

**THE ROLE OF SOCIAL MEDIA IN THE PROMOTION AND
MARKETING OF TOURISM DESTINATIONS IN ISLAMABAD**



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CERTIFICATE

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ABSTRACT

In the current years, various sources of social media have progressively played an imperative role in tourism marketing and promotion, and have had a reflective effect on Tour's and Administration Organizations' capability to successfully support their destinations. Through the development of more social media platforms, there are more tourism sponsors identifying the increased significance to access information for travelers linked to their destinations of concern. For instance, visitor destination executives use Social media to be responsible for information about their travel and trip packages, specific traveler attractions, lodging costs, administrative services, and all supplementary travel associated information. Social media used by the Tourists in their arrangement process to support them to identify about the destinations of their choice, to get response on what they should imagine, as well as to make interactions with the service suppliers involved in their tour plans. Tour operators use it to promote their tour packages. Even though, little is acknowledged about the impact that Social Media has on the choices of visitors who travel to particular destinations of attention, and the use of social media in their tourism strategies and activities. Tourism suppliers have limited knowledge of the tourism market and the opportunity for tourism growth in destinations. The aim of this study therefore, is to explore the role that particular social media platforms serve in the travel of tourists to visit, and their overall experience to visit Islamabad, which is well known for its beauty and natural sceneries around the country. The main interests and activities of most of the tourists who visit different tourist spots in Islamabad Lok Virsa Museum, Saidpur Village, Pakistan Monument, Faisal Mosque, Monal, Margalla Hills, Daman-e-Koh Park and Rawal Lake. For this qualitative study which were face to face interviews with twenty participants. Where semi structured and unstructured interviews have been done and thematic analysis has been used to get results. Participants in this study included tourists visiting different tourist attractions points in Islamabad travel and tour operators who are running their tour companies and local residents of Islamabad .who link tourists to the tourist attractions and have the greatest potential to influence tourist decisions. This study also discussed, social media observing platform to retrieve Facebook and Twitter instagram, YouTube and whatsapp pages and the posts related tourism spots by the visitors.

Key Terms: *Social Media, Tourism Marketing, Tourism*

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List of Abbreviations

| | |
|--------------|--|
| WTO | World Tourism Organization |
| PTDC | Pakistan Tourism Development Corporation |
| UDC | Unit of Data Collection |
| WTTC | World Travel and Tourism Council |
| CDA | Capital Development Authority |
| GDP | Gross Domestic Product |
| UNWTO | United Nations World Tourism Organizations |

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Chapter 1

Introduction

"The term tourism is derived from the word tour 'meaning' a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned" There are many definitions of tourism according to tourism society England (1976), it is a transitory movement of people to the destination out of the regular environment where they usually live and work and also perform their other activities during tour stay. That includes travel for all purposes. It can be a professional tour, eco-tour, or a study tour. It also includes recreational activities.

People travel to places around the world to explore new environments and recreational activities, which are not common. Tourism is not only recreational in nature, but it is also a major economic activity for a few countries. Dubai has earned a significant amount of economic benefits from tourism through promotions and trust insurance policies. The role of social media cannot be denied in the promotion of tourism on an international level. Often tourism spots are advertised on social media, where tourism companies advertise their services and accommodation to attract visitors and to travel with these companies.

Social media is the fourth pillar of the state, which is quite significantly influential for transparency of information across common masses. Social media can create a mindset and perceptions about a different phenomenon. Traveling decision for recreational purposes is a very important choice, which can be easily influenced by social media if the attraction and peace of a location are

presented productively. Many countries' economic development depends on a different sector, but one of the main industry is the tourism industry. The tourism industry is playing an enormous role in developed countries it is one of the more profitable industries across the globe. With the passage of time, these travels turn into many other dimensions as an adventure, joy, relaxation, nature exploration, as a pilgrimage for religious practices. Such kinds of travel will quench the thirst of mind. Thus, tourism subjugates an important role in life by many traditions (Dasgupta et al, 2007). According to the (WTTC) World Travel and Tourism Council, the Pakistan tourism industry generates \$20 billion in revenue and supports 3.6 million jobs directly and indirectly. The tourism industry is playing an important role in the provision of economic assistance to the government and locals and it also increases the welfare of society in common. Ahmed & Anwar (2016) conducted research will highlight the role of infrastructure in attraction towards tourism destination. The literature is quite rich with research on nexuses between terrorism and tourism, but very limited studies are available on social media's role in the promotion of tourism in Pakistan. However, Aftab & Khan (2019) studied the role of social media in the promotion of tourism but this study was totally qualitative research in nature and the study was not specific to defined locations in Pakistan but rather it was a broader study, highlighting the role of social media. Hussain, et al, (2019) studied the part of communal media in the promotion of mountain visiting the attractions in Pakistan. The study was focus on the sustainable development of tourism in mountain areas. The current study is different from other published studies, in terms of the idea and locale selected for the research. None of the published studies in Pakistan has highlighted the role of hospitality and culture practices. This research is intended to investigate the role of social media in the promotion of tourism destinations through exploring and spreading awareness about hospitality, culture practices, and security of different tourist locations/destinations.

1.1 Social Media as a Tool of Tourism and Marketing

Social media, also known as consumer-generated broadcasting, has brought many changes in communication with clients, more accurate communication tools and plans (Mangold & Faulds, 2009; Kumar, Kumar, and Mishra, 2015). There are various altered definitions. It is a comparatively new expression in promotion, and there is no universal opinion to point out its corrective meaning. One of the aims must be the daily change and progressing nature of social media. Mangold & Faulds, (2009) Précised patterns of social media that currently exist in a table. The table presents communal media as a model collected of different online, word-of-mouth opportunities, blogs, conversation rooms, communications, company websites, photos, videos, social networking sites and other online platforms. Communal media can be explained as a way to try new opportunities that can help improve and create new forms of customer value, which is very important in terms of attracting new customers (tourists as tourism operators) and develop strong relationships with them. The Internet has transformed from the world of information to the world of influence, and social media and other elements are revolutionizing" (Hanna, Rohm and Crittenden, 2011). Therefore, companies began to regard social media as an important part of their marketing strategy.

Table (Social Media Model Compose Different Online Forums)

| |
|---|
| • Social networking sites (Facebook, Twitter, LinkedIn, and Instagram) |
| • News delivery sites (Current TV) |
| • Virtual worlds (Second Life) |
| • User-sponsored blogs (The Unofficial Apple Weblog) |
| • Company-sponsored websites/blogs (Apple.com) |
| • Invitation-only social networks (A Small World) |
| • Business networking sites (LinkedIn) |
| • Education materials sharing (Open Courseware, Busuu, Cluster Flunk) |
| • Commerce communities (eBay, Amazon) |
| • Travel social networking sites (Exploroo) |
| • Open Source Software communities (Mozilla's) |
| • Social bookmarking sites allowing users to recommend online news stories, music, videos, etc. (Mix it, Reddit, News vine, Flixter) |
| • Creative works sharing sites (YouTube, Flickr) |
| • Collaborative websites (Wikipedia) |
| • News delivery sites (Current TV) |

Table 1: Examples of social media

(Source: Adopted from Mangold and Faulds, 2009)

1.3. Statement of the Problem

Social media plays an important role in the development of perception about the location, people, and culture for visitors or tourists. Reports of social media on the promotion of tourism in different areas can easily influence the decision regarding the selection of tourism spot or location. The hospitality of hosts at tourism destinations is very important for visitors to revisit that place for the next trip but it varies across different cultural practices. The people of Pakistan are more welcoming for tourists and guests, staying in different areas of Pakistan. Considering such type of welcoming behavior points towards the most important factor for tourists, which is security. Islamabad has a vast range of communities that came together from different places of the country and formed a new community, which is Islamabad. Tourism in Islamabad can be explored as it has many spots including, Monal, shakarparya, and Shadaraa, etc. through social media the promotion of these places can bring more tourists. These are perceptions or realities, to answer these kinds of questions. Social media is the most important component, which can create an attractive image as well as a repulsive image of society. However, social media is helping in the advertising of tourism business in Pakistan, if social media portray a positive image of people and location for visitors.

1.4. Objectives of the Study

Some objectives of the present study are below,

To explain the role of social media in the promotion of tourism in the capital of Pakistan.

(Islamabad)

To explore the perception about of hospitality and culture created by social media through images or text published on daily bases for tourism destination choice of tourist in Islamabad¹.

To investigate whether or not, private and public-sector stakeholders use social media to promote tourism and the service they provide.

1.5. Research Questions

In order to achieve the objectives of the study. The given questions will define the scope of this study. These include:

Does social media promotion of hospitality and culture through images and text affect the tourism destination choice of tourist in Pakistan?

What is the role of social media in the advancement of tourism in Pakistan?

Do private and public-sector stakeholders use social media to promote tourism and the service they provide?

¹ This objective will provide information about culture and hospitality promotion through social media and base on these promotions through social media, the study will explore the choices of tourism destination in Islamabad

1.6. Explanation of Key Terms

1.6.1 Social Media

Kaplan and Heinlein (2010, p. 61) define Social Media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of Web generated User Content”.

Brake and Safko (2009, p. 6) give a similar definition, saying, “Social Media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational social media”.

These definitions of Kaplan and Heinlein, Brake and Safko suits for the present research best as I also anticipate to know how social media is participating in the promotion of tourism marketing.

How do people get to know about tourism places of their choice by using social media applications? In the current research both definitions are best set with the current scenario.

1.6.2 Tourism

(Mathieson and Wall, 1982), “The short-term program of people to destinations outdoor their normal places of work and house, the events were started during their stay in those destinations, and the facilities created to satisfy to their needs”.

According to Holloway (2019) “The transitory movement of persons outdoor their usual residence of house and work, with the services delivered for different holidays and the activities started during the vacation in those stayed places is called tourism”.

To identify a tourist, The United Nations World Tourism Organizations (UNWTO) describe “a tourist, to differentiate him/her from a traveler as a person travelling to a place away from his/her usual atmosphere for a period of less than one year and whose main purpose is not to undertake a rewarded activity from the place of visit”.

There are many definitions of tourism however in the present research used the definition of Mathieson, Holloway and (UNWTO) in these definition tourism has been defined in different ways but their meaning describes mutual concepts that describes tourism in different ways and all the mentioned elements in these definitions are necessary to understand about tourism which is the main perception of the present research.

