

PAKISTAN'S COASTAL TOURISM: EXPLORING SOCIOCULTURAL CHALLENGES

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Abstract

This paper examines the socio-cultural challenges associated with coastal tourism development in Pakistan and particularly the perceptions of the communities living in coastal areas. While tourism is widely presented as a driver of economic development, its socio-cultural effects are complex and not adequately researched, especially in developing countries. The study is quantitative in nature with a sample of 384 in selected coastal areas. Data was collected by means of interview schedule and analyzed descriptively, thematically, by Pearson correlation, and multiple regression. Based on the results, it is concluded that the coastal communities perceive tourism as a significant socio-cultural disturbance. They were identified as four dimensions of challenge, namely: cultural threats and value erosion; social discomfort and cultural conflict; community exclusion and governance problems; and lifestyle disruption and privacy concerns. The results indicate that positive and significant relationships exist between all the socio-cultural dimensions, thus it is concluded that these dimensions are interrelated and they all have an impact on the attitude of the communities towards tourism. Further regression analysis indicates that lifestyle disruption and privacy issues are the most significant predictors of overall socio-cultural impact, then social conflict and cultural threats. The impact of governance-related issues, although important, is relatively less. The research finds that despite the potential that the coastal tourism has, its sustainability is largely reliant on the consideration of the socio-cultural issues. The results highlight the importance of culturally competent, community-based and socially accountable tourism policies. The study is relevant to the current body of literature as it presents empirical data on socio-cultural processes and offers practical implications to policymakers to create sustainable tourism models in Pakistan.

1. INTRODUCTION

Tourism is widely known as a major source of socio-economic development, especially in developing nations where tourism leads to creation of employment, growth of a region, as well as foreign exchange. Coastal tourism is one of the most dynamic branches of the global tourism sector, which is propelled by the growing leisure,

recreation, and nature-related demands (Kalantzi, Tsiotos, and Polyzos, 2023). Nevertheless, tourism does not only have an economic impact on the host communities but also engages closely with the social and cultural life of the community, affecting values, traditions, and daily life.

Pakistan has a strategically situated, ecologically diverse, 1,000-kilometer-long coastline along the

Arabian Sea, including the coastal areas of Sindh and Balochistan. These regions are blessed with natural attractions like beaches, marine biodiversity, mangrove forests and culturally rich fishing communities, which have significant tourism development potential (Javaid & Iqbal, 2025). Nevertheless, coastal tourism in Pakistan is still at an underdeveloped stage, as it does not contribute to the country's tourism income significantly and is not integrated into the overall development policies (Ali et al., 2024).

Although structural and institutional factors have been mostly emphasized in the explanation of this underdevelopment, socio-cultural factors are equally important but not well explored. Development of tourism is bound to create a contact between tourists and the host communities, with either positive or negative socio-cultural effects. Tourism can on the one hand facilitate cultural exchange, social mobility, and revitalization of local traditions, on the other hand, it may cause cultural commodification, loss of traditional values, and social tensions, especially when local communities view tourism as a threat to their identity (Baihaqi & Annida, 2024).

The community's perception and attitude towards tourism are empirically known to be key factors affecting the sustainability and success of tourism. If the local communities are not involved in decision making processes, and do not feel that they are culturally intruded, they are less likely to support tourism development in the long term (Unhasuta et al., 2021). Specifically in the Pakistani context, socio-cultural forces of religious practices, gender roles, community cohesion, and traditional livelihoods play a significant role in the development of local reactions towards tourism projects. In general, the acceptance of tourism activities in coastal areas is greatly affected by conservative social systems and fear of cultural disruption (Baihaqi and Annida, 2024).

In addition, the lack of planning and sensitivity of policies to other cultures contribute to these challenges. If the local cultural values are not taken into consideration in the tourism project or the community is not involved in the project, social conflicts, community mistrust, and lack of

community support can occur. The lack of destination marketing and insufficient national branding of coastal areas also worsens these issues and limits visibility and responsible tourism development (Fayyaz & Muqadas, 2025).

The idea of sustainable and community-based tourism has become a popular phenomenon in the world but the research on this phenomenon has not been done in an empirical manner especially in relation to socio-cultural issues of coastal tourism in Pakistan. The literature is predominantly about economic and environmental variables and little attention is given to lived experiences, perceptions and cultural dynamics of the local communities. This disconnect hinders inclusive and culturally responsive tourism policies.

