148	0.302	0.786	0.542	0.001	0.522	0.037		
Number of visit to this park	Pearson Correlation	0.321	-0.306	-0.031	-0.695**	0.584**	0.172	-0.326	-0.003	-0.088	1.000
	Sig. (2-tailed)	0.168	0.189	0.898	0.001	0.007	0.468	0.161	0.991	0.711	

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).
Total observation is 60.

Table 3 shows the regression results. In the table the dependent variable is number of visits for recreation. And the independent variables are Visitor's age, Education, Locality, Means of transport, Selection of park, family size, Family Monthly Income, Current Employment Status of Visitor and Traveling Cost per Person to Sheikh Baddin National Park. The results in regression table shows Visitor's age is significant at P-value and β is value is also positive which mean that Visitor's age and number of visit for recreation are direct relationship. The results shows that Locality is significant at P-value and β is negative which shows that when distance increases so number of visit for recreation decreases, in another word we can say that locality or distance have inversely relationship with number of visit for recreation. The resultsshows that Means of Transportation is significant at P-value and β is value is also positive which mean that Means of

Transportation and number of visit for recreation are direct relationship. In the results family size is significant at P-value and β is negative which reveal that when family size increases so number of visit for recreation decreases, hence there is inversely relationship between family size and number of visit for recreation. The remaining few variables are i.e. Education, Selection of National Park, Family Monthly Income, Current Employment Status of Visitor, and Traveling Cost per Person to Sheikh Baddin National Park are insignificant. The R^2 value is 0.940. Which shows that the explanatory variables of the model explaining 94% variation in the dependent variable.

Table 3: Regression results

Independent Variables	Coefficients	Std. Errors	P-Values
Intercept	1.365	1.841	0.476
Visitor's age	0.962	0.417	0.044
Education	-0.064*	0.171	0.714
Locality	-0.543*	0.115	0.001
Means of Transportation	0.526*	0.124	0.002
Selection of National Park	0.403	0.335	0.257
Family Size	-0.732*	0.280	0.026
Family Monthly Income	0.422	0.284	0.169
Current Employment Status of Visitor	0.156	0.158	0.346
Traveling Cost per Person to SBNP	-0.288	0.200	0.180
R^2	0.940		

Note: Asterisk"*" shows statistically significant at 95% confidence level

4.2   Main Findings

Results for the socio-economic factors of Tourismwe predictedsome information on the basis of the tourists' perception and main finding so we have concluded that age play an important role in recreation activities and tourism, the highest Percentage of tourist's age from 10-30 year old (have 80%), and so from this finding we can conclude that most of the young people go for recreation activities to the National Parks. Marzuki (2012) shed light on respondent's age where he found that the highest frequencies involved in this study the ages were between 20-29 year old (36.4%). In our study the Visitor'sEducation majority have qualified Matric and Master, 25% completed Matric while 45 % completed Master.Marzuki (2012) also shed light on respondent's Education and found that the highest frequencies have 37.2 % qualified Bachelor and the second highest frequencies have 19.1 % qualified High school. In our study the current employment status of visitors comprises of 55% of visitors were government employees, 5% were private servants, 10% were students, and 30% were from another profession. These results reveal that the majority of visitors to the Sheikh Baddin National Park, D.I. Khan, are government servant. Marzuki (2012) shed light on respondent's Profession and found that the respondent associate with some Profession i.e. the highest frequencies 54.5 % have hired employed (private servant), the second highest frequencies 19.6 % have owner of business, the third highest frequencies 11.2 % have students, the fourth highest frequencies 5.9 % have Government officials. The result of correlation matrix of the

study, showed that means of transportation and education (48% and –ve Relation), selection of national park and visitor's age (48% and –ve Relation), family monthly income and education (61% Relation), family monthly income and means of transportation (48% and –ve Relation) , family monthly income and selection of national Park (52% and –ve Relation), current employment status of visitor and education (85% and –ve Relation), current employment status of visitor and family monthly income(50% and –ve Relation), travelling cost per person to Sheikh Baddin National Park and selection of national Park (66% and –ve Relation), travelling cost per person to Sheikh Baddin National Park and current employment status (47% Relation), number of visit to this park and locality (69% and –ve Relation), number of visit to this park and means of transportation (58% Relation), all these relations are significant and play an important role in the tourist's attraction to Sheikh Baddin National Park. Whereas, other factors i.e. education and visitor's age, family Size and visitor's age, locality and visitor's age, locality and education, locality and family Size, means of transportation and visitor's age, means of transportation and family Size, means of transportation and locality, selection of national Park and education, selection of national Park and family Size, selection of national Park and locality, selection of national Park and means of transportation, family monthly income and visitor's age, family monthly income and family Size, family monthly income and locality, current employment status of visitor and visitor's age, current employment status of visitor and family size, current employment status of visitor and locality, current employment status of visitor and means of transportation, current employment status of visitor and selection of national Park, travelling cost per person to SBNP and visitor's age, travelling cost per person to SBNP and education, travelling cost per person to SBNP and family size, travelling cost per person to SBNP and locality, travelling cost per person to SBNP and means of transportation, and travelling cost per person to SBNP andfamily monthly income remained insignificant.