1.6.3 Tourism Marketing

“Tourism marketing is a term used to refer to the business practice the draws tourists to a specific location that may be something of a state, an area, a specific heritage site or tourist attraction place, a hotel or conference center. The venue should be something that has the potential to appeal a visitor traveling to a new destination to stay.”

According to Witt and Mouthino “Tourism Marketing is the procedure through which tourism organizations select their target audience and communicate with them to find out and influence their needs, desire and motivations, at a local, regional and international level, with the aim of formulating and adapt their tourist products. In this way, tourist satisfaction and organizational goals are achieved simultaneously.”

In this point research has found that the definition of Witt and Moutino according to these definition tourism marketing is concerned with the tourist related products, services and they also

target their audience by using different marketing strategies. Thus the present study also focuses on the promotion through marketing of tourism.

1.7 Unit of Data Collection

UDC1: Companies providing tourism facilities, including lodges and transportation etc.to investigate whether or not, private and public-sector stakeholders use social media to promote tourism and the service they provide.

Here we use Purposive sampling.

UDC2: Tourists or visitors through convenient sampling

To explore the perception of hospitality and culture created by social media (electronic media) through images or text published on daily basis for tourism destination choice of tourists in Islamabad.

UDC3: Local residents of Islamabad data collected through purposive sampling. In this sampling scholar chooses his/her own choice for selecting the respondent that which one is better for the study purpose (King, 2011). So Purposive sampling also used for UDC3.

1.8 Organization of the Study

We discussed a brief overview of the whole thesis in the organization of the study. This research is organized as follows: the first chapter of research includes the introduction, background of the study, statement of the problem, the objective of the study, research questions, explanation of key terms, and unit of data collection. The second chapter covers the literature review and the conceptual framework. The methods, methodology, and locale of the research are then discussed in the third chapter. The fourth chapter comprehends the findings of the study that are mentioned

in different themes'. In chapter fifth we discussed the conclusion recommendation and limitation of the study. Chapter six included on references.

Chapter 2

Review of Literature

This part of the study will evaluate the social media role, how social media influences the tourism industry in various tourism endpoints across the world, and in certain, how various markets across the globe depend on it as a tool of tourist fascination. According to Leung, Law, van Hoof and Buhalis (2012), the role of social media play its part to draw the deliberation of researcher's policymakers and scholars between other investors in the tourism and hospitality industry, because of its "megatrend" as a serious decisions making tool for visitors. Keeping in view of past studies, the study will calculate by revising previous literature and findings the role of social media in the promotion of the tourism industry, with a predisposition to achieve awareness on how various destinations depend on social media to influence to make the decision of visitors, who are searching for interesting journey's end to visit.

2.1 Concept of Tourism

The concept of tourism has been analyzed in different dimensions in developed and developing countries. According to World Tourism Organization (WTO 2011), tourism is a phenomenon, which involves the traveling and moment of people from one place to another or one country to another country, outside of their usual environment for many purposes, including the business, special and personal determinations. It also involves staying at the site or round trips of targeted or non-targeted places. "The term tourist is derived from the word tour 'meaning' a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned".

2.2. Types of Tourism

There are several types of tourism across the Globe, which includes culture tourism, religious tourism, Heritage tourism, Ecotourism. Each type of tourism is associated with different cultural and demographic backgrounds.

2.2.1 Cultural Tourism

Cultural tourism can be described as travel in order to understand the ways of lifestyle and become familiar with the history of a specific location (Richards, 2003). Pakistan has a rich traditional identity across the world. The culture of Pakistan is a combination of several traditional groups of different beliefs. Pakistan is one of the friendliest countries. Rich by many cultures, where Hospitality is one of the main parts of its culture. People of different areas of Pakistan have deeprooted cultural values which can be seen in the form of their dances and music, seasonal festivals, sports festivals their arts and crafts, and their food.

2.2.2 Religious Tourism

Religious tourism contains traveling to stay a holy place, a tomb of worship, and related staying for satisfaction. This type of traveling is about traveling as per one's personal faith or replacing religious knowledge with others (Kasim, 2011; Yeoman, 2009). Pakistan is well-known for shrines of great religious numerals of the world. There are numerous places of great attraction in Pakistan for Hindu, Buddhist, and Sikh. Gurdwaras at Nankana Sahib and Hasanabdal are a great attraction for Sikhs all over the world. Also, there are many other shrines of Sufis and Saints, which attracts a large number of pilgrims from different regions. These include the Shrine of *Dada Ganja Baksh*, *Shah Hussain*, *Main Mir*, *Bahauddin Zakaria*, and *Baba Farid*, in Punjab and Lal Shahbaz

Qalander and Shah Abdul Latif Bhatti in Sindh. Besides these, the Kalash people in Chitral attract a number of Greeks and other foreigners.

2.2.3 Heritage Tourism

Pakistan is rich in many cultures and traditions. this nation which contains the greatest incredible prehistoric cities of Asia containing the *Indus and Mohenjo-Daro and Harappa, museums, Mughal heritage, and the silk route, BadShahi Masjid, Shalimar Gardens, Tomb of Jahangir, Gandhara civilization. Taxila, and the Lahore Fort and the great heritage of Mughals in Punjab.*

2.2.4. Adventure or Eco-Tourism

"Ecotourism is a form of tourism containing staying fragile, perfect, and comparatively uninterrupted natural areas, proposed as a low-impact and frequently small scale alternative to standard profitable mass tourism".

2.3. Global Perspective of Tourism

Tourism is a highly dependent and dynamic phenomenon, which is wildly accepted across the world. People travel for entertainment and work from East to West and from South to North, exploring the pristine and the beautiful sites Balmford, A et al, (2009). Back in the 90s, the Tourism industry was considered as the world's largest and enough diverse industry, that most of the countries were utilizing tourism as, the major sources of income and employment World Tourism Organization (1997). Currently, tourism is playing its vigorous role in developed and developing countries, like Dubai, Switzerland, Australia, and Indonesia, etc. NGOs, governments, and other associates are working for the improvement and sustainability of tourism. Sustainable tourism strategies and policies can help for the economic growth and development Harris, R, Williams, P, & Griffin, T (Eds.) (2012). According to Agarwal, S, & Shaw, G (Eds) (2007), the

strategies and policy of a country depends upon the types of tourism; the country has specialized or a country has been privileged in. the studies show that coastal tourism has explored very rarely, which is one of the most favored destinations of holidaymakers or tourists around the world. However, it is important that the policies and strategies to attract tourists should be associated with the specialization of the country in a specific type of tourism. Hunter, C, (2012) argued that natural resources and tourism are associated and people prefer eco-tourism in places, abundant with natural resources.

2.4. Stat of Tourism in Pakistan

Pakistan is gifted with a beautiful landscape of agriculture, forest, rivers, and green lush mountains, which attracts tourists from all around the world. Pakistan has got a rich diversity in animals and plant species and weather seasons, which makes it more special for local people to earn from the future tourism industry. According to Punjab's economic report (2017), in Pakistan tourism has contributed 2.7 % to the Gross domestic production (GDP), which indicates a 793 billion PKR contribution to the national income of Pakistan. In tourism and travel competitiveness Pakistan has shown weak performance, by dropping down to the 125th position out of 141 countries. Pakistan is known in the world because of its natural beauty mountains, rivers deserts, rich cultures, archeological sites, and many other natural beauties. That attracts tourists from all over the globe.

Pakistan has four mountain ranges of the Hindu Kush, Pamir, Karakoram, and the Great Himalaya also, it has five rivers land. The country is full of historical and cultural places, many cultures are enriched with the inspiration of over half a dozen ancient civilization. Various ancient and archeological sites, the *Gandhara*, *Indus Valley civilizations*, *Mohenjo-Daro*, *the Mughal Empire*. Most tourists remain unknown to the historic places of Pakistan. Northern areas of Pakistan stand eight of the ten highest peaks in the world. Pakistan has a lot of tourist attraction sites including

adventures or eco-tourism in northern areas Gilgit, Chitral, Skardu, Swat, and Malmjaba. Also more heritage tourism in, Mohenjo-Daro, Harappa, Taxila, and earlier Muslim Mughal heritage in Multan.

2.5. Tourism Destinations in Islamabad

Pakistan's capital is Islamabad. It's the most beautiful, clean green and rich in natural sceneries. According to the Dawn news report, Islamabad is considered the 2nd most beautiful capital in the world. It is well developed/planned, and attractive in so many ways. It has many tourist spots that become the attraction of both domestic and international tourists. Lok Virsa museum, Saidpur village, Pakistan Monument, Faisal Mosque, Monal, Margalla hills, and Daman-e-Koh Park and Rawal Lake.

These are the famous places of Islamabad to visit, also some famous food places have attracted tourists.

2.5.1 Monal

Monal is the most famous tourist spots in Islamabad. It has an attractive open- air restaurant on the edge of Margalla Hills. Monal restaurant in Daman-Koh Park is famous in quality service and is affordable restaurant specialize in chicken and rice dishes ranging from chicken Seekh Kebabs to Biryani (ranked as the number one eating-out joint in Islamabad and the view over the city is irresistible (Trip Advisor South Asian Rice). Beside Pakistani foods, they also offering continental dishes. The restaurant is).

Monal Islamabad

Figure: 1



2.5.2 Saidpur Village

Saidpur Village is located at the slopes of Margalla Hills in Islamabad, Saidpur village has a diverse combo in culture, religious heritage & influence of Muslims, Hindus and Sikh eras. The village is from the Mughal-era and has remnants of various civilizations. Due to its uniqueness in rich heritage, culture and history Saidpur village is very popular & consider as one of the oldest villages of Pakistan. Here you'll find restaurants and cafes that have been well integrated around the village while keeping the authenticity and tradition.

Saidpur Village

Figure: 2



2.5.3 Pakistan Monument

Pakistan's monument, which is represented by its shape - the four main petals represents Pakistan's four provinces (*Punjab, Sindh, Baluchistan, and Khyber-Pakhtunkhwa*) while the three smaller petals represent its three territories (*Gilgit-Baltistan, Azad Kashmir, and the Federally Administered Tribal Areas*).

Pakistan's Monument

Figure: 3



2.5.4 Faisal Mosque

Faisal Mosque is an important cultural landmark of the city and that attracts many tourists daily. A mosque is a Muslim place of worship that is typically elaborate in architectural details. Faisal Mosque built-in 1986, was named after the Saudi Arabian King, Aziz. It also serves the purpose of accommodating 24,000 Muslims that pray at this mosque and is designed by the Turks and financed by the Kingdom of Saudi Arabia includes calligraphy of Quranic Verses along the walls of the mosque.