Therefore, this research paper aims to review the socio-cultural concerns associated with coastal tourism in Pakistan with the help of community perceptions, cultural aspects and social effects. The study will provide empirical evidence through the quantitative method which can be used to design culturally sensitive, inclusive and sustainable tourism development policies in the coastal areas.

1.1 Research Objectives

- To examine the perceptions of coastal communities regarding socio-cultural challenges of coastal tourism development on communities in Pakistan.
- Explore socio-cultural threats of coastal tourism in Pakistan.
- To determine the coastal communities conflicts due to coastal tourism.

1.2 Hypothesis

- **Null Hypothesis (H_0):** There is no significant relationship between the socio-cultural challenge dimensions (cultural threats and value erosion, social discomfort and cultural conflict, community exclusion and governance issues, and lifestyle disruption and privacy concerns) and the overall socio-cultural impact of coastal tourism development in Pakistan.
- **Alternate Hypothesis (H_1):** There is a significant relationship between the socio-cultural

challenge dimensions (cultural threats and value erosion, social discomfort and cultural conflict, community exclusion and governance issues, and lifestyle disruption and privacy concerns) and the overall socio-cultural impact of coastal tourism development in Pakistan.

2. LITERATURE REVIEW

Socio-cultural aspect of tourism has emerged as an important field of concern in the study of modern tourism particularly in the coastal areas where the interaction between the tourist and the host community is common and multidimensional. The impact of tourism as an economic development factor is well known, while the socio-cultural effects are multiple and controversial. The literature reviewed suggests that the link between economic and infrastructural factors and sustainability and success of tourism development is not direct, but more related to perceptions, cultural values and social structures of host communities.

Ambivalence of the socio-cultural impact of tourism is one of the major issues discussed in the literature. On the other hand, tourism can also help to promote cultural exchange, social mobility and revitalize traditional practices. On the other hand, it can lead to cultural commodification, loss of local culture and destabilization of the existing social conventions. Baihaqi and Annida (2024) state that marine and coastal tourism typically brings along its own culture, which may modify the value system and lifestyle of the local people, particularly in the context of a powerful traditional identity. This emphasizes the necessity to analyze critically the interaction between tourism development and cultural fabric of host societies. The socio-cultural issues are particularly important in the context of Pakistan where the communities living in coastal areas are conservative. Cultural norms, religious values and traditional livelihoods are the basis of the local attitudes towards tourism. While tourism offers the opportunity to enjoy cultural diversity and economic development, it also begs the question of the distortion and loss of cultural heritage, according to Ahmed, Ahmad, and Abbas (2022). Tourism is considered as an

intrusive factor in the lives of the coastal communities, especially those engaged in fishing and other traditional occupations.

Similarly, Hussain and Hafeez (2023) note that the attitude of the local communities of coastal Balochistan towards tourism development is ambiguous. Tourism is considered as a potential source of earning for the respondents, but they are worried about the cultural displacement, degradation of tribal values and changes in social structure. The results suggest that the socio-cultural resistance to tourism is not merely a reaction to the external factors but is very much a part of cultural identity and social cohesion.

The other important issue raised in the literature is the issue of cultural homogenization and social disruption. It is said that tourism in the developing countries leads to the standardization of cultural expressions and adjustment of local cultures to the needs of tourists (Farooq 2025). This can result in the commercialization and loss of authenticity of cultural practices. Such changes may have an impact on the intrinsic values of cultural heritage and reduce a community's self-esteem in its local culture.

Social norms and behaviour differences also bring about problems with the interaction between tourists and host communities. Gallagher et al. (2014) note that tourists and local people may have misunderstandings and conflicts due to differences in their lifestyle, dress codes, and social behavior. These are especially acute in conservative cultures, in which nonconformity to the norms is not so socially acceptable. Tourists might also bring about tensions that impact on community cohesion and social harmony.