Khan (2004) is among the first in Pakistan to evaluate the recreational benefits, approximations the benefits of instituting and managing the Margalla Hills National Park, Islamabad. The Correlation matrix shows that between travel cost and number of visit is 39% correlation and this relation is negative. Income and number of visit have 6% correlation. Income and travel cost have 37% correlation and this relation is negative. Education and number of visit have 37% correlation. Education and travel cost have 17% correlation and this relation is negative. Education and income have 46% correlation. Education and substitute cost have 18% correlation and this relation is negative. Age and number of visit have 13% correlation and this relation is negative. Age and travel cost have 23% correlation and this relation is negative. Age and income have 39% correlation. Age and substitute cost have 15% correlation and this relation is negative. Age and substitute cost have 15% correlation and this relation is negative. Age and education is 43% correlation. Household size and number of visit have 47% correlation and this relation is negative. Household size and travel cost have 21% correlation. Household size and income have 41% correlation. Household size and substitute cost have 19% correlation and this relation is negative. Household size and education is 35% correlation. And the relationship between household size and age is 38% correlation.

5.   Conclusion and policy recommendations

The aim of present study was to investigate the socio-economic factors determining of tourism atSBNP D.I Khan. A detail questionnaire has been designed for visitors. The data has been collected from tourists in the surrounding of SBNP D.I Khan, through well-structured questionnaire. All the result were analyzed through descriptive statistics i.e. tables, charts etc. And also econometric techniques were applied i.e. correlation and regression analysis for the estimation of the result. The results correlation matrix showed that means of transportation and education, selection of national park and visitor's age, family monthly income and education, family monthly income and means of transportation, family monthly income and selection of national Park, current employment status of visitor and education, current employment status of visitor and family monthly income, travelling cost per person to SBNP and selection of national Park, travelling cost per person to SBNP and current employment status, number of visit to this park and locality, number of visit to this park and means of transportation, all these relations are significant and play an important role in the tourist's attraction to SBNP . Whereas, other factors i.e. education and visitor's age, family Size and visitor's age, locality and visitor's age, locality and education, locality and family Size, means of transportation and visitor's age, means of transportation and family Size, means of transportation and locality, selection of national Park and education, selection of national Park and family Size, selection of national Park and locality, selection of national Park and means of transportation, family monthly income and visitor's age, family monthly income and family Size, family monthly income and locality, current employment status of visitor and visitor's age, current employment status of visitor and family size, current employment status of visitor and locality, current employment status of visitor and means of transportation, current employment status of visitor and selection of national Park, travelling cost per person to SBNP and visitor's age, travelling cost per person to SBNP and education, travelling cost per person to Sheikh Baddin National Park and family size, travelling cost per person to SBNP and locality, travelling cost per person to SBNP and means of transportation, and travelling cost per person to SBNP andfamily monthly income remained insignificant. The regression results showed that visitor's age, family Size, locality and means of transportation are significant and play an important role in the tourist's attraction to SBNP. Whereas, other factors i.e. education, selection of national Park, family monthly income, current employment status of visitorand travelling cost per person to SBNP are turned insignificant.

Policy Recommendations

▪   Pakistan with its unparalleled geographical and unique climate hosts a wide range of ecosystem. In short Pakistan have a grips a prodigious potential for tourism. But unfortunately tourism industry is not so well-furnished. So government should takes serious actions for the development of tourism industry.

▪   The road situation is very bad if Government built the road from DerraPezuto the top of the SBNP, so it will automatically attract tourists/visitors toward the SBNP. And it will also enhance the employment opportunities to the local community around SBNP.

▪   To attract tourists/visitors in a huge amount, Government should promote hoteling around SBNP Government should provide accommodation facility to the tourists/visitors. And Government should built washrooms for tourists/visitors.

▪ To attract more and more tourists/visitors with families so Government should built child entertainment equipment and also takes some wild animals in the cages i.e. Tigers, Lions, Deer, Leopard, Beer and some kind of birds etc.

▪ There are also lack of basic necessity i.e. Clean Drinking Water, Dispensary or Basic Health Unite (BHU), School etc. So Government should provide these basic necessity to the inhabitant of SBNP.

▪ The Government also should take some effective steps for the energy conservation in SBNP. In this regard Government should initiate Bio-Gas plant which are very beneficial for the inhabitant of SBNP. And the Government should provide solar stove to the local community of Sheikh Baddin, due to this the consumption of the wood will be tremendously decrease.

▪ In my suggested opinions the government should assist to detect the weedy points in the tourism industry and formulate policies to improve these zones and part of tourism industry.

▪ Government of KP should formulate policy for the preservation of historical palaces which were in the British eralike Rest House/ Dak Bangla and police station at SBNP. Because all these historical palaces are public legacy.

▪ There are also insecurity problems at SBNP. So Government of KP should provide security to the tourists/visitors.

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