Faisla Mosque

Figure: 4



2.5.5 Margalla Hills and Daman-e-Koh Park

The hilly forest-covered terrain of the Margalla range leading up to the Himalaya Mountains is visible around Islamabad and is often traversed by vista-seeking enthusiasts. Daman-e-Koh, located in the foothills of Margalla Hills some 2400 feet above the sea level, offers a thrilling bird's eye view of the federal capital to the visitors, and has become one of the most frequently visited recreational spots. Walking up the trails you may see some of the range's abundant wildlife such as the Rhesus macaque monkey and the Asian Paradise Flycatcher, a rare and exotic bird with a long light-grayish tail. Meaning "foothills" in ancient Persian language, Daman-e-Koh is a spectacular vista point in the Margalla hills where one can get a panoramic view of Islamabad and the picturesque Faisal mosque on the horizon

Margalla hills and Daman-e-Koh Park

Figure: 5



2.5.6 Lok Virsa Museum

Lok Virsa is a cultural and heritage museum in Islamabad that exhibits the different lifestyles of people in Pakistan. It relates together strands of the whole nation's typical culture, mixing images, sound, and cultural landscapes from the most unconnected corners. It is the foundation of Pakistan's philosophy of unity in diversity.

Lok Virsa Museum

Figure: 6



2.5.7 Park and Rawal Lake

This newly established park on the Murree road, at a distance of around five kilometers from the Convention Center, has become a favorite picnic spot for people of Islamabad and Rawalpindi. It is constructed with many modern facilities and attractions on the northern bank of Rawal Lake. CDA has displayed a list of all the amusing activities in the park. The park is pleasure place of international standards offering services like picnic area including devoted Bar B Q spots with grills, adventure sports like rock climbing, quad bikes in F1 Tracks, boating, fishing, fancy bird aviary, train rides and restaurants.

The biggest Bird Park in Pakistan and one of the biggest in South Asia with a collection of rare bird species is a major attraction for both children and adults. You would be entertained around the park with the majority of enchanting birds that were gathered from various countries. Some other facilities they are offering here include sitting pagoda, ibex club, quad bike ride, gym, motorsports ranch, sailing, kayaking, fancy aviary, festival arena, passenger road train, paintball battlefield and swimming pool. Parking is very vast and inexpensive. A restaurant named "Dera" is offering tasty and healthy food and refreshment items for visitors.

Lake View Park

Figure: 7



2.6. Types of Social Media Used by Tourists

In the current literature review, some chosen forms of social media were introduced which are commonly used by the people for the latest details for their choice of destination. Particularly describing social media and print media. The present analysis of literature supports the media part's justification, which affects the tourism industry.

Facebook

A social media networking platform that helps users to build accounts in which to connect, then send texts, pictures, and videos to family and friends. This also accounts for some public apps including web websites, meetings, blogs, and classes.

Twitter

A free public online social networking forum where users share 140 characters in brief

Messages called tweets, and other users followed.

Instagram

This is a private, public photosharing service and social network site that Facebook introduced in 2012. Through Instagram, users can edit and post images and short videos through a smartphone device. Users should also keep their profile private so that their followers should access their posts.

YouTube

It is an application for video sharing where you can upload your videos that allows users to view videos from other users and even shared their own videos.

2.7 Social Media and Travelers Destination Choice

A wide variety of websites that not only provide travelers with a huge amount of information but also making the destination picture and future tourism experience. Technology for data sharing influenced the tourism industry enormously, especially since the internet quickly became the fastest spreading source of knowledge for travelers and many stakeholders surrounding tourism (Wang & Pizam, 2011). By Gretzel, Yoo and Purifoy (2007), online reviews a rating posted on travel websites enhance the knowledge of tourists, personal information and decisions -making ability. In addition, the use of social media has grown, with trip advisor, for example, being integrated with Facebook and user invited to comment and pin their locations, write their views about the places they visited and reach an increasingly larger audience.

2.8 Social Media impact on Tourism Industry

Zivkovic, Gajic, & Brdar, (2014) suggested that social media plays an important role in studying the habits and perceptions of visitors as a credible source of knowledge .The remarkable feature of tourism industry is that visitors frequently live far away from travel agencies and tourists spots.as a response, using the internet is the most popular and efficient way to get information from those customers. The appearance, growth and popularity of websites and other online platforms, especially social media, may therefore be seen to transmit tourism related information. According to Zivkovic, Gajic, & Brdar (2014) , social media is commonly linked in the tourism industry, so this kind of connectivity is not only cost effective but also free from unfairness .social networking enables clients to access all tourism-related content, such as locations, travel agents, and fun and enjoyment to do where no boundaries at all. Gohi (2015) has once again highlighted the significance role of social media in tourism industry. From his view, social media provides tourism businesses with successful strategies for marketing their facilities as well as establishing and sustaining a more informal and intimate relationship with clients. Furthermore, social media is also recognized as an important tool for advertising and marketing, tourism planning and promotion of destinations.

2.9 Role of Social Media and Tourism

The word “social media” is usually understood as internet-based applications that include user-created content that assists at an advanced level of social interaction amid tourists. From the people's point of view, using social media lies in its importance on their personal experiences. Through the higher usages of social media applications, tourist decision making is well organized in various places in the market research report. In the current century where communal media is playing a dynamic part in all the fields of life also we can see social media and tourism are

connected to the service industry. Where both social media and tourism are working together, social media and tourism are playing their role in the promotion of the country's GDP. The part of communal media in the tourism industry is ever-growing. Most of the institutions offering tourism as an emerging subject. Tourism is highly dependent on social media reporting because of the majority of newly discovered places that people have never seen. They get the courage and interest to visit those unseen places through social media.

As per the previous studies, the role of social media and tourism promotion has been gradually an emerging topic for researchers and scholars. People are searching for information to make a decision through the application of social media. Communal media has an important role in the various characteristics of tourism. Social media also shows a significant role in the advancement of tourism and supports tourism organizations in concentrating on best work through the response they get from the visitors and the other people via social media. It's also considered to be an essential approach in order to tourism market goods (Zeng & Gerritsen, 2014). The tourism industry all over the world is gradually depending on social media. Subsequently, social media is an essential tool for cooperating with potential travelers from different parts of the world. In this concern, researchers, scholars, and business companies in the tourism sector decide that social media has carried a great revolution in various parts of the industry (Munar & Jacobsen, 2013).

2.10 The Social Information Processing Theory

The social information processing model provides a perfect lens to examine how social inspiration processes done by the use of shared media. It gives a significant idea, the idea behind this concept is that significance is generally created, and social situations offer an essential reason of information and signs about a person's behavior and opinions. It varies from the customary face-to-face situations in that the information brought on social media panels has prolonged from

reliable language to other setups of conversational languages such as hearing, transcript, video, and rich media (Tham et al. 2013: 151).

The other change from confrontational situations is that the individual effect on social media stages is extended in terms of its balance and possibility where a more amount of individuals can get linked by informational networks than predictable communication tools. Social media also varies from outdated face-to-face frameworks in that rarer struggle is spent by individuals to grasp a higher amount of other individuals and as an outcome, people are encouraged to performing on their normal compulsion to share material and information. Computer-mediated message on social webs .permits immediacy of response which delivers an extraordinary capability to join individuals successively and contemporarily. Guo (2014: 3) assumed that the effect of social media is more prevalent and convincing than conservative mass media because of the ability of social media to impact a greater amount of individuals, the capability to convey rich info, and the marginal struggle mandatory from persons to make inspiration efforts. This model suggests that communal media can be magnificently useful in endorsing the travel industry.

2.11. Economic Contribution of Tourism in Pakistan

Adnan et al, (2013) established that tourism and economic growth are associated in the long run. Tourism plays an important role in revenue generation and other economic uplifts of society in Pakistan. Khalil et al, (2007) argued that the tourism industry contributes a significant amount to GDP every year, which can be increased through promoting tourism activities. However, the total contribution of Travel & Tourism to GDP in Pakistan was PKR 2,349.0bn or (USD 22,286.3mn), which counts for 7.4% of GDP in 2017, and it is forecast to rise by 5.8% in 2018 and to rise by 5.4% which is 4,200.4bn PKR or (USD 39,851.6mn), which is 7.4% of GDP in 2028.

2.12 Tourist Arrivals to Pakistan

In 2015 and 2016, a minor increase was seen that foreign tourist calculation to 6,475 and 9,161, respectively. However, inbound tourism started recovering in 2017 as the number of foreign tourists returned to 2013 level, with 10,476 visiting Pakistan on visas. "The number of foreigners who visited Pakistan in 2018 on tourist visas stands at 17,823, which was 10,476 in 2017," according to the data released by Pakistan Tourism Development Corporation (PTDC). After the promotion of the online visa system, foreign tourist arrival seen increasing gradually. That is also a good sign for the better economy of Pakistan. Where social media is playing a vital role in the promotion of tourism destinations in Pakistan.

2.13 Relationship of Social Media in the Promotion of Tourism Marketing

Social media concept has been comprehended in different ways. Applications of social media is widely defining writing blogs, Opportunities, photos, audios, video recorder, associations on social media sites where changed content creating several other social linkages (Eley & Tilley, 2009). Another concept of Social media has been defined for example the set of internet based applications, permitting the making and modification of the content established by the customer and also based on the conceptual practicalities of internet (Kaplan & Haenlein, 2010). Both sector of tourism includes National and International should be capable in order to maintain benefit ,success and sustainability, apply the trends in the mediators own marketing activities. It is necessary to ensure the effective use of internet for the tourism activities at this level. Only the return of these significant investment with constant profits at the required sum for visitors as the targeted socio economic level can be achieved by tourism industry which needs large fixed investment (Yavuz & Haseki, 2012). According to the author as the use of social media is becoming common and the number of users are also increasing day by day.in this context many

potential tourists use many different social media applications for their travel plans. Where it is showing that they directly linked with social media to make proper planning before visit to their desired places. Author also described about promotion of tourism marketing where it's the fastest way to choose destination of their choice through internet, from where people get fast and accurate information easily on tourism establishment and make arrangement. Where social media role in promotion of tourism marketing and tourist are interlinked with one another, travelers used media for the information and the travel agents at other side depends on media for the advertisement and promotion of their travel and agencies.

