# Integrated Marketing Communication and Tourism Industry in Pakistan: Content Analysis of Tourism Promotional Campaigns

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CERTIFICATE

This is to certify that this thesis entitled: **"Integrated Marketing Communication and Tourism Industry in Pakistan: Content Analysis of Tourism Promotional Campaigns"** submitted by Mr. Faran Ali Saif is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree of **Master of Science in Management Sciences**.

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DEDICATION

I dedicate this humble effort to my father

ZULFIQAR ALI

And my

Beloved Mother

Their unconditional love, prayer and encouragement have been a torchlight for me

throughput the path, to make me reach where I am today.

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I.   Abstract

Tourism industry is considered as the leading economic booster for developing country. Pakistan being rich with cultural, religious and heritage tourism destinations is always on the visit list of tourists. The conversion of those prospected tourists requires information sharing through marketing campaigns. Those campaigns are always dependent on their contents. This study looks into the implementation efforts formerly done for effective use of content in promotional campaigns and integration of those content over marketing communication channels in tourism industry in Pakistan. A decade long data is collected though Pakistan Tourism Development Corporation (PTDC) a national tourism body responsible for the promotion of Pakistan tourism nationally and internationally. This research is conducted under the interpretivism approach on the methodology of latent summative content analysis followed by consolidated thematic analysis. Latent summative content analysis is used to identify the words or contents in the text, and interpret the underlining meaning of those contents. The results of the content analysis and thematic analysis of the data has revealed that contents of the promotional campaigns are not creating the impact on the creation of audience attention towards them. There is dare need of redefining marketing strategies and restructuring the content of the promotional campaigns accordingly. The collaborative efforts of the PTDC are very rarely seen in their marketing communications. The comparative analysis of the study stresses on redirecting the preferential focus of the marketing strategist of the PTDC towards their content redeveloping and restructuring their IMC collaborative efforts in order to create the effective marketing communication materials for the growth and improvement of the tourism industry.

Keywords: *Integrated marketing communication, Tourism, Content Analysis*

1   CHAPTER I: Introduction

1.1   Background

Pakistan is considered to be one of the applauding tourism countries, with diverse natural, cultural, heritage and religious tourist destinations. Back in September 1949 Pakistan secured participation of U9NWTO (World Tourism Organization). At first Pakistan Railroads was offered with the duty of tourism segment. In, 1965, this specialist was assigned to communications and transport division. However in 2011, 18th amendment was made in Pakistan constitution and tourism was distributed as provincial activity. After 18th amendment, provincial tourism boards are established with the autonomy to invest for growth. In November 2018 National Tourism Coordination Board (NTCB) was established to promote national harmony for the efforts to promote every cultural and natural site of Pakistan (ptdc, 2020). PTDC was restructured in March 2019. Through Pakistan Tourism Development Endowment Fund (PTDEF) the marketing and promotional campaigns of unseen tourism sites are financially supported. The efforts for effective role of promotional activities by ministry of culture sports, tourism and youth affairs, Pakistan are applauding. But Pakistan is ranked 121th among 140 economies on Travel and Tourism Competitive Index for year 2019 (weforum, 2019).

Tourism when well thought-out is considered to be an instrument for economic pull that transmutes the natural and cultural assets. Being considered as vital source of economic lift-up for developing countries, these destination sites are provided with basic necessities for tourists, but the growing tourism industry demands for more frameworks. In a progressive way, the infrastructural improvements are carry forward by every elected government of Pakistan. But

still there exist the gap of the industry infrastructure demand and the supply of resources by the government.

The growing trends of marketing communication in various industries have opened avenues for future studies and practical implications of the marketing efforts and strategies. Integrated marketing communication has proven to be the leading strategic move for promotion of the tourism industry (C & J, 2003). The all-round image building and destination value creation leads to the increased footprints. Different promotional tools are combined for the purpose of single aimed message in order to achieve the targeted results. Those tools help in the creative and effective way to improve the destination value and image building of the destination. In other words, the Integrated marketing communication is an effective and safe play for tourism promotion and it goes same for the content used for that purpose.

The lucrative destinations are itself good to describe but to increase the tourist footfall it is mandatory to portray those destination in their best form with real feel. The promotional dilemma of tourism industry hasn't been addressed up to that benchmark where tourist get fully satisfied with the provided information, there always exist the need for more. Many inter provincial events took place from 2015 to 2018 to boost the tourism sector by Pakistan tourism development corporation. In that race to excel Khyber Pakhtunkhwa tourism moved way forward. But the integrated and collaborated effort still lacks the implementation. Several researchers pointed out to the challenges faced by the tourism industry of Pakistan. (Arif, Shikirullah, & Samad, 2019) But they were more of the infrastructural and of economic nature. The marketing segment was discussed up to the level of connectivity with tourists on social media and the integration of that infrastructure with social media mediums. (aftab & Khan,

2019) The progressive efforts of government of Pakistan in year 2018, helped to make drastic changes for the betterment of tourism sector.

The growing need for information demands the utilization of every possible marketing communication channels. Pakistan Tourism Development Corporation (PTDC) is engaging the digital marketing channels for promoting famous tourist destinations and direct marketing channels for the information sharing to visiting tourists. The contents of the marketing channels are the professional representation of the valid and trustworthy information delivered by the sources. The integrated marketing communication efforts put all this in a structured and well-designed framework to get the maximum of desired results. This study intrigues the usage of integrated marketing communication efforts and the usage of information by them in the form of their contents to portray the real meaning of Pakistan tourism industry.

1.2 Purpose of the study

Tourism is one of the vital industries paying to economic growth of Pakistan. In 2019 travel and tourism contributed 7.2% to the GDP of Pakistan (PBS, 2020). There are now four provincial bodies, one federal territory body and two national bodies regulating tourism activities as following (ptdc, 2020):

- Pakistan Tourism Coordination board (PTDC)

- National Tourism Coordination Board (NTCB)

- Tourism Development Corporation of Punjab (TDCP) – Punjab

- Sindh Tourism Development Corporation (STDC) and Culture, Tourism and Antiquities Department – Sindh

- Tourism Corporation Khyber Pakhtunkhwa (TCKP) – Khyber Pakhtunkhwa

- AJK Tourism and Archaeology Department – Azad Kashmir

The direction and administration bodies are improving their function and activities to functionalise the tourism industry in Pakistan. Tourism provides the foundation to make the cultural and heritage sites the favourite destination for tourist. Promotion of these sites is under the activity of the marketing department of respective directorates of each province and federal capital. The marketing department provide the strategies to attract more tourists to theses sites. These strategies include planning and designing the right medium and conveying it through right medium to the maximum results of it. The growing phase of marketing strategies of tourism industry in Pakistan is the factor of concern in this study. The use of right tool and mediums and their integration and collaboration form up the veracious strategy. Whenever there is limitation of financial resources, the improvement through correct utilization of content in marketing campaigns provides the desired results. This study provides the brief for content used over a decade for the tourism industry for promoting the tourism sites. The content designing and the impact content over the perceptive interpretation by tourists decide the tourist's next destination plan. Despite of being selected as most favoured destination country for tourists in March 2019, yet there is more to discover and improve in tourism marketing in Pakistan.

The purpose of this study is to provide comparative content analysis for evaluating the content of promotional campaigns of tourism industry of Pakistan. The content analysis provides a brief for the future content designing strategies. This study also looks into the integration of content over IMC channels. The tourism footprints also determine the effectiveness of the content after the specific evaluated campaigns content.

1.3 Problem statement

Study looks into the implementation efforts formerly done for effective use of content in promotional campaigns and integration content over marketing communication channels in tourism industry in Pakistan.

1.4 Research Gap

Formerly conducted studies focused on the related issues and their causes on Pakistan tourism industry, discussing Human resource issues conservation and preservation issues, lack of infrastructure, political economy of tourism, socio political causes and its impact on tourism industry of Pakistan and some focused on social media role for sustainable tourism industry. (Raza & Jawaid, 2013) (Arshad, Iqbal, & Shahbaz, 2017) (Rehman, Ma, Irfan, Ahmad, & Traore, 2020) (Arif, Shikirullah, & Samad, 2019) (T., S., & M., 2019). All of these factors play a role in tourism industry impacts. But the promotional part is not discussed in detail and the role which tourism marketing and integrated marketing communication plays are not deeply analysed. This study fills in this gap by providing the promotional content analysis to act as a guiding path for strategic decision-making. The content analysis postulates the required course of the study. The Content analysis has not been added up till now.

1.5 Significance of the Study

The study has major benefits the strategic decision maker of the marketing department understands. As the current period of consumer focused marketing campaigns require the customer focused content usage. That content creates the streamline approach for marketers to convey the message effectively and get the best out of it. The content analysis and collaborative theory implication provides a guideline for future campaigns and their effectiveness. The study is meant to provide the pilot study over selected data in order to

redesign the upcoming promotional content for the tourism industry so that the customer base is increased and also he value of the promotional materials are increased. The Content analysis has always been the great source of in depth understanding and knowledge or phenomenon the tourism industry requires the knowledge base to support the future c0ourse of action and this study is adding up to the course.

1.6   Research Questions

This study looks around the analysis for the purpose to answer following research questions:

Question 1.

How content is used effectively in promotional campaigns of tourism in Pakistan?

Question 2.

How effectively Marketing Communication of Pakistan Tourism is integrated?

Question 3.

What are the problems with the promotional content that effect authenticity of information required for tourism development in Pakistan?