One of the common themes in the literature is the absence of community involvement in the planning and decision-making processes of tourism. Waheed and Kalhor (2023) believe that poor management of cultural tourism and marginalization of the local communities tend to lead to opposition to tourism projects. Communities that are not actively engaged in the planning process will be less supportive in the development of tourism and this will result in conflicts and lack of sustainability. This view is

also reinforced by Butt et al. (2024), who point out that the large-scale tourism development projects, especially the projects related to such initiatives as China-Pakistan Economic Corridor (CPEC) do not include the voices of local people, which leads to the feeling of marginalization and unequal distribution of benefits.

The problem of equity and benefit-sharing is intertwined with the socio-cultural issues. The Sustainable Development Policy Institute (2023) notes that in many instances, coastal communities do not get equal access to the economic benefits of tourism, leading to dissatisfaction and negative perceptions. This is further exacerbated by land ownership, displacement and lack of employment opportunities to the locals. Hafeez (2023) provides empirical evidence that while there are community members who believe they will have improved livelihoods, there are others who complain about environmental degradation, lack of access to resources, and lack of participation in decision making. These results highlight the need to have equitable and inclusive tourism development.

More importantly, literature has demonstrated the role of perception in the determination of tourism outcomes. Isani et al. (2025) point out that perceived benefits and perceived risks affect the attitude of the community towards tourism. Economic opportunities can give a positive outlook, but the anxiety and apprehension of cultural loss and social disruptions usually result in scepticism and objections. This means that in order to be sustainable in the long run, tourism development should be capable of achieving a balance between economic objectives and socio-cultural aspects.

Socio-cultural issues are also linked with environmental issues. Uncontrolled tourism activity can lead to environmental degradation and this can affect the local communities' livelihoods and cultural practices. For instance, the degradation of marine ecosystems and other coastal resources can disrupt the customary fishing practices, altering the social and economic structures. The socio-cultural tensions in the coastal areas are exacerbated by environmental degradation, weak governance and lack of cultural

protection tools (Sustainable Development Policy Institute, 2023).

The other theme mentioned in the literature is the importance of culturally sensitive and community-based tourism strategies to lessen socio-cultural pressures. According to Unhasuta et al. (2021), inclusive planning, community involvement and awareness raising programs are required to reduce conflicts and enhance the acceptance of tourism projects. These strategies foster a spirit of ownership to the local communities and make sure that tourism development is in tandem with cultural values and social expectations.

In the field of socio-cultural impacts, there is a growing body of literature on tourism, however, there is a significant lack of empirical research particularly in the coastal areas of Pakistan. Most of the existing research is qualitative or economic and environmental oriented with little research on the quantitative evaluation of community perceptions and socio-cultural issues. The lack of empirical evidence restricts the development of evidence-based policies and understanding of the role of socio-cultural factors in tourism outcomes.

Hence, systematic and quantitative studies that explore the socio-cultural issues of coastal tourism in Pakistan are evident. This research will attempt to bring the perceptions of the community and socio-cultural variables into the empirical analysis and add to the overall picture of tourism development. This is required in the formulation of policies, which are not only economically viable, but also socially acceptable and culturally sensitive. Though there is an emerging trend in taking socio-cultural aspects into consideration in the studies of tourism, however, there is a considerable deficit of empirical studies of these variables in the context of the coastal areas of Pakistan. Available literature is more of a qualitative or descriptive analysis, either on economic potential or environmental sustainability with little concern on the quantitative evaluation of community perceptions and socio-cultural issues. In addition, the interaction of cultural norms, community attitudes and tourism development has never been measured in a systematic way through a structured statistical method. This fact of absence of

empirical evidence limits development of data-driven, culturally sensitive, and inclusive tourism policies. Thus, the current research fills this gap as it presents a quantitative analysis of socio-cultural issues, such as the perceptions of the community and their effects on sustainable development of coastal tourism in Pakistan.

3. Methodology

The study adopted a quantitative research approach to explore the socio-cultural challenges of coastal tourism in Pakistan. Data was collected from the respondents living in the selected coastal settlements along the coastal belt of Karachi and Indus delta using exploratory research design on Baba Bhit, Shams Pir, Manora and Ibrahim Hyderi. The selection of these sites was based on the level of their exposure to tourism and socio-economic conditions with Manora and Baba Bhit being relatively developed tourist sites, and Shams Pir and Ibrahim Hyderi being traditional fishing communities. This diversity gave a wide-ranging knowledge of the socio-cultural effects of tourism in various community settings. The population size is estimated to be around 1,361,594. The selection of 384 respondents was done through

determination criteria proposed by Krejcie and Morgan (1970) due to limitations in access, time and availability of resources.

