

## **Abstract**

Ecotourism is a popular lexicon that has procured a snowball effect within the larger travel industry, with a potential of being the advocate for sustainable development, along with being a source of revenue for the local people. Gilgit-Baltistan a newly instituted province of Pakistan beholds a fundamental position en route the corridor, and with development in transport and communication and infrastructural framework the corridor holds vast ecotourism prospective. The research study tries to assess the notion of sustainability with respect to CPEC that has a quite precise modus operandi that can tap the ecotourism potential of GB. Along with this, the study also tries to get the opinion of the local community that provided the basis for the research analysis. 160 local residents from three districts of Gilgit, Hunza and Nagar were selected to gauge their perception about the relationship of CPEC with ecotourism and socio-economic development. The study is envisioned to find association between CPEC and ecotourism. The results pointed out toward the vast majority of stakeholders being concurrently in a state of synchronicity with each other, proposing ecotourism's potential and CPEC, however, many of the stakeholders are constrained in their ability to integrate ecotourism operations and conservation due to economic constraints, infrastructure glitches and political insecurity. This research report is a portrayal of a bigger picture and gives an insight of the community which directly and indirectly would be influenced by CPEC.