1.7   Research Objectives

The objectives of this study are as following: It is the comprehensive analysis of integrated promotional efforts put by National Tourism Coordination Board (NTCB) and Pakistan Tourism Development Corporation (PTDC). (2) It acts as torchlight for promotional strategy planning and designing. (3) Content analysis gives the efficient methodology to use those content and modify them. (4) Value creation and retention through role of Integrated Marketing Communication (IMC) in accordance with pertaining promotional campaigns are

observed. (5) The applicability of study for development and growth of tourism sector by policy referencing increases in Pakistan. (6) The role of effective promotional Integrated Marketing Communication content tool for tourism development is deliberated.

1.8 Underpinning Theory

Collaborative theory

Collaboration is a process of shared decision-making by the significant stakeholders of that domain for the future of that domain (Gray, 1989). This process is significant for its implementation, as it provides the common vision specially if there are mutual synergies and stakes involved (Gray, 1989). A relationship is developed to achieve collaborative completeness and to foster the bond between key stakeholders for the persistent growth (Roberts, N.C, & Bradley, 1991). There is more likely to have collaboration and partnership for the tourism development, which is more sustainable and those partnership would be more long-term (Bramwell, B., & Lane, 2000b). The process of collaboration is more of face to face interaction it allows key stakeholders to communicate and share not only ideas but their tangible and in tangible resources and viewpoints (Bramwell, B., & Lane, 2000b). Recent study demonstrates that a flexible culture is able to promote more inter functional management and collaboration within organization and with its external stakeholders, rightly interpreted integrated marketing communications are much more appropriate for boosting it (Porcu, del, Kitchen, & Tourkey, 2019)

Grounded Theory

Grounded theory as defined by (Glaser, 2013)is a set of arduous research procedure leading to develop the abstract categories. There are two special characteristics of grounded theory i.e. constant comparative analysis and theoretical sampling. (Glaser & Strauss, 1967) The data analysis and collection occur simultaneously and generality of fact are established through comparative analysis.

1.9   Definition of Key Terms

This section provides the definition of brief keywords used in this study.

Integrated Marketing Communication (IMC):

Integrated marketing communication is the concept of communication planning that recognise the added value and appraise strategic roles of variety of communication disciplines i.e. general advertising sales promotion, direct response and public relation and the combined impact of these disciplines to give clarity, consistency and greater impact of message. (Caywood, Schultz, D.E, Wang, & P., 1991b)

Tourism:

According to (UNWTO, 2008), Tourism is cultural, social and economic occurrence, which involves the movement of people to countries or places outside their usual environment for personal or business/professional commitments.

Collaboration:

Collaboration is a process of shared decision-making by the significant stakeholders of that domain for the future of that domain (Gray, 1989)

Interpretivism:

According to interpretivism, "Access to reality given or constructed is only though social constructions such as language, consciousness, shared meanings, instruments. (Mayers, 2008).

Content Analysis:

A research technique used to make reliable and valid inferences from text to the frameworks of their use is defined as content analysis (Kripppendorff, 2004).

1.10 Description Of The Study Site

National Tourism Coordination Board (NTCB)

NTCB is a national body, which is constituted for the development and enhancing coordination with provinces, federal ministries and private actors, facilitates in the formulation of policies, strategies and frameworks for the promotional of tourism potentials nationally and internationally.

Pakistan Tourism Development Corporation (PTDC)

It was incorporated on March 30, 1970; under the repealed companies act1913.the principal objective of the corporation is development and promotion of tourism in Pakistan.

1.11 Limitation of The Study

This study is limited by the time frame of promotional campaign data, which ranges from 2010 -2020 a decade. Moreover, this study is based on interpretive observations of the author using the theoretical models of content analysis. This study provides reading, which can be used commercially with approval for strategic integration. The data is limited only to government

federal sources. Provincial data is not included. All the provincial tourism body and the third-party marketing materials are not taken into account.

2 CHAPTER II: Literature review

2.1 Integrated Marketing Communication

This section discusses the definition, evolution, importance, components and process of integrated marketing communication.

The productive shift from product focused to consumer focused, along with evolving business dimensions have generated the need for more fit-in marketing process. This gap filled generously by the integrated marketing communication in the late twentieth century and it has grown since then. In general overview, integrated marketing communication is not a new medium of marketing but the integration of all previously used mediums in strategically collaborated environment to convey the single message of the business to the customer. There is wide spread text to define integrated marketing communication. The more briefed and focused ones are taken into account to discuss here.

Integrated marketing communication is the concept of communication planning that recognise the added value and appraise strategic roles of variety of communication disciplines i.e. general advertising sales promotion, direct response and public relation and the combined impact of these disciplines to give clarity, consistency and greater impact of message. (Caywood, Schultz, D.E, Wang, & P., 1991b)

Later defined by Schultz, give it more appropriate dimension to viewed as business process to address to both internal and external customers. He defined it as "Integrated marketing communication (IMC) is a concept and process of tactically managing customer-focused, channel-centred, and results driven brand communication programs over time. (Schultz & D.E, 2004b). With the gradual transition from conceptual definition to interactive marketing focused

on relationship is motivating potency for the execution of the new concept of integrated marketing communication. (Fill, 1999)

Above literature draws the following characteristics of the integrated marketing communication: Assimilation of different means of marketing communication, Orientation to the focused group at the start of the marketing process, Establishment of coherent communication message, Creation of enduring relationships between customer and business

There are four facets of integrated marketing communication underlined by (Schultz & Kitchen, 1997)that add to the successful realization of IMC: *Planned coordination* to create initial level integration between activities, *Redefinition of the role of marketing communication* to focus on external contact points of the customers to business, *The function of information technology* to store and evaluate data according to the need of time, *Financial and strategic integration* to measure the financial impacts of the use of IMC.

Marketing communication tools are inherently appropriate and effective in achieving specific communication goals. The linkage of these tools is the basic necessity in order to get the synergic impact of the communication. (Pickton & Hartley, 1998)

One of the proposed definitions by (Porcu, barriogarcia, & Kitchen, 2012) of IMC provides the framework for theoretical understanding of IMC. They proposed that:

The cooperative and organized process of cross-functional development and optimization of messages to stakeholders: with the aim of interconnecting with lucidity and clearness to achieve interactions and encourage cost-effective relationship in every span of period.

This definition provides the four dimensions of IMC (1) one voice (2) interactivity (3) cross-functional planning (4) profitable long-term relationship.

One voice expresses the clear deliverance of messages through all mediums of communications. There must be unified strategy to integrated advertising, promotional activities, direct and indirect marketing and event themes. Interactivity provides the stage for the constant dialogue of IMC between organization and its stakeholders. (ots & Nyilasy, 2017) The relationship marketing working purely on the variables of trust and commitment make it missing the piece to fill the gap which is the interactivity with all stakeholders not only customers. Cross-functional planning in the traditional marketing is the foundation of marketing mix, but in new paradigm the point of reference is organization and everything goes around it. Integration acts a point of competitive edge, which optimizes the connectivity between messages and their channels and the receivers of these messages. (Porcu, Del Barrio-Garacia, & Kitchen, Measuring integrated marketing communication by taking a broad organisational approach: The firm-wide IMC scale, 2107) Profitable long-term planning is the higher strategic dimension, which prevail in organization, marketing and marketing communication.

This definition also reveals the double dimension of IMC as tactical and strategic. The core significance of message is emphasized here. The strategic dimension provides the platform for building strategies for marketing direction and achieving the company goals. While on other hand the tactical dimension implement those strategies through activities to make the prevailing strategies up to the mark.

The tactical dimension of IMC is converted into implementable objectives through promotional strategy. No matter how well developed the product or service or experience is can only survive or create impact in market with effective promotional strategy.

Promotional strategy is defined as the optimal plan for effectively utilization of the elements of promotional mix i.e. advertising, public relation, public relation, personal selling, and sales promotion. (Lamb, Sharma, Sharma, & McDaniel, 2015)

The elements of promotion mentioned in the above definition can be defined as following,

Promotional Mix: the mixture of marketing tools- including advertising, public relations, personal selling, publicity, sales promotion- used to grasp the target market and accomplish the organisation's inclusive goals.

Advertising: It is a one-way impersonal mass communication about a product or a service for which the marketer is paid. Whatsoever the level of organization is they use the advertising whether it is in the form of high end TVCs or printed ads in newspapers and magazine. Advertising are professionally planned and designed for the ultimate output. Traditional advertisement mediums included television, radio, newspaper, magazines, billboards, and transit boards. But with the increasing fragmentation of these mediums marketers are now using new mediums like websites, digital media, social media, email, blogs and communicating video kiosks. (Eagle & Kitchen, 2000) In relation to tourism the advertisement campaigns by the coordinating bodies constituted by the government are on aired through national and private media in order to build the destination image through it. The advertisement campaigns used for tourism are highly focused on displaying the attention seeking tourism points of that country.

Public Relations: It is a function of marketing in which marketers evaluate customer attitudes and identifies the customer's point of interest in organization and they execute different programs to earn customers trust. Public relation is more concerned with communicating to

customers, stakeholders, suppliers and stakeholders and governments representatives. By analysing the customer communication with the tourism staff the public relation is build through providing the relevant information to customers and also the information is disseminated to other stakeholders. In order to provide the best experience the ideal situation is to integrate all that information flow and to provide the two-way communication channel for the effectiveness' of that information.

Publicity: Publicity is concerned with information for public about the specific company about the topic, which is highlighted about the company in any news. This not paid form to communication but it can act a as highly influential as the customers are information seekers and the positive information can build the company image along with the risk of being pointed out as if the information is negative. (Savera & Ashfaq, 2018) The country's political and social situations have great impact on tourism and this news impact the tourism footprints of that country. Developed countries always try to limit access to that news for tourists but in growing globalisation that news remedy is quickly provided so that a negative new can be turned into favourable on for countries image and in return to help building the image of that destination.