The data were collected through a structured interview schedule developed on the basis of existing literature on tourism and objectives of the study. Data were analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were used to summarize socio-economic characteristics and response patterns. Bivariate correlation and regression analyses were used to examine relationships among variables and quantify the impact of socio-cultural challenges on perceptions of tourism.

4. Results and Discussion

4.1 Socio-economic characteristics of Respondents

The profile of the respondents allows it to obtain valuable information on the socio-economic organization of the coastal communities, and to put the analysis of the economic effects of tourism into perspective. To explore the local perceptions the respondents sampled in the survey were sampled in the selected coastal regions to represent a representative sample.

Variable	Category	Frequency (f)	Percentage (%)
Age Composition	20-35	191	49.7%
	36-50	110	28.6%
	51-65	83	21.6%
	Total	384	100.0%
Sex	Male	215	56.0%
	Female	169	44.0%
	Total	384	100.0%
Education Level	Illiterate	167	43.8%
	Literate (Basic)	120	30.5%
	Primary pass	13	3.4%
	Middle pass	8	2.1%
	Metric pass	58	15.4%
	Intermediate	11	2.9%
	Graduation & above	7	1.9%
	Total	384	100.0%
Household Size	1-3 members	8	2.1%
	4-6 members	323	84.6%
	7-9 members	46	11.4%
	9+ members	7	1.9%

From the age distribution, it is seen that almost half of the respondents (49.7) belong to the age group 20-35 and 28.6 to the age group 36-50. This indicates that the number of individuals in the economically active age group and productive age group is high among the sample population. This is especially the case in the study area, where this group of people is more likely to engage in tourism activities and benefit from jobs created by the tourism sector. The age of the respondents also indicates that there is a potential workforce that can be utilized in the future in terms of tourism development.

The sample is quite even in terms of gender composition as 56.0% of the respondents are men and 44.0% are women. This distribution shows how communities residing along the shoreline are socially organized, with the presence of men in economic activities being more traditional. The high number of female respondents however indicates that there is an opportunity of inclusive tourism development where women may also be involved in and share the economic gains of tourism.

The educational profile shows that the percentage of illiterate respondents with low and moderate levels of education is high (43.8 and 30.5 respectively). Very few of them have attained higher levels of education such as matric and higher (15.4% and above). This means that the level of human capital in the form of formal education is low and this may inhibit the ability of the local communities to engage in skilled tourism services. It also, at the same time, underlines the importance of training and capacity-building programs to make community more engaged in tourism and improve the quality of services.

The household size analysis shows that an enormous proportion of the respondents (84.6)

are in medium-sized households (4-6 members). This implies that the dependency ratio is relatively high whereby a number of individuals rely on a number of individuals or few sources of income. Such households expose them to greater economic vulnerability and require income diversification that tourism can provide. The fact that large families constitute a low percentage show that the extended family systems are there, yet the most common one is the moderately sized family unit. Overall, the demographic findings reveal that the coastal communities are characterized by a young and economically active population, equal gender ratio, low level of education, and medium-sized families with economic dependency pressure. These characteristics contribute to the topicality of the coastal tourism as one of the potential sources of employment, income growth, and socio-economic development. At the same time, they indicate the need to have certain interventions, particularly in the education and skills training sectors, in order to maximize the benefits of tourism to the local communities.

4.2 Cultural Threats and Value Erosion

The results of Table 2 show that there is a strong and constant perception by the coastal communities that the cultural fabric and the traditional value system is under high threat from tourism. The majority of the respondents agreed that tourism negatively affects socio-cultural values (59.6%), contributes to moral decay (57.6%) and endangers indigenous languages and traditions (62.0%). The mean scores of all indicators are not so far away from the agreement scale (1.53 – 1.58), which indicates strong tendencies to worry and fear rather than being neutral.