2.14. Conceptual Framework

The conceptual model (or conceptual framework) is defined as "the theoretical diagram of the project or plan that draws the association among several elements and help to achieve the accomplished objectives. It also explains pathways among important fundamentals and assists to illuminate the vital procedures ultimately leading towards the desired effect or outcome".

The structure of the Conceptual framework fluctuates according to different circumstances, but generally it comprises the following universal elements.

It recognizes the main aspects of research (including important factors and variables).

Describes the assumed associations between important factors and variables.

Identify the main, standards, technologies and procedures that are highlighted through relevant

Researchers will follow the literature for their specific projects.

It provides researchers with guidance on data analysis during the enlightenment period

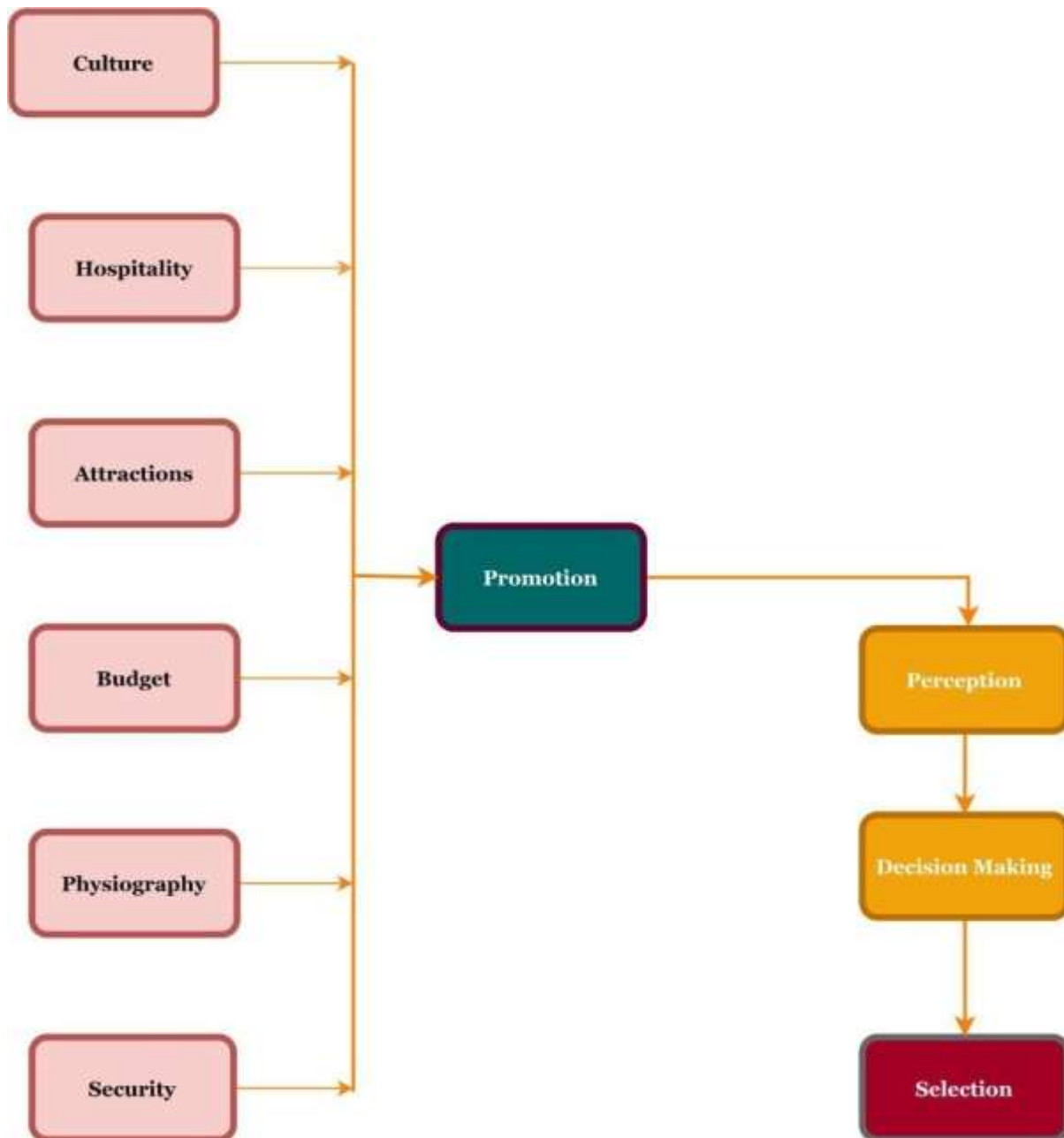
Results and results.

Help coordinate research-oriented activities through research members

Team (Gill et al., 2008).

Figure: 8

Diagrammatic Explanation of Conceptual Frame Work



Source: self-constructed

The above Conceptual frame work is based on relevant literature review. Where Tourism industry is fastest growing industry of all over the world. This industry is playing vital role in the economic growth of a country. Thus here researcher highlighted those factors that are directly or indirectly linked with tourism. Which is being categories into different factors. In the above figure different factors attracted the tourist before choosing their destination of their choice for visit. There are six main factors that are pointed out by the researcher in the given diagram, factors are culture, hospitality, attraction, budget, physiography and security. These factors are very important for the visitors to make final decision for their destination choice to visit. The factors which influence a tourist in choosing a destination. As we know that social media penetration has gone up drastically with a 3.6 billion social media users. Pakistan had 37 million users of social media till January 2020. With this trend the tourism industry has adopted social media platforms as means of promotion and attracting the target audience. Social media is considered a vital tool by tourism marketers to communicate and engage with travelers. For promotion the tourism agencies and institutions choose various elements which have an impact on the decision making process of a traveler for selecting a destination. We have pointed out 6 factors by which social media helps in promoting the tourism. The first element is the culture, what type of culture the tourist destination has; the language, values, food, beliefs etc. Social media helps in promoting the culture of a tourist destination. Another important factor for promotion is hospitality, greater the hospitality better for promotion. Social media platforms are very effective when it come s to knowing the hospitality of the staff of a particular hotel or place. The third factor which I have mentioned is the attractions. What are the sightseeing's one is offering to catch the attention of tourists? The other three factors which I have put forward are budget, physiography and security. In these factors also social media can easily contribute. Social media provides a platform where tourism agencies can provide

information about the packages/budgets they are offering. Social media also provides an opportunity to give information about the physiography (Climate, Weather, water bodies, plants, animals, landforms, etc.) and security conditions of a tourist destination. When all such information a traveler or a tourist receives through a social media platform he or she builds a perception about the particular place and based on this perception the decision is made and final destination is selected.

Social media plays a big hand in promotion. On social media sites there are photos, videos and other information available about tourist destinations. Reviews and travel experience posted by travelers are very vital in this regard.

With increasing digital penetration and increasing social media users across Pakistan, the social media is going to play a massive role in promoting the tourism.

2.15 Significance of the Study

Currently, the publicity of social media strategies for the promotion of tourism is on increase. People are working for the promotion of tourism spots in different cities. They got awareness through social media. Social media strategies for the promotion and improvement of tourism are getting successful as compare to past years. Social media such as Facebook and Twitter is growing daily. These networks are playing a vigorous role in the promotion of tourism. The present research also investigates the use of social media by visitors, tour agents and stakeholders. The results from this present study might added shed light on in what way social media can be used for communication with prospective travelers, and how to fulfill customers' expectations and arrange possible good consumer service in order to progress gratification levels.

Chapter 3

Research Methodology

In chapter three research methodology, we discussed about research techniques and methods used in current research. In this way we systematically solve the research problems. According to Kiel Mann et al. (2012) research methodology contains “research strategy, research design, data collection and data analysis”. In this way of study used to find accurate solutions and answers to the research questions. For the current study qualitative method was used.

3.1. Data Strategies

Research strategies mainly are of three forms in social sciences namely qualitative, quantitative and mixed-method (Cresswel, 2003). Qualitative research suits best the current study which is universal in nature and explores the reasons for human behavior. It highlights more on words for analyzing the gathered data. As the scholar used an explanatory epistemological position in this qualitative research, this study decodes a deeper meaning of the subject matter. Primary data will be collected through interviews. The data of the study will be collected on single time point, which is a cross sectional data.

3.2. Research Design

Research design is a complete strategy that defines where, when and how data is to be analyzed and collected. Descriptive research design was used to provide a perfect image of a current situation as it naturally happens. Main purpose of the research is to discuss the accurate character of groups and persons. Descriptive approach in qualitative research gives the ability to collect precise data of a phenomenon (Mouton & Marais 1996). Descriptive research design contracts with

the questions like what and how. The current study will be designed as case study of Islamabad, and the study is exploratory in nature. The study will be based on qualitative methods.

3.3. Methods of Data Collection

Different methods are used in research for data collection in the research methodology, they are the methods used by scholars in performing research procedures. These are the tools used to gather data to simplify methodology.

Major sources of data: primary data. In this study, primary data have been collected through interviews, observation. The tool Interview guide: the techniques includes purposive sampling technique to collect the data.

3.4. Methodology in Detail

The study will use thematic and discourse analysis to cover the qualitative portion of the study. In the present study qualitative research method was used for studying attitudes, behavior and experiences through interviews. The data was collected through semi-structured interviews and unstructured interviews.

3.5. Locale

The study area selected for the research is Islamabad - the capital city of Pakistan with total area of 906.50 square kilometers having population of 2001579 in 2017. Study will be conducted in Islamabad. Where researcher choose different visitor places in Islamabad e.g. Lakeview park, Saidpur village, Pakistan monument, Monal, damn-e-Kho, Margalla Hills and Shah Faisal mosque. Islamabad is the most beautiful city of Pakistan and it is well planned and well-constructed.

3.6 Sampling Techniques

These two sampling techniques are used for the data collection one is purposive sampling and other is convenient sampling.

3.6.1. Purposive Sampling

Purposive sampling is the type of non-probability sampling method .In which the unit of the sample are chosen on the basis of appearances pre-specified by the investigator so the sample will have equal distribution and features expected to be present in the public (Babbie 2012: 192)

3.6.2. Convenient Sampling

It is the technique of non -probability sampling used in the present review and, it mentions to the comfort in which applicants can be achieved by the investigator (Gravetter and Farzano 2011: 151).

3.7 Units of Data Collection (UDCs)

3.7.1) UDC 1

The first of unit of data collection was travel and tour guide. These people are providing their services to the tourists.

3.7.2) UDC 2

The second unit of data collection was the visitors/ tourists that visits these places from Islamabad or from other cities. These tourists might be those who visit this area frequently or those who come rarely.