Personal Selling: It is a situation in which two people influence each other at the time of purchase and it is personal in nature and also paid communication. This tool of marketing is used mainly in the selling situation of high end products. Personal selling traditional involved providing the individual or group of individual with the specific presentation but in ne era it is more about relationship building as the customer increased intellect for seeking information and researching for that information has to fulfilled in either way. The tourist guides which are hired by the tourism monitoring bodies to provide the guiding information to tourists and to

make up their minds for other touristic sites too. So that there stay in that country increases. The long-term goal is to have their information in tourist's mind for their repetitive visits.

Sales Promotion: it includes all form of marketing other than advertising, personal selling and public relations that are used to reach to customers and convey the company messages to the target audience. Sales promotions are mostly used to increase the effectiveness of other marketing tools and increase the impact of those tools. The additional value provided by the tourism bodies of the government and private tourism companies in the form of free stay, free traveling, free food or through other means are one of the sales promotions. It not only attracts tourists for their designed packages but also provide an image of being too supportive during their stay in that tourist destination.

All of these communication tools work on the basic marketing communication model. This model provides the foundation for the strategic and tactical decisions making for marketers and it act as two way communication process.

Communication as defined by lamb is the exchange of meaning through a set of symbols, which is common (Lamb, Sharma, Sharma, & McDaniel, 2015).
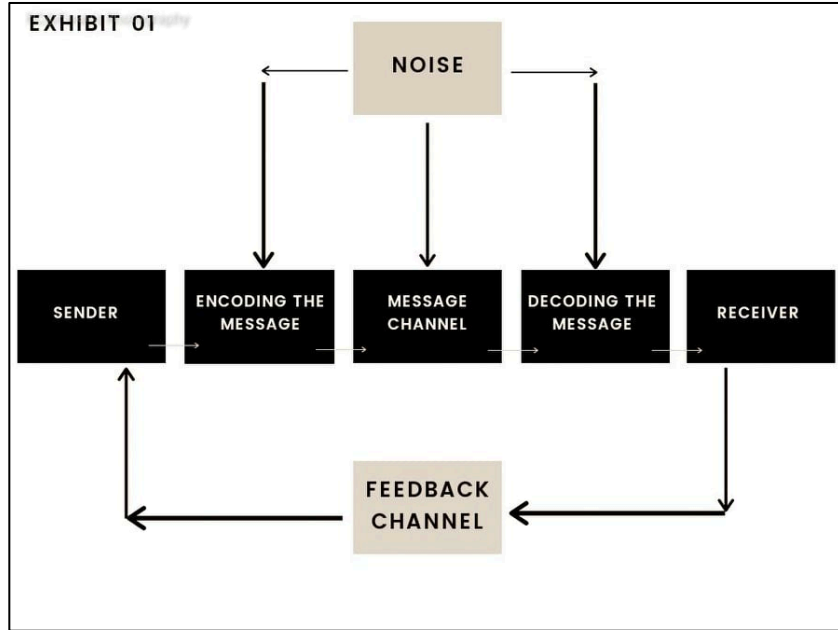
EXHIBIT: 01 Marketing Communication Process

PROCESS ELEMENT	STANDARD SUBELEMENT
Sender	• Marketing managers, • Advertising mangers • Advertising agency
Encoding the message	• Advertisement • Sales presentation • Store display • Coupon, • Press release
Message channel	• Media • Salesperson

	• Retail store • Local news show • Digital media
Decoding the message	Receiver's interpretation of message
Receiver	• Customers • Viewers/ Listeners • News media, clients
Noise	• Other advertisements • New articles • Other store display
Feedback channel	• Market research • Sales result • Change in market share

The integration of these process elements in Pakistan tourism industry reveals key elements, which are of vital information in this study and their usage to improve tourism.

1. **Sender**

The sender in this case is Pakistan Tourism Coordination board (PTDC), National Tourism Coordination Board (NTCB), Tourism Development Corporation of Punjab (TDCP) – Punjab, Sindh Tourism Development Corporation (STDC) and Culture, Tourism and Antiquities

Department – Sindh, Tourism Corporation Khyber Pakhtunkhwa (TCKP) – Khyber Pakhtunkhwa, AJK Tourism and Archaeology Department – Azad Kashmir.

2. Encoding the message

TVCs designed for mass media and digital media, Broachers for tourist's information, News paper ads for domestic tourists, Tourism packages by the sending bodies, Additional value coupon on the purchase of packages designed by the sending bodies, The destination branding content designed by the marketing department of sending bodies.

3. Message channel

National and private TV channels, Radio channels, National Newspapers (multilingual), Websites, Blogs, Facebook pages, Instagram profiles, YouTube channels, Tourist information centres at metro cities, Arrival terminals of domestic and international airports in Pakistan.

4. Decoding the message

The interpretation of message by the domestic and international tourists, the perception development on the basis of these messages, Destination perceived value creation, Destination infrastructure.

5. Receiver

Domestic tourists, International tourist, National and international Journalists, Cultural and media Influencers, National and international Brands, Internal and external stakeholders are the receivers.

6. Noise

Advertisements of other destinations of Pakistan, Tourism advertisement by other south Asian countries, Influencers reviews, News articles about the destination cities act as a noise.

7. Feedback channel

Research and development process in strategy definition by national tourism bodies of Pakistan, The tourist reviews about destinations, Travel video logs of the tourist and the unintentional perception depiction, Feedback forms available at tourism facilitation centres, Feedback at Facebook, Instagram and YouTube, Feedback forms available on websites and blogs are the feedback channels.

The integration of this process elements and the utilization of the tools and mediums mentioned through this models provide the utmost information, which can be exchanged in two way process. This information helps in developing future strategies for the betterment of experiences and increasing the value for tourists.

The elements of marketing promotional mix have specific characteristics, which guide the strategy designers, and implementers to decide which medium helps out in each situation. These characteristics are mode of communication whether the message requires being in direct mode, impersonal or indirect in nature. The second characteristic is communication control of each element over specific situation. Thirdly, amount of feedback that can be collected through each element determine the effectiveness of that element for a specific situation. Fourthly, direction of message determines the flow of information whether it is one-way or two-way. The fifth characteristic is the control over message content, which is the prime variable of this study, postulates the content designing control and impact creation control. The sixth feature of promotional mix element, which helps out the marketers, is speed in reaching the larger

audience. And the last characteristic is the message flexibility, whether it can be tailored for different audience or it remains same for all audience over different element of promotional mix. (Christensen, Firat, & Torp, 2008)

There is always a defined goal for every promotional campaign designed through communication process, which utilizes promotional mix elements for reach the target audience. Promotional campaigns are used to modify the target audience behaviour and thoughts about the specific brand. If we talk about tourism the promotional campaigns helps in getting the destination as most favourable destination for the visits by every tourist. Promotional campaigns can help in performing few tasks: inform the tourists about the destination sites and their importance, persuade the tourists for the value provided at the destination sites and the experience they have, or remind the tourists about their previously visited destinations and the improvements made at those destination and the value added experience they have at the time of revisit.

AIDA(Attention, Interest, Desire, Action)

The goal associated with every promotional campaign is backup by the AIDA concept. AIDA concept is comprised of acronym, which stands for attention, interest, desire and action. This concept states that audience respond to the promotional messages through cognitive, affective and conative sequence. (Lamb, Sharma, Sharma, & McDaniel, 2015) Cognitive part cover the thinking process of the receiver of promotional message about the tourism destination, Affective part has to do with the feeling attributed by the receiver with the that destination site and in the last the conative part deals with actions taken by the tourist in the form of booking for the tourist package, or buying travelling tickets to confirm the process of visiting that marketed tourism destination.

The ADIA concept implication in tourism industry is far reaching. The attention gaining of the tourist is the primary objective of the tourism marketer. That attention can be gained through different sign, symbols, backgrounds, and colour combinations. The interest of the tourist is developed through the extra information distribution during the content sharing of the promotional message. The more the tourists is having the information the more interests can put forward. The desire for visiting that tourist destination arises if the tourist marketer provide added value information if the tourist go for it. The competitive edge information is share for the purpose of desire creation. Tourists steeping into the action part of the AIDA concepts urges through the actionable information, that can be in the form signup links, booking link, contact information and tourism facilitation helpline numbers. All of this information must be aligned and integrated in such a way to display coherence and helps in developing the e desired perception of the tourist. Pakistan tourism industry is using one or few of the process and concepts in their communication message designing but the integration of the message is still a big question mark.

The information provided through advertising specifically, undergo a process of defining the objectives of advertising, attribution of message and the benefits for the audience, and the selection of advertising appeal for execution of the message.

Advertising objectives commonly recognize the tasks, which the advertising accomplishes for the specific target audience as defined through the audience selection process of marketing. Every target audience tries to find the best of what provided for satisfying their needs and wants. The attribution of the product/ service attributes in the message of the advertising and the benefits which the target audience receives if they opt for that product/ service, is the key to make the audience reach the action part of the AIDA concept. The execution of the message

requires a lengthy process to determine the suitable text fonts and size, colour selections, character selection, voice selection, voice pitch, background selection, story plot, camera angles to be used, signs and symbols. But all of these components of the message depend on the right and definite advertising appeal. The commonly used advertising appeals as discussed by (Lamb, Sharma, Sharma, & McDaniel, 2015) in MKTG are eight in number. We give a short brief of those of them, which are in context of tourism industry.