Table 2: Perception regarding Cultural Threats due to Coastal Tourism

Indicator	Agree (%)	Neutral (%)	Disagree (%)	Mean (M)	Std. Deviation (SD)
Tourism threatens socio-cultural values	59.6%	22.4%	18.0%	1.58	0.78

Tourism leads to moral decline	57.6%	31.5%	10.9%	1.53	0.68
Tourism affects indigenous traditions and language	62.0%	18.8%	19.3%	1.57	0.79

These findings suggest that tourism is more than just an economic activity and can be seen as a game-changer which could disrupt established cultural norms and social systems. The moral decay issue is related to the sensitivity of the coastal communities to the change in behaviour pattern particularly those associated to the present-day tourism activities which might not be compatible with the conservative social values of the community. This illustrates the role of culture in shaping community attitudes towards tourism development.

Furthermore, the disappearance of native traditions and languages is a symptom of the paranoia of cultural homogenization, in which external forces can gradually change the native identities. This is especially critical in coastal communities where cultural identity relates to language, traditional practices and social norms. In general, it was found that the cultural preservation is a big issue for the local community and any tourism development that does not take

these into account may be met with resistance and lack of support from the community. The results indicate a need for culturally sensitive approaches to tourism planning to protect and enhance the local heritage and promote sustainable development.

4.3 Social Discomfort and Cultural Conflict

Table 3 shows that social discomfort and cultural conflict are significant problems for coastal communities in the development of tourism. Most respondents were uncomfortable with the presence of tourists (60.7%), and many agreed that cultural misunderstandings between tourists and local residents are common (59.6%). Similarly, 57.0% of the respondents felt that the differences in social norms and values could lead to social conflicts in the community. The high levels of agreement across respondents (mean scores being 1.52 to 1.58) suggest that these concerns are experienced across the study population.

Table 3: Perception about Social and Cultural Conflicts in Coastal Tourism

Indicator	Agree (%)	Neutral (%)	Disagree (%)	Mean (M)	Std. Deviation (SD)
Cultural discomfort due to tourist presence	60.7%	27.1%	12.2%	1.52	0.70
Cultural misunderstandings between tourists and locals	59.6%	22.4%	18.0%	1.58	0.78
Potential for social conflicts due to differing norms	57.0%	30.7%	12.2%	1.55	0.70

These findings suggest that the relationship between tourists and host communities is not always cordial but is often affected by conflicting cultural expectations and behavioral standards. When tourists are arriving to a conservative coastal environment, whose social life is governed by the traditions and values, there are introduced new practices which could disrupt the social balance. The discomfort expressed by the respondents is a further development of the idea of cultural

incursion where members of the community feel that their social space is being invaded by external forces.

The problem of cultural misunderstanding also bears witness to the complexity of host-guest interaction. Differences in language, behaviour, dress and social etiquette can lead to communication gaps and misunderstandings that can cause tension unless well addressed. Simultaneously, the percentage of neutral answers

is rather high, which means that these conflicts are not unavoidable, but they greatly rely on the attitude and responsiveness of tourists and the flexibility of communities.

In addition, the perceived possibility of social conflict brings out the anticipatory issue among the respondents implying that communities are not merely responding to the present experiences, but are also conscious of the threats of the future with rising tourism. This is a proactive concern of socio-cultural issues, which is focused on prevention and not on remedial actions.

In general, the results indicate that social and cultural compatibility is a very important issue in tourism sustainability. These tensions can escalate without proper management strategies including visitor guidelines, cultural awareness programs and community involvement, and eventually the well-being of the community and the overall tourism experience.

4.4 Community Exclusion and Governance Issues

The results of Table 4 indicate a strong perception of governance-related issues and community exclusion in the development of coastal tourism. Most of the respondents concurred that community-based tourism projects are initiated without consulting the local community (58.3%), and an even greater number indicated that they were not involved in decision making (60.4%). Moreover, 64.6% of the interviewees thought that the authorities are more likely to consider the interests of tourists than the welfare of local populations. The mean values are always low (between 1.53 and 1.55) which means that there is a high level of agreement and the general feeling of marginalization among the people living in the coast.