3.7.3) UDC 3

The third unit of data collection was the local residents of Islamabad. Residents of Islamabad are directly being indirectly connected to the tourist spots in Islamabad.

| SAMPLING | UDCS | LOCALE | TYPE OF INTERVIEWS | NUMBER OF RESPONDENTS |
|---------------------|-------------|---------------|---------------------------|------------------------------|
| Purposive Sampling | 1,3 | Islamabad | Face To Face | 5,5 |
| Convenient Sampling | 2 | Islamabad | Face To Face | 5,5 |

Table: 2. Sampling

The above table showed the methodology used for the data collection

3.8 Thematic Analysis

In qualitative research the most common technique used for data analysis is thematic analysis. Different themes and pattern are generated from the collected data. Braun and Clarke (2006) stated it at first qualitative method identified basic skills that will support in examine data from other method. Thematic analysis technique has been used in the present study to evaluate the gathered data from the field.

3.9 Ethical Consideration

Ethical consideration is about norms and values.it can be identified as one of the most important part of the research. Without this part research might even be destined to failure.

According to Bryman and Bell (2007) following points signify the important values related to the ethical consideration in research.

- Dignity and respect of study interviewees should be listed.
- Interviews will be taken from the consent of respondent.
- Participant of research should not be subjected to any type of harm.
- Privacy of respondent will be protected.
- Participant will have informed about how and where data will be
- used. Respondent confidentiality regarding data will be ensured.

Chapter 4

Data Analysis and Discussions

4.1. Introduction

This chapter contains all the results obtained from the collected data, and through thematic analysis, some themes are formulated to present the research results. During field work Data has been collected by following proper Sops. Due to the COVID -19 situation in the country and particular locale for data collection and the shortage of the availability of the respondents on the visitor's sites the researcher appeases the number of respondents for the data collection. These themes are based on data from 20 interviews. Given the time limit, the number of respondents for all UDCs is determined based on the number of respondents.

The aim of this investigative research is to define the role of tourists use of social sites both when arranging and during their visit to tourist spots in Islamabad. Also, it is focused on identifying how travel and tour guide promote their services by using multiple social and print media platforms. Social media part as the outcomes of present the study will be used to make recommendations for development of marketing and social media campaigns.

This qualitative study, was conducted between June and August 2020,

Collected three primary data types:

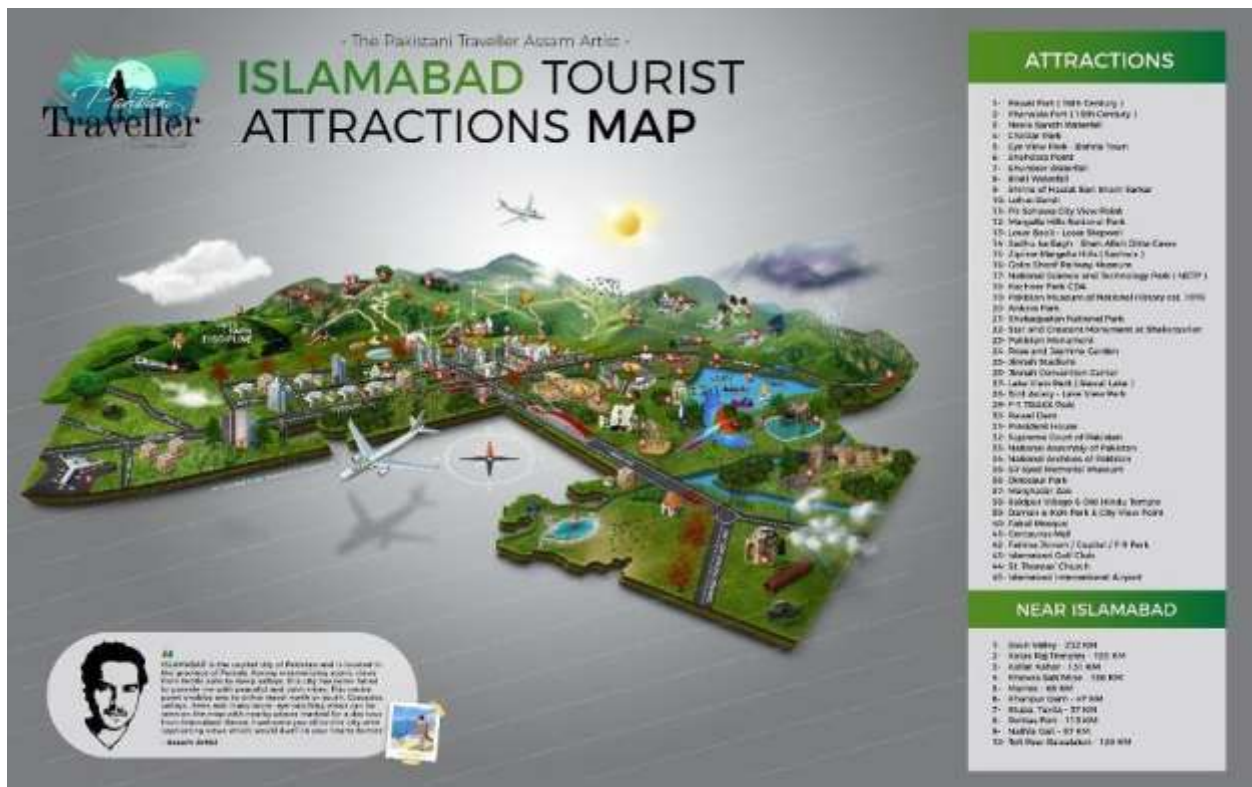
1. Semi-structured interviews with supply-side stakeholders (e.g., travel and tour operators, Lodge) of Islamabad.
2. During the data collection Face to face interviews and field notes are collected, also data collection Process, including records from casual conversations with tourists reflections while

sharing in the Lok Virsa museum, Saidpur village, Pakistan Monument, Faisal Mosque, Monal, Margalla hills, and Daman-e-Koh Park and Rawal Lake with tourists, and photographs taken of the main tourist sites.

4.2. Study Site

This study was conducted in different tourist's points in Islamabad Pakistan. Islamabad is a wellplanned and capital city of Pakistan. which attracts many foreign visitors, scholars and other traveler's every year.in this map we can see different attractions of Islamabad.

Figure: 9
Map of Islamabad Tourists Spots



4.3 Interviews

4.3.1 Semi -Structured Interview

In view of Ksvale & Brinkmann (2007), semi-structured interviews are performed to collect primary data about interviewee's life experience to understand the meaning of the phenomenon described. This kind of interview requires the researcher to found possible participants contact who can tell their study areas, including that they might never see before (Sedman, 2013). The resulting conversations provided perceptions into Research topics, as they allow the interviewee to provide follow-up questions to further enhance the rich data.

This is one of the most commonly used research methods in social sciences. It involves programmed questions, but the order of these questions may change according to the interviewer's situation the preference for importance in different aspects of research. This method is primarily useful for discovering the personal opinions on a topic. This technique is generally used for the collection of qualitative data. This technique is mainly useful for examining personal Behavior and experience and estimates, and how and why they experience and understand such a social world (Silverman, 2005). This strategy was used for collecting data from all the units of data collection. While, purposive sampling was used for UDC1 and convenient sampling will be used for UDC2, and purposive sampling was used for UDC3. Information was collected regarding the role of social media in tourism promotion and marketing including tourists, local residents and tour guide and operators. The preference for importance in different aspects of research. This method is mainly useful to discover personal opinions on a topic. The method is extensive Used to collect qualitative data.

4.4 Tourists

Tourists visiting various tourist attractions in Islamabad are mainly important to this study because they have already made the decision to visit the sights and the researchers hope to evaluate the role and popularity of social media in this decision. Social media and its emergence are related to increased active involvement and good network communication, reflected in both of which are showed changes in customer manners (Hennig-Thurau, Hofacker, and Bloching, 2013).

Random communications with these tourists, asking them to interview them at different tourist Locations in Islamabad and to choose them once they have confirmed using social media. Males and females participated, mainly professionals between the ages of 18 and 66. The respondents are from different cities such as Lahore, Karachi, Multan, Peshawar, Quetta, Kashmir and Fata. This study also attracted local tourists as well.

4.5 Tour Operators

In this category, researcher also interviewed selected travel agencies in Islamabad that operate different tourist attractions. They also offer different travel packages to tourists from different tourist attractions in Islamabad and outside of Islamabad. Such tour operators, who belong to the companies of travel and tour operators, are well organized, not only marketing tours to Islamabad but also providing tours to other tourist attractions Throughout Pakistan. The nature of this sector makes them provide tourist guide services.

This Rresearch mainly focused on how these tour groups are to be established Operators use Social media channels to advertise plans they have, Online content and results Relationships and links, if any, may bring tourists to these attractions. Purposive Sampling technique is used to identify those respondents who advertise their services through social media. The last group surveyed included six (5) travel agencies.

The form was distributed into 4 parts which confirmed several themes as shown below:

Theme 1: Role of Social Media in the marketing of tourism

Theme 2: Social Media as Travelers Destination Choice

Theme 3: Use of Social Media by Travel and Tour Guide

Theme 4: Tourists Experience and Views

1. Role of Social Media in the Marketing of Tourism

According to the previous studies, the role of social media and tourism promotion has been gradually an emerging topic for researchers and scholars. People are searching for information to make a decision through the application of social media. Social media has a significant role in the various characteristic of tourism. Social media also shows significant role in the advancement of tourism and supports tourism organizations in concentrating on best work through the response they get from the visitors and the other people via social media. It's also considered to be an essential approach in order to tourism market goods (Zeng & Gerritsen, 2014). Leung et al. (2013:7) recommend that social media offers unique opportunities comprising tourism firms by and adapting to consumer perception. This can done by reviewing feedback on online people including Facebook, twitter, whatsapp, YouTube and many other application like trip advisor.

Travel related business and hotels will get a better depiction of their opponent. travel related business and hotels will also find it easier to learn what their customers like and dislike about them. In response to the rapidly growing phenomenon and the possible benefits that social media can offer, multiple tourism companies and hotels have been seen incorporating social media applications into their websites.

Tourism word was not new for the people of my study locale. People are well aware of this term. Tourism is defined in many ways by altered people. to know what people's perception regarding part of media in the development of tourism in Pakistan and different tourism places of country but mainly focused on tourist spots in Islamabad. every individual has something different to tell and they have different point of views.