Fun and pleasure	This appeal is key to tourism advertising to propose the fun and pleasure, which they experience. This appeal is used for outdoor fun looking people and those looking for exciting adventurous experience.
Admiration	Highlighting the celebrities to endorse the destination the experience of that destination. It is used for those who rely on celebrity endorsement on plan their trips.
Health	Let the tourist know that their health improves through the nature exposure. It is used for health conscious target audience

Profit	Let the tourist know whether the destination is affordable or not, how this destination saves their money.
Convenience	This appeal can be used mainly for the domestic and neighbouring countries tourists targeting. The audience of this appeal include those who look for convenience in their visit and they avoid long travels.
Vanity and egotism	This appeal can be used for high-end tourist sites, which are costly. The target audience includes those who love to spend a lot to satisfy their ego.
Environmental consciousness	This appeal is used for the destination, which require environmental actions. The target audience for this appeal includes those whoa re environment conscious and are looking for activities to give back to nature.

The execution of these appeals requires certain executional styles of advertisement. The executional styles of advertisement help in determination of advertisement plot and which type

of media can be employed for conveying the message. (Baker & Hart, 2016) In general the common execution styles used for advertisement are eleven in number, we enlists the most suitable for tourism industry.

Slice-of-life	The real life normal setting in tourism destination can be used.
Humorous	Humorous story and plots are used for with the tourism destination background.
Lifestyle	It shows how well the destination fits the tourist life style.
Symbols	Through heritage and cultural symbols of the tourism destination site.
Mood/image	Providing the mood experience of the characters in the destination site
Demonstration	Guiding the tourists how to reach this destination site.
Musical	A musical journey of promoting destination site

Real view	Showing the real view of the destination sites, if animated that can be near to real.

By utilizing the advertising appeals and execution styles of advertising effective advertisements can be designed for different destination, diverse audience and different mediums. Integrated marketing communication provides a platform to integrate the message designed for different destination, which can be conveyed through one or many mediums. There must be coherence in the message and the content used must convey one clear and concise message.

2.2 Integrated Marketing Communication And Integration Of Content

The integration of signs, symbols, text, characters and situation is the preliminary for conveying the desired message through IMC and along with that the alignment of all these factors according to organizational motive is essential. This concept I explained as Integrated Communication (IC).

Integrated communication as talked by (Christensen, Firat, & Torp, 2008), mentions that Integrated communication (IC) can be defined as "the impulse and the practice of associating symbols, messages, practices and conducts in order for an organization to converse with clarity, stability and permanency within and across formal organizational frontiers.

The signs and symbols also known as semiotics and texts are having the aligned and integrated message, which is to be observed by the customer. The observation of the customer and getting

meaning out of it is also the considerable while designing the message content. The observation of the customers is based on their previous experiences and the perception developed on the basis of those experiences.

In holistic view the content of the integrated communication is responsible for building and/or negating the customer perception about their product. Therefore the content designing and integration is the core pillar of integrated marketing communication.

2.3 Effectiveness of IMC Campaigns

According to (Kliatchko, 2008) IMC is target driven business procedure of tactically managing shareholders, content, channel and results of brand communication programs. The inside-out and outside-in analysis of the content designed by the strategic decision makers to communicate the business message to the target audience through integrated channels, in order to get the desired results, provides the comparative effectiveness of the IMC campaigns. The analysis varies depending on the medium and type of content used in the campaign.

A research technique used to make reliable and valid inferences from text to the frameworks of their use is defined as content analysis (Kripppendorff, 2004). It helps in identification of significant elements (both verbal and visual elements) within a text and also attributing meaning to it and relationship among those categories.

As (Kripppendorff, 2004)mentions the usage of different indices to measure extra-textual elements, five of them are as mentioned:

1. The occurrence and absence of concept indicates the source's consciousness or knowledge of the referred object.
2. The frequency of the occurrence of an idea depicts its importance.

3. The number of favourable and unfavourable features attributed to an idea shows the attitudes of the writers, readers, or their common culture towards a designated object.

4. The kind of adjectives and privets used in accounts about an idea shows the concentration or uncertainty allied with the beliefs and inspirations that idea implies.

5. The incidence of co-occurrence of two perceptions indicates the strength of links between these perceptions in the minds of the audience.

There are two approaches used for content analysis semiotics and linguistic approach (Kripppendorff, 2004). These approaches required the interpretation of inbounded messages in the promotional campaigns. For developing the theoretical framework for interpretation, interpretivism is used.

Interpretivism is linked with the philosophical position of idealism. According to interpretivism, "Access to reality given or constructed is only though social constructions such as language, consciousness, shared meanings, instruments. (Mayers, 2008). This approach makes it necessary for the researcher to appreciate the differences between people. Also providing grounds for interpretation of different elements by different people in different way and that is the reason for selection of interpretivism in contrast to other approaches. (Mayers, 2008).

The task of advertising is not just about execution of advertising campaign, it s more about getting the desired results out of it. The effectiveness of any advertisement whether it is optimal for providing those results or has provided it, is determined through different models.

The advertisement effectiveness is the primary and basic goal of each advertisement. The effectiveness of advertisement is research operation, which is determined to establish the cause

and effect relation between the exertion and outcomes. The effectiveness is determined in media, motives, markets, message and overall effects.

The advertisement testing techniques is parallel process, which can be conducted at any stage of advertisement. There are three arrays of methods which are respectively, (1) pre-testing (2) concurrent testing (3) post-testing. (Hall, 2002)

(1)   Pre-Testing

Pre-testing includes following subsequent methods: **Checklist test**: It is list of positive qualities, which is expected from the advertisement to display. These characteristics and qualities vary for each product / service as each product / service has distinct qualities. **Opinion test**: The jury of the prospective consumers is taken they rate the advertisement sets on the basis of the themes, slogans, illustrations direct comparison of the advertisement. **Dummy magazine portfolio test**: The resembling normal exposure of the advertisement is generated through dummy magazines and the magazines are distributed to prospected consumers homes and they are then interviewed for recall rating. **Inquiry test**: Running two or more ads on a limited scale to determine the response of target audience. These tests provide the information for illustrations, themes and copy appeals. **Mechanical Tests**: The most commonly used mechanical test for pre-testing are; (I) Eye movement camera (II) Psycho-galvanometer (III) Tachistoscope (IV) Percept-scope

(2)   Concurrent Testing

Concurrent testing comprise of following subordinating methods: **Co-incidental survey**: This survey is conducted on telephone calls and asking the receiver about the advertisement through direct or indirect questions. **Consumer diaries**: The target audience are given the diaries to

record the details on the basis of the respondent's notes about that advertisement. Campaign. **Mechanical test**: The mechanical test involved in concurrent testing are more commonly used for broadcasting media. They include: (I) Audio-meters (II) Psycho-galvanometer (III) Tachistoscope (IV) truck electronic unit. **Traffic counts**: Traffic counts are mostly important for outdoor advertising as to determine the passing by target audience for that advertising and determine the average per day audience view of that outdoor advertisement.

(3)   Post-Testing

Post-testing enlists the following methods:

a) Inquiry tests

This test measure the advertisement effectiveness on the basis of the basis of inquiries made by the target audience about that product / service.

b) Split-run tests

It involves testing two ads at the same position, publication or media, to determine the reach of the advertisement and its effectiveness to convey the message.

c) Recognition tests

This test is used to check the target audience memory to recall the specific product / service associated with different symbols or slogans.

d) Recall tests

Recall test are more sophisticated form of recognition tests to further intrigue the target audience relating ability on the basis of their memories.

e) Sales test

This test is conducted on actual field by developing the direct communication with target audience. It helps in determining the impact of the advertisement on change in sales.

The complex path advertisement takes to transfer the information form advertiser to target audience requires a valid and reliable research instrument to evaluate the advertisement. An evaluative system proposed by (Schwatz, 1969) is based on such principle it states the following sections of the system:

A. Measuring the exposure of the target audience to all advertising media

B. Measuring the retention of the advertising and other messages of the organization to the target audience

C. Measuring the consumer level of preferences both for the advertising and the advertised product / service

D. Measuring the attitudes towards advertisement of the organization and also competitor's advertisement analysis

E. Investigating the real marketing behaviour of the target audience

F. All of the above sections determine the competitive advantage of the advertisement as compared to competitor's activity but for the economic value of the advertising strategy need further models.

The tourism industry use one or more of these methods and systems in integrated way to provide the best output of the strategy and measure the effectiveness. The tourism destination's advertising effectiveness depends on the first visit and revisits and the response and feedback of the visiting tourists through different channel already discussed in the above sections.

2.4   Tourism

According to (UNWTO, 2008), Tourism is cultural, social and economic occurrence, which involves the movement of people to countries or places outside their usual environment for personal or business/professional commitments.

Tourism can be either domestic or international. With the lack of critical evaluation of different type of tourism there is still on going debate over the determination of exact definition and widely accepted. Yet, it is defined wither through motive on which the visit is based or through the perspective of visitor.

The growing tendency of people to move for their personal or professional commitments provided the countries with the opportunity to utilize their countries resources for branding their destinations.

The globalization phenomenon added to the increased frequency of tourist's footprint. Tourism industry is one of the growing industry in all developed and also developing countries. Yet, it also provides the means to under developed countries to make a economical growth path by building a tourism industry through continued national and international efforts.

According to (Statista, 2020) the total contribution of travel and tourism industry to global economy in 2019 was 9.25Trillion USD, with the total footprints of 1.46bn in 2019. Tourism industry takes along the wide range of other sector to grow simultaneously. Those sectors include Hoteling, transport, travel companies and also boost up the local skills through exposure.

2.5   Role of IMC In Tourism Industry

Researchers underline that the effective approaches for developing destination management are integrated systems and collaborations (Fyall & Wang, 2012) (Wang & Karakover, 2008). Single stakeholders are unable to create wide range promotional impacts (khalilzadeh & wang, 2018). Latent benefits for IMC application for tourism destination can widely identified in prevailing literature:

IMC can support in developing enduring, sound relationships in context of tourism promotion (Alegre, J., M., & Cladera, 2009). An integrated communication effects brand in positive manner, as it instigates with potential tourists and works in backup support for destination brand marketers and their communication process (Balakrishnan, 2009). In providing creative ideas about tourism an integrated communication proves valuable more effective (Eagle & Kitchen, 2000).