Table 4: Perception regarding Governance and Community Inclusion in Coastal Tourism

Indicator				Agree (%)	Neutral (%)	Disagree (%)	Mean (M)	Std. Deviation (SD)
Tourism development without community consultation leads to social issues				58.3%	29.2%	12.5%	1.54	0.71
Communities feel excluded from decision-making processes				60.4%	26.3%	13.3%	1.53	0.72
Authorities prioritize tourists over local community well-being				64.6%	16.1%	19.3%	1.55	0.80

The findings suggest a serious governance gap where tourism development is perceived as a top-down process with little local participation. The absence of community involvement in planning and decision making not only diminishes trust in authorities but also diminishes the chances of community support for tourism projects. Ignoring local voices can lead to development projects that are not aligned with the real needs, values and priorities of the community, and can cause social tensions and resistance.

The feeling of inequality and injustice is multiplied by the feeling that the authorities prefer tourists to residents. This means that the growth

of tourism is often seen as being externally motivated and the benefits are disproportionately targeted to investors and tourists and not the local people. Such perceptions may create resentment and a divide between host communities and tourism stakeholders, and eventually affect the sustainability of tourism development.

Overall results indicate the importance of inclusive governance and community participation in successful tourism development. However, tourism projects may be seen as exploitative and not productive if local communities are not involved in a relevant

manner, which can hinder the development and sustainability of the coastal areas in the long run.

4.5 Lifestyle Disruption and Privacy Concerns

Table 5 indicates that among the most relevant socio-cultural issues associated with coastal tourism is the disruption of the lifestyle and the

loss of privacy. Most of the respondents agreed that tourism threatens the traditional lifestyle (64.3%) and negatively impacts the privacy and life of residents (64.3%). The mean score for the two indicators ($M = 1.52$) indicates a high level of consensus, and that these issues are strong and consistent across the population of the study.

Table 5: Perception about Lifestyle and Privacy Impacts of Coastal Tourism

Indicator	Agree (%)	Neutral (%)	Disagree (%)	Mean (M)	Std. Deviation (SD)
Tourism threatens traditional lifestyles	64.3%	19.8%	15.9%	1.52	0.75
Tourism affects privacy and daily life of residents	64.3%	19.0%	16.7%	1.52	0.76

The results suggest that development of tourism is perceived as direct intrusion into the day-to-day life of the coastal dwellers. The traditional seaside environment is one in which a close relationship exists between social life and shared space, cultural practices and routine activities. Tourists' presence in these zones disrupts daily life and makes residents feel out of control of their surroundings. The feeling of insecurity of traditional lifestyles leads to questions about the sustainability of long-established cultural practices, particularly those associated with livelihoods such as fishing and sociality in the community.

The issue of privacy is also a part of these fears. In close-knit, culturally conservative societies, public and private spaces are not necessarily separated and the presence of outsiders is regarded as very disruptive. In uncontrolled scenarios, tourists may compel the locals to alter their behavior, restrict their travel or modify their cultural practices to avoid unwanted attention. This kind of adaptation is a kind of social pressure that may gradually destroy the cohesiveness of the community and cultural authenticity.

The overall findings indicate that the tourism development can have a significant impact on the social fabric and spatial integrity of coastal communities, if managed inadequately. These issues are important to stress the need for controlled and contextual planning of tourism, including spatial zoning, visitor management and culturally sensitive regulations to protect the privacy of communities and preserve their traditional lifestyles.

4.6 Correlation Results

Correlation analysis shows that all socio-cultural themes have strong and statistically significant relationships which means that there is high level of internal consistency in the perceptions of respondents. Each of the four thematic dimensions cultural threats, social conflict, governance issues, and lifestyle disruption is positively correlated with the rest with coefficients between 0.58 and 0.64 ($p < 0.01$). This implies that these issues do not stand alone but are interconnected elements of a greater socio-cultural influence system.

Table 6: Correlation Matrix of Socio-Cultural Themes

Variables	T1	T2	T3	T4	SC
Theme 1 (Cultural Threats)	1				
Theme 2 (Social Conflict)	0.62**	1			
Theme 3 (Governance Issues)	0.58**	0.64**	1		
Theme 4 (Lifestyle & Privacy)	0.60**	0.59**	0.63**	1	

Socio-Cultural Impact (SC)	0.71**	0.74**	0.69**	0.76**	1
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Note: $p < 0.01$

Moreover, all themes have a significant positive correlation with the overall socio-cultural impact variable (SC), with the strongest association being that between lifestyle and privacy concerns ($r = 0.76$), social conflict ($r = 0.74$), cultural threats ($r = 0.71$) and governance issues ($r = 0.69$). These findings suggest that although each dimension plays an important role in socio-cultural issues, changes in everyday life and privacy, as well as interpersonal conflicts, are considered the most important issues by local populations.