2. Social Media as Travelers Destination Choice

McCole and Plamer (2002) stated that electronic business has contributed to evolution and increasing the opportunities to market tourism destination individually to potential tourist's choice. A wide variety of websites that not only provide them with a huge amount of information but also making the destination picture and future tourism experience. Technology for data sharing influenced the tourism industry enormously, especially since the internet quickly became the fastest spreading source of knowledge for travelers and many stakeholders surrounding tourism. (Wang & Pizam, 2011) stated that online reviews a rating posted on travel websites enhance the knowledge of tourists, personal information and decisions -making ability. In addition, the use of social media has grown, with trip advisor, for example, being integrated with Facebook and user invited to comment and pin their locations, write their views about the places they visited and reach an increasingly larger audience.

In addition to Understanding the leisure travel behavior, needs and actions of tourist leading up to, after and during for marketing strategies travel is important for analyzing the different potential consumers and development of appropriate specific markets for the total system of tourism demand (Woodside & Dubelaar, 2002).

A respondent aged 25 from Islamabad share her experience regarding social media use for destination choice,

She said that whenever she wants to go to any tourist place she searches it on social media application like Facebook and Twitter and Instagram, where she watched the videos and pictures shared by other tourist .And she also checked the reviews regarding that destination than she finalized either visit that attraction or not. She told that through media app, pages we search on social media many tourist places according to the peoples comments about that place and the beauty. These pictures and comments about that tourist spots are very helpful to choose tourists spot for visit. She said in this regard media is playing an important role in the promotion of tourism spots.

One more respondent aged 30 a resident of Islamabad supposed about media role as destination choice:

During the interview, he said that we frequently use social media, not just for study purpose but we also make some special plans before visiting a tourist spot. We decided to visit some specific tourist place before our travel we check about that place on Facebook, Instagram and twitter. We also search picture and videos of that place whether we should plan to visit that beautiful place or not. So for me it is most important to choose a place to visit 1st we do search reviews and beauty of that place on social media pages.

Another respondent aged 27, student as profession unveil his views about the role of media in destination choice:

He said that he is from Bahawalpur studying here in a university said that we explore many tourist places in Islamabad, that was not familiar to the people even living here in Islamabad .after searching on Facebook and some pictures shared by our friends on Whatsapp came to know about that place .by the use of social media I was very curious to visit that place name Neela Pani waterfall. And later I decided to visit that place with my friends, and after visiting that place I was surprised that many unexplored places are there in Islamabad. Finally, I am happy to choose a new and beautiful place to visit through social media. I also posted pictures and videos of that place on Facebook and Instagram that other people can see the beauty and visit that place too.so the media is playing an important part to choose a new and unexplored tourist destination.

Another respondent aged 26, student as profession disclose his views about the role of media in destination choice:

He told that he is from Peshawar studying here in Islamabad shared that he explore many tourist places in Islamabad, that was not familiar to the people residents of Islamabad .When he and his friends know about that unexplored beauty of Islamabad .he know about these places from the web pages like Facebook, Instagram etc. He also tells about that places are in the village of Islamabad. And after a complete search about these places through media sites, I decided to visit that place with my friends, and after visiting that place he said I was surprised that many unexplored places are there on the premises of Islamabad. He was very happy during sharing his experience to visit that beautiful place places through social media. And he told that he also posted pictures and

videos of that place on Facebook and Instagram that his other friends and fellows can visit that place and explore the beauty of that place too. at last he said that in all this visit credit goes to a social media application, from where he learns about new spots to visit.

The finding generated from this theme of social media as a traveler destination choice has been explained. The respondents are from different cities of Pakistan to whom the data is collected. Where some respondent shares their experience about the use of different social media applications for the destination choice. Some respondents told that they are influenced by reviewing people's views and experiences regarding some new places where they visit and share their experiences at different social media sites. Some respondents highly appreciate the way social media applications positively play a part in the promotion of visitor's places, and they are also told that it's a time-saving process where one can make a good decision before visiting any tourist place by getting the reviews of people who have already visited that place. According to Wang & Pizam, (2011) indicated online reviews a rating posted on travel websites enhance the knowledge of tourists, personal information and decisions -making ability. In addition, the use of social media has grown, with trip advisor, for example, being integrated with Facebook and user invited to comment and pin their locations, write their views about the places they visited and reach an increasingly larger audience. However the views of the author and the respondents both have stated that media is playing a vital role in the decision making process for destination choice. In the past time social media applications was not that much popular in the tourism sector of our country, but with the passage of time, it will help in all the social sector of our country and all over the world. it also playing positive role in the tourism sector as well at the national and international levels .so here the findings of the present study is showing the positive role of social media and the rapid use of different social media apps by their user positively.

3. Use of Social Media by Travel Agencies

Hudson (2013), state that social media is effecting in promoting specific travel destinations through brand imagery. Therefore, the goal for many destinations is to build and advertising campaign that will help them making these niche product attractive (Hoppen,Brown & Fyall, 2013), important even though significant that the posts displayed on social media relating a destination cannot be optimize and extracted to match the dentations goal market. Social networking is becoming an affordable worldwide medium of contact and marketing for destination marketing agencies in the face of finance in the promotion, because that will benefit and hit their business in public and at worldwide (Hays, Page & Buhalis, 2013).

Luliana et al (2013: 67) propose that tourism companies can be use social media networks because these webs offer platforms for companies to connect and communicate with current and prospective clients, create positive and significant connection with customers, and promote and enhanced sense of customer interaction and satisfaction.

Nevertheless. Guo (2014:3) suggests that nothing is learned about how organizations being able to use social media to establish these connections. Social media seems to be more important in today's successful business environment where customer satisfaction can disappear resulting in a small mistake that can be supported by web based program of unfortunate experience with a certain tourists spot, organization, products ,service are label (Mersey, Malthouse and Calder 2011: 39).

One respondent aged 32 from travel and tour agencies named,

“Countrywide travel and tour Foundation”

Respondent said that a few years earlier there was no marketing trend through social media but they were using print media for the promotion of their companies. He further said that within a few years due to the emergence of social media and greater use of different social media applications now the trend is changed. We do have our pages and links on social media like Facebook, Twitter, and YouTube channels for the promotion and marketing of our tourism company. In comparison to past years, we have seen a boost in our business through the use of social media. We also introduced hidden undiscovered places to our clients through posting pictures and videos of those places.

Furthermore, about the international and local tourist respondents said, they earn 30% from the local tourist and more from the international tourist. no linkages with the government to promote their work and still not certified from the PTDC. Business is got improved in current years in comparison to the past due to the rapid use of social media by using different marketing strategies. He also shared that we posted our pictures and videos to attract new local and foreign tourists, and it's working more than their expectations.

Another respondent aged 28 from tour guide named:

“Neelum Trekkers Club Travels and Tour”

During the interview, he shared that we are running our two travel and tour agencies one is in Islamabad and the other is in another city. We are providing our services in 2012. Our Company is located as the name “Neelum trekker club double road Khayaban -e- Kashmir G 15 Markez Islamabad Pakistan”.

He said also said that we do have social media pages of our company with more than 24 thousand followers. Also, share his past and present experience of the promotion of the company after the fast usage of social media. We use different apps like Facebook, twitter, and Instagram, we also had a channel on YouTube. Where we posted our travel and tour packages of different destinations. We give attractive and reasonable packages to our customers that came across Pakistan.in the past year, there was no trend of promotion of the marketing of business through these apps, but later since 2017, the trend has changed. Because every single person had access through social media. We improve our business through social media marketing in different ways like posting pictures videos and a short documentary of tourist spots of different areas of Pakistan e.g. Kashmir, Gilgit Baltistan, Swat, and many other attractive places.

We earn maximum profit from visitors by providing them transport, tour guide throughout the trip from Islamabad, and stay at the destination. Mostly our customers are from different cities in Pakistan, and some are foreigners. We get more profit from foreigners than local tourists. We had a good social media marketing. We don't have a linkage with the government department of tourism. But in the future, we had planned to register our company through the government.

A respondent aged 35 from a local travel and tour organization named:

“Faiz E Medina World Travel & Tours”

*“Office # 03, 04, Ground Floor Shan Plaza, Near Punjab College, A.K FAZAL E HAQ ROAD
Blue Area Islamabad”*

During our interview with this respondent tells about his company and their services that are located in the blue area Islamabad .he shared information, services, and marketing strategies that they used to promote their business.in the interview, he said that our company is registered to the government of Pakistan .we give our at the local level and international level too during Hajj, Umrah, and other leisure tours to different countries. We also provide services to the visitors to different tourist’s places of Pakistan e.g. Swat Valley, Fazaghat, Baghdheri, Kalam, Mahodhand Lake and Matiltan Waterfall. We also provide transport hotel accommodation and food. We promote our business through different social media apps like Facebook, twitter and instagram. We do have an official website of our company where anybody can book their appointment to visit of their desired destination. Due to the use of media in the marketing of tourism places we get maximum profit from the visitors including local and foreigners. We gave them many attractive packages that attract more tourists. We gain profit from them, also we provide transportation, accommodation food that is included in our packages. Of course, media is playing important role in the marketing of our business, because nowadays everyone has access to social media apps like Facebook and other application. We use different strategies to attract our customers through ads, giving some discount and some add promotions through our pages. Yeah, media is playing an Important role in the marketing of our business.

A respondent aged 40 from a travel company named:

“Rahman groups of travels (RGT) /explore Pakistan with Rahman travel”

“Head Office 01&03, Allay Plaza, Near PIA Head Office, Fazl- E-Haq Road Blue Area Islamabad Pakistan”

During over conversation with the respondent, he said that they are working for 25 years .and Rahman groups of travel and tour is a well-known industry of Pakistan. He also told that they are registered with the department of tourism Pakistan.

Further in his interview respondent said we are certified travel agents from the Pakistan government .we have more than 1 million followers .we have official links on social media and also have our YouTube channel. We offer a vast range of travel packages to our customer’s .we used social media to promote our services and business to the people within Pakistan and out of country too. We had a good experience with our customers. Because we give them our best services, like transportation, accommodation, and fresh and hygienic food. Also we provide comfortable and clean and reasonable vehicles .our official pages on Twitter, Instagram, and Facebook where we share our new and latest packages also share pictures and videos of different tourism spots of Pakistan. We earn big profit from tourist both national and international .we had a very good experience of marketing through social media. Yes, it's better for business persons in comparison to the previous year the tourism industry is growing day by day. And people have a lot of awareness of tourism and tourists destination by the use of social media. Social media campaigns run by travel agencies and offer different attractive packages on our web pages also promote and make it useful to gain more profit.