The coordination between integrated marketing communication and their content is the key pillar of the IMC impact. The content unification and the impact of content over audience is what determine the effectiveness and impact of the campaign. The qualitative content analysis provided the models and tools for the analysis of those contents in a designed process. The reliability and validity of qualitative content analysis provide the framework credibility for understanding the content phenomenon.

Integrated marketing communication provides with the deliberate methods and techniques, which pop up the tourism industry, by helping in reaching the tourists of target audience wherever they are located with the well-designed message to share the required information, exchange for actionable activities. Those messages are well related with the strategic aim for

those touristic regions. Strategies for those campaigns are developed on the basis of prior experiences and feedbacks and market best practices.

The literature suggests the collaborative and integrated efforts for the development of precise and highly conclusive marketing strategies for tourism industry in Pakistan. The messages of those strategies need to evaluate through different models as to get the descriptive results for the improvement of the content and mediums integration.

3   CHAPTER III: Research Methodology

This chapter discusses the details of the methodology used in this study.

3.1   Research Design

This research is done on the methodology of latent summative content analysis. Latent summative content analysis is used to identify the words or contents in the text, and interpret the underlining meaning of those contents. A detailed factors sheet is used in adopted and adapted from previously used methodologies in content analysis of IMC tools.

3.2   Research Philosophy

This research used an interpretivism approach. Interpretivism looks for the understanding of nature of multiple factors and phenomenon, which influence the development of the theory. This approach helps in understanding of the underline phenomenon of the contents in the data. This approach involves interpretation of the elements of the study. The human interest is integrated in the study through interpretivism approach.

3.3   Data Collection

The data for analysis are collected from the publically available data on the official social profiles of the Pakistan Tourism Development Corporation (PTDC). All the data analysed are self-produced content of PTDC. Data is collected in the time horizon of the decade (2011-2021). The population for the data collection was public sector tourism Organization. The purposive sampling technique is used for qualitative content analysis. Data is gathered through out the course of the study as the themes are emerged for the content analysis.

3.4   Data Analysis

This study was done through comparative content analysis of the IMC tools of the Pakistan tourism industry, followed by the consolidated thematic analysis of the derived data.

4 CHAPTER IV: Data Analysis and Discussion

4.1 Printed material analysis
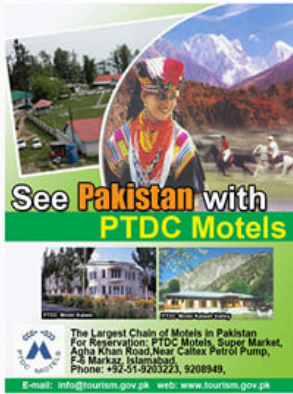
POSTER 01
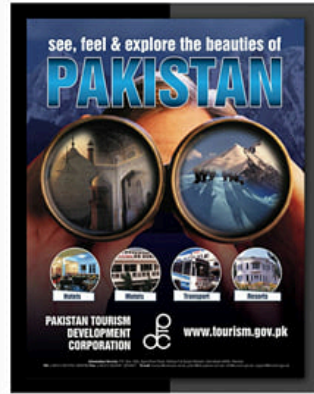
POSTER 02

POSTER 03

POSTER 04
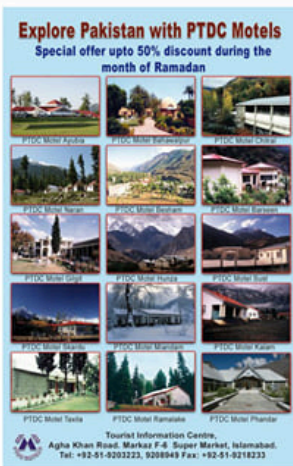
POSTER 05

POSTER 06

POSTER 07

POSTER 08

MAIN ELEMENTS	SUB-ELEMENTS	POSTER 01	POSTER 02	POSTER 03	POSTER 04	POSTER 05	POSTER 06	POSTER 07	POSTER 08
LAYOUT DESIGN	**Margins layout**	Sharp cornered layout	Bicolored sharp cornered margin about 1.2 cm	Sharp cornered margins are used	Sharp edge corner margins are used	The poster layout is condensed, with doubled layered round corners.	Sharp cornered margins are used	Sharp cornered margins are used	Sharp cornered margins are used
	Rows Vs. Columns	2 rows vs. 1 column	5rows vs. 1 column	04 rows vs. 1 column	02 rows vs. 1 column	There are two distributive columns	03 rows vs. 02 columns	07 rows vs. 3 columns	1 row vs. 1 column
	Blank Space	Less than 10 % blank space between poster other elements	there is less than 5 % blank spacing	More than 15% negative spacing	Less than 5% negative spacing	Almost 25% blank space is there in between different elements of the posters.	More than 15% negative spacing	More than 20% negative spacing	More than 75% negative spacing

	Poster orientation	Portrait orientation	Portrait orientation	Portrait orientation	Portrait Orientation	Landscape, not effectively utilized	Portrait orientation	Portrait orientation	Portrait orientation
	Background Elements	The fused background consists of white and green colour.	The bi-colour gradient as the main background with the Karakorum range peaks as secondary background	Tri-colour gradient	Four-colour gradient along with PTDC ayubia motel picture	Background is white along with maximum negative spacing	Bi-colour gradient	Bi-colour gradient	Bi-colour gradient
VISUAL ELEMENTS	**Chromatics**	There is usage of green, white, yellow and orange	There is usage of Blue, black, grey and white palette	There is usage of white and blue palette	There is usage of green white and grey palette	Green symbolizes the country flag's colour Orange	There is usage of orange and blue palette	There is usage of white and blue palette	There is usage of white and blue palette

	palette				and yellow colour is used to make the reservation details prominent			
Colour Connotation	Colour combination are not eye-catching, yet making the text fading in background	Colour combination is not popping, the slogan colour is submerged in background and one can't focus on the text.	Colour combination is refreshing but not professional. Making the other elements diffuse in background	Colour combination is not as per requirement. The distinction of the colours are quite sharp	Colour combination is distracting from the main objective.	Colour combination is quite pleasant and according to the poster	Colour combination is refreshing but not professional. Making the other elements diffuse in background	Colour combination is quite pleasant and according to the poster

Pictures	Kalash girl wearing the cultural jewellery, Northern Mountains, PTDC motel, kalam, PTDC motel Kalash valley	Karakorum range peaks, binocular, un identifiable face hidden at the back of binocular, hotel, motel, transport bus, resort, badshahi mosque, k2 peak	Hotels, motels & resorts pictures are used along with image of the transportation bus	PTDC Ayubia Motel, transportation bus image	Tourism bus of PTDC in (PNG Format) PTDC motel at hilly station main picture Collage of different terrains with motels	8 Bazar Faisalabad	PTDC motel pictures are used located at northern areas	Church Picture
Angle of the picture Vs. textual material	Horizontal arrangement of the text with respect to	All the ratio arrangements are on horizontal axis	95% text is on horizontal axis, while 5% test is at	95% text is on horizontal axis, while 5% test is at 45degree to	The axial arrangement of text with respect to pictures	All text is on horizontal axis as compared with pictures	All text is on horizontal axis as compared with pictures	All text is on horizontal axis as compared with picture

		pictures		45degree to pictures	pictures				
Lighting of the photography	Pictures are of real people and building and mountains, the natural lighting is making them a bit blurred	The lighting of the pictures are modified with their opacities	The lighting of the pictures are in natural light but the colours are diffusing so it is not making them prominent	The lighting of the pictures are in natural light	All pictures are in natural light (Sunlight)	The lighting of the pictures are in natural light.	The lighting of the pictures are in natural light but the colours are diffusing so it is not making them prominent	The picture is taken in the day light
Lens View	All lens view are landscape	All lens views are in portrait nu the peak ranges	Lens view are portrait	Motel picture is landscaped while rest are portrait	Landscape lens view of the motels.	Lens view are portrait	Landscape lens view	Lens view is portrait

			are in landscape e lens view					
TEXTUAL ELEMENTS	**Font Visibility**	Font visibility is 90%	Font visibility is 80-90%	Font visibilit y is 20-30%	Font visibility is 60%	Font visibility is Up to 70%.	Font visibility is 90%	Font visibility is 35-45%	Font visibility is 80%
	Heading	See Pakistan with PTDC motels	See, feel & explore the beauties of Pakistan	To see Pakistan is to love Pakistan	PTDC offers discounte d summer tour packages fro students / families	To see Pakistan is to love Pakistan. This text shows the internal desires to have affection with the tourism destinati on in effect you love it.	8 Bazar Faisalab ad	Explore Pakistan with PTDC motels	Merry Christmas

Sub Heading	PTDC Motel Kalam, PTDC Motel Kalash Valley	Hotels, Motels, Transport, Resorts	No sub headings	Tourism packages details for northern areas	PTDC (the government tourism body)	No sub headings	Special offer up to %0% discount during the month of Ramadan	No sub headings	
Body copy	The largest chain of motels in Pakistan	Pakistan Tourism Development Corporation, www.tourism.gov.pk	Activities and services details of the PTDC are shared	Note for packages is shared	• Running the largest chain of motels • Facilitating domestic and foreign tourists through its 18 tourists information centres •	No Body Copy	Body contain the motels located at northern areas names and pictures	No Body Copy	