These relationships are strong enough to indicate that there is a pattern of perception that is consistent among the respondents and that as more people are exposed to tourism, more layers of socio-cultural tension are experienced at the same time. This inter-relationship indicates the

complexity of tourism effects in the coastal regions, where cultural, social, and governance-related aspects support one another, eventually influencing the general community perception of tourism development.

4.7 Linear Regression Analysis

Regression analysis shows that the model accounts about 68 percent of the overall socio-cultural impact ($R^2 = 0.68$), which implies that it is a powerful model. The most significant predictor is lifestyle and privacy issues ($\beta = 0.34$, $p < 0.001$), which implies that the most significant factor in socio-cultural issues in tourism in coastal areas is the interference with everyday life and personal space.

Table 7: Regression Analysis of Socio-Cultural Themes

Variable	Beta (β)	t-value	Sig.
Theme 1 (Cultural Threats)	0.26	3.98	.000
Theme 2 (Social Conflict)	0.29	4.55	.000
Theme 3 (Governance Issues)	0.21	3.12	.002
Theme 4 (Lifestyle & Privacy)	0.34	5.10	.000
$R^2 = 0.68$			

Social conflict ($\beta = 0.29$) and cultural threats ($\beta = 0.26$) are also significant and positive, indicating that interpersonal conflict and loss of cultural values also play an important role in the general community issues. These issues of governance, though important ($\beta = 0.21$), have a relatively lesser impact, implying that institutional inadequacies are important, but direct socio-cultural experiences are more influential in perceptions.

The results confirm the understanding that socio-cultural issues are more a product of lived experience and direct relations than abstract forms

of governance. These issues must therefore be addressed in a community-based manner in the spirit of social peace, with cultural conservation and appreciation of local cultures in the foreground.

The results of the ANOVA test show that the regression model is statistically significant ($F = 68.22$, $p = 0.001$), meaning that the combination of socio-cultural themes can be said to be a good predictor of the overall socio-cultural impact. The high F-value implies the strength of the model and justifies the use of various thematic predictors in the explanation of community perceptions.

Table 8: ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.18	4	10.54	68.22	.000

Residual	19.35	379	0.05
Total	61.53	383	

This implies that socio-cultural issues in coastal tourism are multidimensional and cannot be explained by one factor. Rather, they are the result of the interplay of cultural, social, governance and lifestyle-related problems, which further supports the necessity of integrated and holistic tourism planning strategies.

5. Conclusion

This paper has discussed the socio-cultural issues surrounding the development of coastal tourism in Pakistan with special reference to community perceptions in four major dimensions that include cultural threats, social conflict, governance issues, and disruption of lifestyle. The results have given a good empirical data that the socio-cultural elements are very crucial in determining the local perceptions towards tourism and that they have a significant impact on the sustainability of tourism. The findings indicate that the communities living along the coastlines do not view tourism as an economic endeavor but as a transformational process that has direct impacts on their cultural identity, social organization, and their lives. The identified challenges included lifestyle disruption and privacy concerns as the most influential factors and social conflict and cultural threats as the subsequent. These results indicate that the effects of tourism in terms of direct and lived experience are more likely to influence the community perceptions than those associated with institutional or governance.

In addition, all socio-cultural themes are strongly interrelated, which means that these challenges are highly intertwined. The erosion of cultures, social unease, lack of governance, and disturbance of lifestyle are all factors that lead to a general understanding of socio-cultural risk as a result of tourism development. This points out the multifaceted nature of the tourism effects in coastal areas whereby various dimensions interact concurrently to influence the reaction of communities.

In general, the paper finds that coastal tourism in Pakistan has a great potential, but its success heavily relies on its ability to address socio-cultural issues in a holistic and context-sensitive way. The failure to consider these factors can result in opposition by the local communities hence compromising on the sustainability and development in the long run.

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