A respondent from another and tour company named:

“Discover Pakistan (Tour & Adventure Sports and Company)”

*“Office #2 1st Floor, Meezban Plaza, 3-D Main Double Road, PWD Housing Society Islamabad
Pakistan”*

A respondent from the discover Pakistan travel and tour said that we are running our organization from many years .we do have our pages on different social sites like Facebook, Twitter Instagram and also had a YouTube channel. We have more than 4 million followers on Facebook. Yes media is playing a positive role in the marketing and the promotion of tourism places in all over the country. He said that many undiscovered or undeveloped tourism places are now got attention through media application. For example, many beautiful places of Kashmir, Swat, and Baluchistan Naran Khagan are get famous as other places, but now due to the reviews by tourists who visited there got the attention of social media .for the development of that places government should take some serious steps. Yes the tourism industry is becoming the rapid growing industry in Pakistan from last 2 to 3 years .he also told us that we promote our business and the name of our company through social marketing by sharing pictures and videos of attractive tourist places. As compared to the past year we have seen a lot of boost in our business. We do have our transport and accommodation .we start from Islamabad to the destination of tourist choice. We also offer reasonable packages to our customers’ .Most of our customers are from different cities of Pakistan and foreigners too.in summers we have more business as compared to winters. We introduced electronic appointments and for booking, .people are satisfied with our services that included transportation accommodation and food. Our organization is registered with the ministry of tourism Pakistan. About the media role in marketing and promotion of tourism, we observed that over a lot of customers approach us through social media application .after searching reviews and

the pictures and experiences posted by the other visitors on Facebook, Instagram by us customers. Yes, the government should develop many other places that are lack facilities and need some attention to make that places famous like other tourism places. Because Pakistan is rich in natural beauty and people have more awareness now as compare to previous years. He said we try our best to promote tourism in our country through social media with foreigners by posting short documentary and pictures.

These respondents share their views about the marketing of their business about tourism through social media. However, the tour guides and operators of different tour agencies told that they are running the business at the local level and online too. Where they used social media applications for the promotion of their business by adding, posting different attractive packages and plans through these social apps e.g. Facebook, Twitter, YouTube and Instagram. According to some respondents said that in previous years when our clients were not that much aware of such online searching engines, our business was not that considerably established, but in few years after the rapid use and spreading of social media in every forum of life people used to approach for the travel and tour guide through social media applications and get information regarding their desired places to visit. Some of them told the researcher that they had their tour corporation pages and links to different social media applications as well. And also disclosed about their business strategies through social media where they posted different packages and attractive offers for the tourist on daily bases. That are included on transportation, food, travel guide, and accommodation within in different packages for different tourist spots all over the country. Our respondents also told that their business re reversed from the tourism department of Pakistan and few are working to register their companies from the tourism department. (Hays, Page & Buhalis, 2013) indicated that Social networking is becoming an affordable worldwide medium of contact and marketing for

destination marketing agencies in the face of finance in the promotion because that will benefit and hit their business in public and worldwide. The views of the author and the respondents are somewhere at the same time where both are talking about social media as the medium of marketing and promotion of their business in reasonable ways. Another author's name is Luliana et al (2013: 67). They propose those tourism companies can use social media networks because these webs offer platforms for companies to connect and communicate with current and prospective clients, create a positive and significant connection with customers, and promote and an enhanced sense of customer interaction and satisfaction. Our respondent also shares their strategies to attract their clients through different business strategies and by using social sites professionally to tackle their clients. So the finding of the present study showed the positive effect of social media on both the owner of travel and tour agencies and their clients. Where they compared the use of social media in the past years and the current time and conclude that now it's all dependent on social media for the marketing and promotion of their business. They also observed an enormous change and boost in their business compared to the previous years.

4. Tourists Experience and Views

Visitors have diverted to social media platforms such as Facebook, Instagram, maps, YouTube and twitter to review hotels, chart their journeys, compare lodging and share personal videos and images. Guo (2014:2) notes that web search advertisement considers twitter and Facebook as the most popular social networking platforms.

A respondent aged 26 came from Multan occupationally he was a student share his views regarding experience of the use of social media to approach new visitor's sites:

He said that Social media is now as important as many other things are important in life. And also shared his experience that he uses Google map to reach those places where he wants to visit when he came to Islamabad. he also shared his experience of some new places that he came to know about through Facebook and Instagram where info regarding new places shared by his friends .so far he visited that place and suggest that this could be developed for tourist to visit that more visitors could visit such beautiful place.

Another respondent aged 23 from Peshawar visited here with his friends to enjoy the beautiful visitor's spots in Islamabad,

He said that he visited all other tourist places in northern areas, but it's his 2nd time to visit Islamabad. According to his experience to visit different places in Islamabad like Monal, Pakistan monument, Centaurus and Lok Virsa .he shared that he had a good experience before visited these places he used to search on social media about these places, according to his view media like Facebook Whatsapp are playing a vital role in the publicity of these spots. He said that he will shares his experience videos and picture on social media like Whatsapp status and at Facebook,

and said he make this visit planned to his friend after seeing the picture of these spots on the Instagram wall of his friend.

One more respondent aged 28 from Muzaffarabad studying here share his views and experience of the rapid use of social applications regarding visitor places,

According to his opinion, he visited many tourist places of Pakistan and he feels a lot of change in comparison to past years, the fast-rising of the use of multiple apps of social media like YouTube, Facebook, twitter. he said he always prefer that places to visit that are shared by his friend's relatives at social media sites. And had a good experience in his point of view about social media. He always planes his visits after seeing reviews of other people at Facebook and twitter. And had a good experience later visited that tourist spots, he visited Neela Pani Place somewhere in Islamabad after seeing picture shared by his friend on instagram. Yeah social media is playing a positive role in the promotion of tourist places.

A female respondent aged 26 from Lahore came here to visit her relatives in Islamabad shares her views regarding the visitor places in Islamabad.

She said that Islamabad is more beautiful than I heard about the city. Especially the different tourist attraction of Islamabad the view and scenery of Islamabad is mesmerizing. She told me that my cousins were uploading pictures and videos of deferent spots of Islamabad on Facebook, Instagram, and Whatsapp. They use to explore new places to visit and shared it to me.so finally, I do visit these places .and I also shared pictures and videos of such beautiful places to my friends, she said we used to explore new places through media and also share it to other friends. We plan our visit through media to different tourist places of Pakistan like Swat, Neelum, and Naran. She also told us that by the use of social media apps like Whatsapp, Facebook, and Twitter we are well

known about the places and it makes us more comfortable and saves our time. We are relying on social media apps she said and came to know about many unseen places through social media.

A respondent aged 35 job holder living in Islamabad said that about his experience concerning the use of social application before decision making to visit some place,

He said that he is living here from last five years. Whenever he take off from his job, he and his friends plans to go some new place to visit or enjoy their holidays. He said that he used to search new tourists spots through social media like Facebook and twitter, Ist they observed the reviews given by the people, picture and videos of the destination. Later they decide where to go after searching reviews on social sites. He said it is also a time saving process through social media he can easily set his plan where ever he want to visit. He also share his experience of the use of such application and about the information gathered from the social sites are much reliable and accurate .So he always use these application before making any plan to visit some new and good places.

One respondent aged 27 he is a student by occupation, living in Islamabad share his experience and views about the use of media,

He tells us about his experience with the places of Islamabad. He came to Islamabad for studies from the other city .also he told that he visited many tourist spots in Islamabad he visited for the Ist time in his life to that places when he came here for studies from the other city. Also, he tells us that he will never visit these places before. Monal, Pakistan monument, and Saidpur village were new to him because he knows came to know about these places from his friends when they do share pictures and videos of these places .he said that when I visited these places I feel pleasure. These places show the beauty of Islamabad, also he said Islamabad and the tourist spots of

Islamabad are very beautiful. He said media sites like Facebook, Twitter and Whatsapp are playing a big role for the advertisement of these places because got attracted toward these places through social media. where picture and reviews of my friends are shared, finally, I visited and found these places real incredible.

A respondent aged 38 businessmen by occupation shared his experience about the marketing of tourism and media role,

He said that he is a businessman by occupation. He worked with different firms. Now he is running his own handicraft business here in Islamabad and out of Islamabad. He told that a lot of his customers are tourists from different places in Pakistan and from foreign countries. He also shared his experience with social media that most people from other cities and countries visit different spots of Islamabad like Monal, Saidpur village, and many other places of Islamabad. By knowing about these places through social media sites about the beauty of Islamabad. He also shared that he shares pictures of his handicraft on different pages on social media to promote our cultural things through media to attract tourist from other cities and countries. He said that he also shared about the tourism spots in Islamabad with the tourist to promote tourism in the country through social media.

Another respondent aged 41 workers at (CDA) Capital Development Authority who is a resident he also shared his opinion regarding the role of media in tourism promotion,

About the tourism industry and its promotion he expressed his experience that in current years people are well aware of tourism, even he said that a few years back selected people were visiting and famous spots of Islamabad like Monal, Pakistan monument, and Dmanekho. He said the trend is now increasing. Also, our channels and social media sites are promoting many visiting spots of

Islamabad e.g. Saidpur village was not so familiar to the people but now many tourists want to visit that place, because of its ancient history. Many people visited those sites for the research purpose and many people came to make documentaries on that visiting spot. He said that in his view social media marketing is contributing a vital role in the promotion of these site.

Another respondent aged 32 from Islamabad doing a job in government sector living here from many years,

According to her views about the promotion and marketing of tourism. She said that it's a good step that our country is going to the stage of prosperity and that she is hopeful that one day our country is at 1st position in world ranking regarding our tourism industry. Also, she shared her experience about tourism activities in Islamabad that she also used social media whenever she wanted to visit some places in Islamabad during her holidays with her family, and before going out she used to search in social sites like Facebook, Instagram, etc., That where should visit and she also said that after visiting that place she clicks a picture with her family and share it too to the social application and also tagged her friends that they also will visit that place. one more thing she highlighted that there is no development seen for a few years in these places, she said that media is now an important medium to share information and other knowledge about the tourism places .That one can save his/her time to make decisions .At last she suggest that government should take some steps to improve this attraction that more tourist desire to visit such beautiful places.