					Operating regular international and domestic transport services/ packages • Participation in international tourism exhibition/events • Organizes tourism promotional events in the country			
	Signature	PTDC motels logo,	Information service	PTDC motels logo,	PTDC motels logo,	Pakistan Tourism Develop	PTDC Logo and	PTDC motels logo,	PTDC logo, website address,

		address, contact details	address, Contact numbers, Email id	address, contact details	address, contact details	ment Corporation	website address	address, contact details	social icons
	Terms & conditions disclosure	No terms and conditions disclosed	No terms and conditions disclosed	No terms and conditions disclosed	Terms are shared	No terms & condition disclosed	No terms and conditions disclosed	No terms and conditions disclosed	No terms and conditions disclosed
SEMIOTICS	**Symbols**	The polo horses with the riders are used for symbolizing the shandur polo festival	The binocular with the pictures of badshahi mosque and K-2 peak are used for symbolic interpretation of looking for destinatio	• Travelling symbol in the form of bus. • Motels symbols for tourist comfortable and relaxing environment	• Travelling symbol in the form of bus. • Motels symbols for tourist comfortable and relaxing environment stay.	• Travelling symbol in the form of bus. • Motels symbols for tourist comfortable and relaxing environment stay.	No lateral symbols are used	• Motels symbols for tourist comfortable and relaxing environment stay.	The church picture in the poster symbolizes the religious architecture in Pakistan

			n points in Pakistan through PTDC.	stay.				
	Signs	No signs are used.	No signs are used.	No lateral signs used in the advertisement.	No lateral signs used in the advertisement.	No lateral signs used in the advertisement.	No lateral signs used in the advertisement.	No lateral signs used in the advertisement.	No lateral signs used in the advertisement.
	Animation	No animation are embedded	No animation are embedded	No animations are used.	No animations are used.	No animations are used.	No animations are used.	No animations are used.	No animations are used.
CALL-TO-ACTION	**Digital Address**	Website and email address are provided	Website and email address are provided	Email address is displayed.	Email address is displayed.	Email address is displayed.	No Email address is displayed.	No digital address is displayed	Website address shared
	Contact Numbers	Reservations contact	Reservations contact	Reservations contact	Reservations contact	Reservations contact	No contact shared	Reservations contact	No contact shared

		details shared.	details shared.	details shared.	details shared.	details shared.		details shared.	
	Social Links	No social links shared.	No social links shared.	No social links shared.	No social links shared.	No social links shared.	No social links shared.	No social links shared.	Social icons shared
	Physical Address	PTDC motels headquarter address	PTDC motels headquarter address	Tourist's information Centre address is displayed.	Tourist's information Centre address is displayed.	Tourist's information Centre address is displayed.	No physical address displayed	Tourist's information Centre address is displayed.	No physical address displayed
AIDA MODEL	Attention	Kalash girl wearing the cultural jewellery,	Binocular held by an unidentifiable person with the images of Badshahi mosque and K-2 peaks on	Motels and travelling services all over Pakistan	Motels and travelling services all over Pakistan	Motels and travelling services all over Pakistan	8 Bazar Faisalabad picture	Motels services all over northern areas	Church Picture

					each of the lens of the Binocular r					
		Interest	Motels pictures,	Hotels, Motels, Transport & resorts pictures	• Motels architecture and location • Tourism bus • Travelling packages	Tourism bus	• Motels architecture and location • Tourism bus • Travelling packages	the lighting in the pictures along with the clock tower in the centre	• Motels architecture and location	Aesthetics and architecture of the church
		Desire	Northern Mountains, Polo horses	No desire elements found in the poster	No desire elements found in the poster	Tourism packages for northern areas	• Hilly views • Depicting the tourism ultimate services • Affordab	Desire elements are only the picture	No desire elements found in the poster	No desire elements found in the poster

						le (word)			
Action	• Reservations details • Contact details • Physical address • Email address	• Reservations details • Contact details • Physical address • Email address	• Reservations details • Contact details • Physical address • Email address	• Reservations details • Contact details • Physical address • Email address	• Reservations details • Contact details • Physical address • Email address	Website Address	• Reservations details • Contact details • Physical address	Website address, social icons

DISCRIPTIVE ANLYSIS

Poster 01:

This poster is used for targeting the audience who are most likely looking for affordable motel options in the northern areas. The poster element analysis provides the brief of the elements availability and non-availability. The textual content of the poster is not up to the mark as the usage of the word "see" in the start of the slogan is not appropriate and not in accordance with the other elements of the poster. The usage of font and colours of the text is also not eye catchy as it was supposed to be. The first sight on the poster is of a Kalash girl wearing the cultural

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dress with jewellery but the placement of word " Pakistan is making it distracting for the audience to have clear vision on the Kalash cultural representative girl. The title of the pictures in the second row of the poster is not visible until keenly observed as the font colour and shade is not in accordance. The signature details in the form of tagline and address are also submerging in the background colour. If we look into the pictorial elements of the poster the only element visible in the whole poster is Kalash Girl, rest the polo players riding in the background are also blurred and with the view of mountain peaks depicting the inclination of the poster-targeting destination to be northern areas. The resort picture used is non-professionally collaged with the other pictures making it more like a left out element of the poster. The motels pictures displayed in the poster are also not showing the front of the motel where the motel name and logo of the PTDC is observed by the audience proving it to be the PTDC asset. The chromatic analysis of the poster shows that colours are not used properly along with the gradient angle not in accordance with the other elements. The negative spacing in the poster is quite observable.

Poster 02:

This poster is organized in more aesthetic way yet it contains several elements, which are having negative impact on the audience. The background used in this poster is not noticeable as it was supposed to be. The first observable element is the binocular held by unidentifiable person having pictures of two-tourist destination of Pakistan one is from the province of Punjab and other from northern areas. The slogan used in the poster is quite non-resembling as to the main foreground element. Because the slogan is used for whole country while the foreground element are restricting it to only two destinations.it seems more like a immature images collection. The single image portray with the plural captions are ambiguous, non-

technical and creating a sense of artificial value creation through the words of hotels, motels transport and resorts. The logo and name of the PTDC are placed in correct manner along with the website address. The more disturbing somewhat like invisible elements of the posters are the address and contact details written at the footer line of the poster. It seems more like hidden terms and condition usually written in video ads. This element is not only making the poster to lose customer call to action but also makes them lose their interest.

Poster 03:

At first glance this poster depicts the advertisement of tourism Transportation Company. Because of the bus image used in the poster the other element are way non-focused. Secondly the textual elements used in poster are having less than visibility percentage required. The tourist resorts and motels showed in poster quite attractive ones in reality but here their photography is not up to the standard. Again the slogans are not appealing because of the color selection and the meaning it portrays is quite confusing. The tiny popup tag attached in the poster is more like a naïve element. Repetition of call to action is making the poster to connotatively display the non-trust element or it can be also judged as the lack of customer satisfaction. The information provided in body copy of the text is non readable because of the colour and the text font and size. The distraction through out the poster is quite observable. The chromatics commutate that the colour usage is the background and foreground are making the poster aesthetics non professional and immature. The picture of the resorts and motels can only judge the targeted audience. The focused destination area is northern area.

Poster 04:

This is the descriptive poster of PTDC about the northern areas tour packages. The lengthy slogan is quite pinching. The background as the picture of the Ayubia Motel is contradictory to the packages information as it is the only motel showed here. The details of the packages about the areas do need to have representation f those area or either contain none. The tourist bus labelled with PTDC name and logo and front screen with the tourist label is making it to show it to be the property of the PTDC. The text is observable but the colour choice is not appropriate as per the poster requirement and also the gradient used in the poster along with the palette choice is not supporting the content of the poster. The people visible in the poster are blurred raising a question of authenticity. The booking details are quite enough for the poster. The target audience is those looking for northern area tour packages that are affordable.

Poster 05:

This poster is portraying the first sight of bus with the tourist label and PTDC name and logo. The textual elements analysis shows that the standard of the text font, size and colour is not as required by the poster. The background view contains the image of the Ayubia motel as showed in few other posters but there is neither signboard of the motel nor the name of the motel. The slogan is previously used in other posters too but the clarity of the meaning is not understandable. The details about the PTDC are also not aligned. The other pictures of the poster are also no clearly visible. The chromatics is poor. The over all target market can't be judged by the poster. Moreover, the usage of bubble text along with the colour of the bubble for reservation is the least good option. And the call to action details is also not as prominent as they were supposed to be. The bombardment of the information is so distracting that audience can't focus of the desired message.

Poster 06:

This poster is more kind of destination branding poster. The poster contains the picture of the 8bazar Faisalabad. It shows the inclination towards Punjab destination promotion. Along with that this poster contain PTDC logo and website address as call to action. The point of concern in this poster is the copy right of the image. The image of 8 bazar used in this poster contains the watermark of the photographer which is not even close to the professional designing protocols for public office. Either that pic copyright should be purchased or given credits in caption while sharing it to any platform rather than having watermarked. The use of chromatics is aesthetic one but still the pixels of the picture sand other elements are not of good quality. This is a good try by the PTDC marketing team although it is yet not proving the credit to provincial tourism body as it is supposed to be because the provincial body manages all the touristic activities for their tourists.

Poster 07:

The purpose of this poster is to announce the discount on motels. The discount posters are meant to be informative with the clear display of before and after discount rates. But that element is missing in this poster the colour choice for the poster background is more like a 90s posters. The red frame for pictures of the motels is not according to the requirement of the poster. Moreover that frame colour is making the pictures to lose the real aesthetics. Apart from few pictures the others are not in good pixels, which are taking the focus away from the pictures. The posters must be in exciting aesthetics, which compel the customer to pay attention to it. This poster is making the motels to lose the customer interest in them. The call to action is not as prominent as it is supposed to be for the discount posters. Also the logo is

quite dull which is not helping in the branding of PTDC motels. This poster requires complete re alignment and chromatics and semiotics change.

Poster 08:

This poster is dedicated to religious festivity celebration and the wishes for that community. The Christmas poster contains the picture of the church taken in an aesthetic way. The text colour is fine but not in accordance with background colours.

The call to action contains the website address and social media icons. This is overall a god way to portray a celebrative post. But yet is quite simply designed. The usage of further signs and symbols could have made it more attractive. This poster is inclined to target the Christian community tourists as to become part of their religious celebration. It shows positive attitude of the PTDC towards the tourists of all religions and promoting religion touristic destination.

Conclusion

The linking of these themes in each poster is quite negligible because of the distractions and submerged elements of the posters. The utilization of the message deliverance through posters is quite an important aim. These posters are either too overfilled with content or not utilizing the space of the poster in the effective way. These themes have broadly covered all the relevancies of the posters and the good and bad of each. The elements arrangements and integration along with the colours sequencing are making these posters not helpful in the achieving the desired goals out of them. The aesthetic of the posters are not as required for the posters of the tourism industry, which raises a question on the marketing strategies of the PTDC.

4.2 Visual material analysis

Video advertisement is one of the most interactive IMC tool used for branding of different products and if to be specified for tourism industry it is the key ingredient required to generate the relating ambiance and feel for tourists who are planning their next tourist destinations.

The data search for the video advertisement data has revealed that there are total 70 videos shared by PTDC official social profile. Out of which 1 is in collaboration, 2 are self-produced video ads and rest of 67 videos are third parties produced content. As we are only focused on PTDC self produced content it has left us with only 2 videos to be analysed. The more alarming point is that one of the self-produced video is published in September 2011 and the other one is published in December 2020.

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total no of videos	9	4	0	1	3	1	2	0	29	21	0
Third party content	8	4	0	1	3	1	2	0	28	20	0
PTDC self production	1	0	0	0	0	0	0	0	0	1	0
Collaboration	0	0	0	0	0	0	0	0	1	0	0

Main Elements	Sub-Elements	V1	V2
Video Details	Source	PTDC Official Facebook Page	PTDC Official Facebook Page
	Publishing Date	17th Sep, 2011(made in 2007 under destination Pakistan, 2007 project by Tourism ministry)	22Dec, 2020
Product	Main Product	Valleys branding	Famous Tourist destinations of Pakistan
	Subliminal Product	Natural beauty of Pakistan tourism	Rich cultural heritage
	Target audience	Domestic and International Tourists	International and domestic culture and heritage tourists
Design	Appeal	Adventure	Adventure
	Mood	Calm, Energetic, Peaceful	Cheerful. Peaceful
	Shots	All shots are in landscape and close-up to portrait the clear view of the landscapes.	All pictures in landscape
	Background	There is no distinctive background. Main video is used as background	The background varies at every picture shift

	Ambiance	Natural ambiance is used in the video	The ambiance of the pictures are correlating and all in natural transition.
	Colour Combination	The real colours of the scenery are used in the video. No additional colours are added.	The transitional shift of the video make the real colours of the pictures fade out at the end of each transition
	Colour connotation	The colours of the landscapes are creating the appealing point for the tourists	The colours transitions depict the sudden shifts of the rich culture within Pakistan through out the geography.
	Audio-video Synchronization	The synchronization is highly acceptable and understandable.	The audio is highly synchronized with pictorial video.
	Message-character Synchronization	The text is aligned and synchronized with the video, as there is no character in the video so the text is aligned with the video.	There is no textual content except for used in the end of the video and character is used in the video.
Characters	**No of character**	There is no character in the	NA

		video	
	Character expressions	NA	NA
	Familiarity of character	NA	NA
	Relevance of character	NA	NA
	Cultural Items displayed	NA	NA
Expression	**Facial Expression**	NA	NA
	Sign Expression	NA	NA
	Symbol Expression	The usage of Mountains, Fort, lakes and rivers shots is symbolized for the natural ambiance existence and richness of the touristic attraction points.	The symbolic expression is used in the form of rivers, mountain peaks, valleys, deserts, snow-covered plains, and heritage sites. All of the symbolic representations depict the richness of the natural, cultural and heritage destinations in Pakistan.
	Text Expression	The text is quite subliminally used. The Text is not prominent as compared to background	The slogan used in the end of the video is quite broadly expressive in terms of

		richness.	originality of the sites.
Theme	**Storyline**	The valley tour with the shots of different elements present in those valleys.	The story line is based on the national anthem tune to circulate all around the Pakistan through pictorial video of the different famous tourist destinations.
	Plot	The plot are distributed in view of valleys, fort, lakes, rivers and mountains	There are no distinctive plots in the video, but yet for appearance the plots shift with every tune of the national anthem tune in background.
Video	**Video length**	01min 12 seconds	01min 33seconds
	Video orientation	Landscape	Landscape
	Graphics	The graphics are poor and not in accordance with the video contents.	The graphics are good and also boosted with transitional colors richness and their clarity.
Audio	**Music**	The cultural flute melody is used as the background music	The National Anthem of Pakistan played on cultural music

			instrument Rabab is used.
	Product message	The narrations in the form of the rhetoric voice of the male are used to convey the message.	There is no message of the tourism narrated in the audio.
	Language	The language of the narrator is Urdu, while the text language is English.	The language of the text is English.
Watermarks	**Tagline**	There is no specified tagline used in this video.	There is no tagline yet the slogan of the "THE LAND OF PURE" is used.
	Logo	The logo of the project destination Pakistan is used in the end of the video.	The logo of PTDC issued in the end of the start and end of the video
	Product name	Destination Pakistan	PTDC
	Call to action	There is no call to action used in this video.	There is no call to action
Attribution	**Attitudes**	NA	NA
	Dress	NA	NA
	Language	Urdu	NA
	Cultural attribution	Through background music	Through background

			and the narrator's language the culture attribution is done.	audio of the national anthem the culture attribution is made.
Call to action	**Contact Numbers**		NA	NA
	Social Icons		NA	NA
	Digital Address		NA	NA
	Physical Address		NA	NA

Descriptive Analysis

Video 01: September 2011

This video advertisement is the rhetoric story of the valleys based on the information about the valleys and number of rivers and lakes in them. This video is the part of destination Pakistan project that was started in 2007 by that time ruling government in Pakistan. This video main aim was the promote the valley tourism in Pakistan highlighting the different valleys view with the forts at the tops of the mountain peaks and rivers flowing down those steeps and lakes at the bed of those mountains. The video provided the energetic aesthetics and appeals with the cultural music of flute in background. But the non-clarity of the graphics in the videos are making it difficult for the audience to have an easy interaction with screen. The dual language content is found in the form of English as watermarking text and Urdu as the narrator's language. To promote the early growing industry at that time it may prove as a founding stone. But advertisement's core message was still not depicted to fullest. The video duration is more than the standard advertisement time for customer's attention, which is minimum 30 seconds

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and maximum 1 minute. The narrator's voice is also echoed which is making it inaudible at some plots. The major responsibility of any Ad is to convey the interaction point and lead the audience to that interaction point also that customers can have easy contact with the advertisers. But in this case there is no call to action. This point makes it an open-ended video for the audience, either they enjoy it as natural landscapes or they decide to make them as their next tourist destination to visit.

Video 02: December 2020

This video is quite of importance as it is published almost after a decade. The video is in general a photo presentation of the famous tourist destination along with few random pictures of the valleys and beaches. The video starts with the logo of PTDC, which is a great signal for audience to correlate trough out the video with the PTDC. There is rich colours transition after every picture of the destination. This video is a quick picture tour of Pakistan tourist destinations. The cultural, religious, and heritage destinations are showed in these picture video presentation ads. There is no use of any characters to endorse the destinations. The background music is the national anthem of Pakistan played on cultural music instrument Rabab. The audio is quite synchronized with video and the transitions' of the pictures. The background shifts as per the picture and the background of the picture is the video's background. The country tour under the anthem audio is well portrayed. But the video still lacks the few basic elements. Firstly it's the use of destination labelling to make it easier for first time viewers of those destinations. Secondly there is no call to action, which makes the video open ended. The over all message is summarized in the end of the video through slogan written in English language, which shows it is more targeted on international tourists rather than domestic tourists. The other angle of the slogan language is that the cultural attributions are not given importance.

The relevance of the video must be synchronized with cultural attributions to make it more attractive and rich in appealing tourists, which is missing.

TYPE OF MOOD		Types of Appeal	Figure's factors
POSITIVE MOOD	**POSITIVE MOOD**	Adventure Appeal	Facial expressions
Amused	Angry	Bandwagon Appeal	Poses
Blissful	Annoyed	Brand Appeal	Hairstyle
Calm	Apathetic	Endorsement Appeal	Hair color
Cheerful	Bad	Fear Appeal	Ethnicity
Content	Cranky	Humor Appeal	Education
Dreamy	Depressed	Less-than-Perfect Appeal	Occupation
Ecstatic	Envious	Masculine/Feminine Appeal	Relationship
Energetic	Frustrated	Music Appeal	
Excited	Gloomy	Plain Appeal	
Flirty	Grumpy	Play-on-Words Appeal	**FACIAL EXPRESSIONS**
Giddy	Guilty	Rational Appeal	Disgust
Good	Indifferent	Romance Appeal	Sadness
Happy	Irritated	Scarcity Appeal	Fear
Joyful	Melancholy	Sex Appeal	Happiness
Loving	Pessimistic	Snob Appeal	Anger
Mellow	Rejected	Social Appeal	Surprise
Optimistic	Restless	Statistics Appeal	
Peaceful	Sad	Youth Appeal	
Silly	Stressed		
Sympathetic	Weird		

4.3 Consolidated Thematic Analysis

a) Poster Advertisements

After the element analysis of the selected data on the basis of the elements previously used by the researchers. That analysis provided the detailed overview of the elements present in each poster. The detailed element analysis provided the ground for the developing codes on the basis of which they are analysed and on a broader perspective provided themes, which were

concluded from the element and descriptive analysis. The following themes are derived as listed below are derived: **(I)** Layout design **(II)** Visuals **(III)** Text **(IV)** Semiotics **(V)** Call-to-action **(VI)** AIDA model

1. Layout Design

The layout design is the key element for first view of the posters. The posters data, which provided these themes, are quite illustrative in its context. The codes discussed under this are descriptive in nature. The margin layout used in posters is mostly sharp edged which provides the clear view of the inner elements. The distribution of the elements in rows and columns is not according to the required arranged required in this kind of posters. There is a lot of negative spacing in the posters, which made the other elements to lose their focus. The blank spacing in the posters is making the audience to distract from key deliverable message. The maximum portrait orientation style is used. Those, which are in landscape orientation, aren't utilized in the maximum efficiency. The background used in these posters is a mostly gradient colour. Those colours are not as aesthetics as they were meant to be. Few pictures are also used in background, which are not in good lighting condition and also not providing the background for foreground elements. There is need of attention towards layout design in posters.