One respondent aged 33 male job holder by occupation reveal his views regarding the use of media before making destination choice,

He said that he is doing a job here in a multinational organization for 6 years. He told that in past years' media trend was not much as it is now, every other person is using the social application and well aware of different sites and pages of social media. He said when he wants to visit some attractions out of Islamabad he uses to search on media about that places and the people's reviews and comments.so that he will able to finalize a good place for the visits, he also said that pictures and videos shared by the visitors are more helpful for decision making and of course media is very useful to promote such places and the beauty of our country.

Another respondent male aged 28 job holder shared his opinion regarding the role of social media marketing and promotion of tourism in Islamabad Pakistan

During sharing his experience and views about social media marketing and promotion, he said that it is a positive sign towards our countries reputation, that through social media we can promote our country and the visitor places of our country. He also discloses his personal opinion regarding media role he tells us he is running his pages on Facebook and Instagram, whenever I visit some new places either in Islamabad or out of Islamabad I upload picture and videos of that place and also shared it to my friends and colleagues, also he said he get more views from foreigners friends, many people wish to visit our country outside of Pakistan. Yes, I visited all the attention points in Islamabad to and also share my experience and suggestions regarding the development of that visitor place on social media .it's helpful and time-saving by use and searching reviews of people on social media .he said it's easy to make decisions for visiting our desire places by getting people positive reviews on social sites. Media is the middle participant in the promotion of tourism destination.

The above data has been taken from the respondents during the fieldwork aged between 20 to 50 years. Whereas the respondents are students, job seekers, and some from other professions. All the respondents are from different cities of Pakistan studying and working here. Some of them shared their experience and views regarding the visitor's places of Islamabad and also shared some information about their experience of the use of social media before visiting some tourist sites in Islamabad. Some of them have to share their views about the attractive sites of Islamabad, e.g., Monal, Saidpur village, Margalla Hills and Trails, Faisla Mosque, Pakistan Monument, and many other places in Islamabad that are not much developed for the tourist. They also told that a few years back the trend of the use of social media was not that much common as it is now compared to the present time. And it's a positive sign for the growth and development of the tourism sector of the country. According to respondents, media is playing a positive role to promote our countries positive image all over the globe. Also, portray our culture, hospitality, security, physiography, and natural beauty of our country all over the globe. Some respondents talked about the infrastructure and the development of some new visitors spots in Islamabad. According to their views and experience media has a huge role in promoting such places and they also highlighted the positive image of social media in the present era where every business got promoted through social media. Tourism sectors can also get better images and improvement in their growth through social media applications.

According to (Zeng & Gerritsen, 2014) in the current century where communal media is playing a dynamic part in all the fields of life also we can see social media and tourism are connected to the service industry. Where both social media and tourism are working together, social media and tourism are playing their role in the promotion of the country's GDP. The part of communal media in the tourism industry is ever-growing. Tourism is highly dependent on social media reporting

because of the majority of newly discovered places that people have never seen. They get the courage and interest to visits that unseen places through social media.

As per the previous studies, the role of social media and tourism promotion has been gradually an emerging topic for researchers and scholars. People are searching for information to make a decision through the application of social media. Communal media has an important role in the various characteristic of tourism. Social media also shows significant role in the advancement of tourism and supports tourism organizations in concentrating on best work through the response they get from the visitors and the other people via social media.

The findings generated from the data are relating to the author's point of view regarding media use and promotion. The responses of the respondent are similar to the given literature of the author. Both enlighten the positive and vigorous role of media in the promotion of undiscovered and discovered tourist places and many other common points regarding the discussion. So it also showed the positive image of media in the promotion and marketing of the tourist places of Islamabad as well.

Tourists

The majority of the respondents said that they used different social media application like, Facebook, Whatsapp, and Instagram for the preparation of the trip, ranging from the information shared by the other tourists about the visitor's sites. Most of them indicate that they used social media to examine for the more detailed information regarding that places to visit, especially that are related to the sports facilities and the route that will helpful for the final decision making and the arrangements for the travel.

Travel and Tour Guide

Most of the tour guide shared information during interviews that, tour operators, used the internet and various social media platforms in their tourism marketing efforts to attract tourists to in Islamabad and many other tourist spots all over the country. The tour operators, in particular, mentioned that they actively use their social media accounts and have dedicated staff to post and respond to queries and comments daily. All these participants had websites for their companies and organizations, which included specific information related to the tourist visiting spots on different areas of Pakistan and in Islamabad too. Some of the participants, for example, tour operators, mentioned that they had their websites to their social media platforms like Facebook and Twitter so that users or Instagram where tourists could click on a link on the website that sent them to the social media platforms. Also shared that many of them are registered from the Pakistan tourism department.

Chapters 5

Conclusion Recommendation and Limitations

Conclusion

In this chapter researcher presents conclusion and results on the findings of the current study and gives some possible recommendations that how social media can be used successfully in the promotion of tourism sector. The report's findings and recommendation were taken from primary sources from the main research which was performed.

In the present study the aim of researcher is to find out the role playing by social media in promotion and marketing. This study will be conducted in Islamabad. Therefore the key results of the entire study will be summarized in this chapter. In addition, it will also propose recommendation for the future development of the social media application in tourism business promotion.

Summary of the main findings shown to be among the greatest sources of travel related information on social media networks. Social media networks like Facebook, twitter and instagram. Due to the vital progress of internet, Facebook, twitter and instagram are proven to be the most widespread, convenient and trustworthy source of information for the travelers in Pakistan.

The usage of social media networks by users is growing high leading to improved opportunities for information to be accessed by the travel agencies, targeted customers. Other information sources have their own advantages which are also discussed. Once again, after this analysis, it is concluded that social media plays a significant role as a source of travel related information which should be placed in the travel agents top priority concerns.

Secondly, they often discuss the most common social media tool with the benefits of each particular tool. Travel related information is essential for travelers as many of them are unfamiliar with the destinations of travel. Search engines, Facebook, twitter, whatsapp, YouTube are among other social media platforms that have proven to be most popular networks for travel related information. Search engines are chosen for its accessibility and wide variety of existing data which attracts visitors. It is however proven to be quite time consuming, which is also due to the excessive amount of information available. Facebook is indeed the second most popular source of information relating to travel. Facebook has become a daily routine not only in Islamabad but around the world. Therefore Facebook, twitter, YouTube and Instagram become one of the rich sources of knowledge for tourists, especially in the context of Pakistan. However, several users say that Facebook knowledge about the locations is more reliable and accurate.

Thirdly social media is more effective tool for the travel agencies to promote their business and for visitors to access the places that they want to visit. Social media is gradually in performing an imperative role in the search for traveler's information during planning their trip as they depend on the experience of other tourist to inform their choice of destinations. Many visitors used social media about their travel and the reviews of other users whereas visiting different spots in Islamabad, including the other visitor's reviews, comments and compliments. Majority of tour guide and tourist mostly used these social media platform for the information of destination choice and travel agencies used for the promotion and marketing of their business.

Recommendations

It is recommended that the government should play an important role in the promotion and development of the tourism sector in Pakistan. The tourism industry is the fastest growing industry all over the world. That needs some thoughtful consideration and measure for the improvement of the tourism sector. Pakistan tourism ministry should take some grave measures in the promotion of the tourism sector of Pakistan. Through the upgrading of the tourism sector, we can increase the number of foreign tourists. And also it is suggested that there should be some facilities provided by the governments for the promotion and the marketing on different search engines. People are very keen to discover many other tourist spots in Islamabad that are still not developed. But also not even a single serious noticed was taken by the tourism industry of Pakistan. That needs to be developed through proper planning by the CDA capital development authority of Islamabad. Some undeveloped tourists, spots in Islamabad listed here *Shadra, Neela Pani Water Fall, and Lohi Danddi Bari Imam*. These places need attention and serious steps to be developed. The government should establish these sectors because it's the most important sector that can increase our national GDP. Australia, India, China, and many other countries earn maximum profit from the tourism sector. So the government should make sure the security of foreigners and national tourists on the tourism spots. Also need to introduce Government travel and tour companies where they provide accommodation, transportation, and food.

Limitations

The present study had particular limitations, some are listed below. The study simply observed through Facebook, Twitter, YouTube, and Instagram, these four social media platforms that the researcher considered particularly important to tourism and travel and tour agencies. This did not take into account the entire online networks range used in Islamabad by both travel and tourism guides.

This analysis was limited to a small group of tourism suppliers, travel and tour operators, tourists, and residents of Islamabad. But it will have limited to certain numbers because of COVID -19 situations. Future more this research could be involving more, visitors, travel and tour guides and the tourist outside of Islamabad.

Chapter No 6.

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APPENDIX A

Tours Guide/Operators

1. Tourism Company/organization name.
2. Foundation of the tourism organization.
3. What are the aims and goals of your organization?
4. Do you use social media for the promotion and marketing of tourism destination?
5. Do you have any links or pages on Facebook, Twitter, YouTube, Instagram for the promotion of your company?(name of page)
6. To what extent you think that social media is playing an important role in the promotion of tourism?
7. What type of strategies have you used by using social media for the attraction of tourists?
8. Tell me about how do get benefit by using social media platform?
9. How much positive role social media playing in the promotion and marketing of tourism as compare to past years?
10. What kind of services you are providing to the tourist?
11. Tell me about the change you see in this regard by using social media?
12. Do you have any link with government or non-governmental organizations for the promotion of your company?
13. How much profit you gain packages in a month? More customers local or foreigners?
14. What online social media channels do you use to attract travelers?
15. What are the various marketing strategies that the travel agents used to appeal to visitors?
16. Is digital marketing more effective than traditional marketing?

APPENDIX B

Tourists /Visitors

Age occupation of tourist

City from where you came (outsider/resident of Islamabad)

The reason or motivation to visit these place.

How do you get to know about this place? (Islamabad Tourist Spots)

1. Do you use social media platforms to get information regarding the cost of trip?
2. Do you prefer to use information provided by social media?
3. Are you ever reluctant to seek travel related information from social media?
4. Did it ever happen that you have to modify the plan of your existing trip after getting disappointed from information obtained by social media platforms?
5. Which one of the following became your favorite tourist spot after noticing it on social media platforms?(Islamabad tourist spots)
6. Do you post your pictures and experiences of your tour or visit on social media platforms?
7. What do you think about the role of social media regarding promotion of tourism destination?
8. Is social media an important source of tourism related information for tourists in Pakistan?
9. Do you use social media platforms to get information regarding the cost of trip?
10. Do you prefer to use information provided by social Media or share it to further groups or with friends?
11. Which one of the following became your favorite tourist spot after noticing it on social media platforms? (Islamabad)