2. Visuals

Visual theme comprises of chromatics, colour connotations, pictures and angular arrangement, photography, and lens view. The chromatics is use of maximum green, yellow, orange and white palette. These colours are used for the attractive purpose and tourism industry. But yet their usage in these posters is not in accordance. The hidden meanings depicted through colours are not prominent in these posters, as the arrangements are not in alignment. Their placement and element usage are not in the favour of the posters message.   The pictorial

elements in the posters are all real pictures no illustrations are used. The destinations are portrayed in order to increase their footprints. But the pictures quality is a question mark for the designers. The audience can't feel the real aesthetics of the destinations through pictures. Most of the elements are in horizontal axis arrangement as compared to textual elements. This is the positive depiction of the text as to make it easier for the audience to read the text. The photographic lens usage for the pictures photography is mostly wide-angle lens.

3.Text

The text theme derived from data explains the usage of text elements in the posters and the message deliverance through those texts. The text font and visibility is the main element, which require attention of the designers as they are distracting the audience. The long text elements are also used in the posters, which is making the message confusing. The distribution of the text in heading and subheading are not distinctive. The repetition of the textual message in the posters is making the whole posters look alike. This thing make the audience to loose interest as the message is quite repetitive and the posters are more for awareness not as recalling. The slogans and taglines used in the posters are either meaningless or they are not appealing. The descriptive information in the text is so detailed that the visibility of the text is not up to the mark as because of the font size and colors. The usage of the repetitive slogans for different posters is ineffective, as they are not integrated for overall impact.

4.Semiotics

The usage of either irrelevant symbolization or no symbols and no adequate signs keep the space open for directionless messages. The symbolization of the message is uniqueness, which makes the difference in different IMC tools. There are no prominent signs used in the posters. The collaborative and appealing nature of the elements are strengthen by the signs and symbols

used in that posters. The determination and effective usage of signs and symbols requires keen understanding of them and the inherent meaning, which depicted through them. There is a lot of improvement requirement in this theme.

5. Call-to-Action

The audiences after receiving messages tend to look for the call to action options, which are so unbalanced in the posters. The presence of website address in few while not in other. Few posters didn't contain the basic contact numbers. The absence of the social links, which is the most appropriate point of interaction and call to action nowadays, is missing in almost all posters. The overall call to action elements were unbalance and let the audience get distracted without having point for final interaction meant for closing the prospective tourists.

6. AIDA Model

The AIDA model, which is one of the basic things to be considered before formally launching any marketing material, is quite ambiguous in these posters. There is no coherence in the AIDA elements through out the posters data. The basic purpose of the posters is not fulfilled and the message deliverance has a lot of inbuilt noise in the posters. These posters are not helping the audience to separate the AIDA elements. The attention elements are in the form of destination and motels pictures but they are not as aesthetics as they are supposed to be. The posters do not direct the interest of the audience in the desired manner. The action elements are not balanced in the form of contact and reservation details. The overall message deliverance is ambiguous and the ease for audience to determine the underline message and then act according to it. The ease for audience is lessening with the elements non-alignment.

b) Video Advertisements

The data is analysed on the basis of different element, which provided the centralized, and comprehensive themes derivation from that analysis. The themes derived from the above analysis are as following:

1. Product
2. Design
3. Characters
4. Expression
5. Theme
6. Video
7. Audio
8. Watermarks
9. Attribution
10. Call to action

1. Product

The product is one of the basic requirements for any video advertisements, for this advertisement is made. The elements discussed under this in this analysis are the main product, subliminal product and the target audience of that product. The Main product used in this data is Valley branding, and famous tourist destination. The subliminal products the God gifted natural landscapes and the rich cultural heritage. Those advertisements were mostly targeted for domestic and international tourists.

2. Design

This theme discussed the usage of adventurous appeal with the calm, energetic and peaceful mood of the depicted content. The landscape shots of the videos and pictures with either no distinctive background or gradually sifting background are observed. The natural ambiance is observed with natural setting of the destination sites. There is no direct usage of artificial colours. The synchronizations of the audio- video are highly appreciable along with the narration- video synchronization. There is need for professional designing as there are some basic flaws of the shots capturing and the usage of pictures to create video ads are not as interactive as the video ads are supposed to be.

3. Characters

This is one of the potential areas to endorse to the destination sites and the real experience of the tourists can be shared in the ads in an interactive way. But this data doesn't contain the use of characters. The use of characters increases the trust of the audience on the authenticity of the ads publishers and their credibility and peoples trust on them. There is much more to do in this area.

4. Expression

The expression always provides the subliminal meaning s in the video advertisements. The provided data doesn't contain any facial and sign expressions. The symbolic expression used in the advertisements is in the form of Mountain peaks, Fort, lakes, rivers, heritage sites and cultural sites. They symbolize the richness of different variety of touristic destinations. The usage of signs could have made it more explanatory for tourism lovers and future expected tourist leads. The text is used wither for the textual in-video captions or for the slogan. the

expression side of the video content is more than a hidden treasure for the advertisers.it must be used in in its effective manner.

5.Theme

The theme of the analysed advertisements is mostly revolving around the promotion of the valleys and the cultural and heritage destinations. There is no proper story line of the advertisements. The plots through out the advertisements are shifting according to the audio synchronizations and the narrators direction.as there is no dialogues in the advertisements, which make them less likely to be rich with the story line and the plots.

6.Video

The video and its component play a vital role in determining the effectiveness of the advertisement. The duration of the advertisement is at the top of the list and both of the advertisement analysed are exceeding the audience standard attention span, which is make it a negatively used element for these advertisement. The graphics are either not in good quality or in too many transitions, which is making it difficult for the audience to pay attention, remember and recall those destinations later. All of the videos are in landscape orientations, which are allowing the advertisers with greater space to be utilized in effective manner without creating a noise for attention, but still not utilized.

7.Audio

The audio used in the advertisements is in the form of narrator's echoed voice and the national anthem of Pakistan. The narrator's voice pitch is not in accordance with the video background flute music and also making it difficult to distinguish. There is no dedicated and direct product message (destination message). The language of the narrator is national language, which is

making it relevant to the culture of destination country. The national anthem music used in the background is making it more relating to the Pakistan tourism branding. And it is good symbolizing of the cultural attributions.

8.Watermarks

There is no significant usage of watermark in the advertisements. The tagline option s not utilized in this advertisement, which is making it difficult to correlate later. The logo is also not watermarked in the while ad it is used only in the start and end of the videos. This may cause the copyright fringing. There is no destination labelling watermarks found in the videos. Call to action is mostly used watermark in the videos, which is missing in these videos. The overall watermark is not used in the desired way to communicated the message and make the possible leads to become the confirm tourists for the future visits.

9.Attribution

Attributions are subliminal messages from the advertiser to the audience and it had great impact over the audience sub conscious. The attributions can be in the form of attitudes, dressings, language and culture. The analysed data shows that only attributed content found in the data are music and language. Rest all of the elements are missing, which still a greater option to be explored by PTDC.

10. Call-to-action

After successfully delivering the message to audience, the advertiser ultimate goal is the audience interaction with the advertisers in the form of bookings, reservations and contact for further details. The analysed data shows that there is no call to action elements found. This lacking element are making the video ads loosing their potential future tourists leads.

5 CHAPTER V: Discussion and Conclusion

5.1 Discussion

This study is focused on the content used in the tourism IMC tools by the tourism development corporation of Pakistan. The objectivity of the research to find out the cumulative efforts for the integrated marketing communication in tourism industry has revealed that the content analysis of the posters and video ads of the PTDC disclosed the information about the ineffective usage of those tools and the content quality in those tools. The data collection showed that the restructuring of the PTDC have not focused their marketing communication tools and their usage. All of the data is available only through social profile, Website being considered the prime source of information about any organization and their marketing efforts. But the PTDC website lack the basic marketing materials of theirs, despite of being lacking the ability to create their self produced marketing content. The effectiveness of the content is collectively observed and it shows that the posters content analysis and their thematic analysis shows that the deliverance of the message is strayed away by the noise present in their content in the form of colour selections, layout, over usage of text, non clarity of the message, and it opens the avenue to re consider the marketing strategies and the execution of those strategies. PTDC is least interested in creating video ads for their message deliverance. The available video content is good for creating the destination image. But it still need for improvements. In search for the promotional strategic planning and designing the results shown that the professional marketing content compilation is the main need of time for PTDC. Rather than just to convey a single message through all tools of marketing. Integrated marketing communication also helps in creating the effective content for impact creation. The imbalance of the content in each of the marketing material of PTDC is depicting the point that the

marketing team does not appreciate integrated efforts. Each item of marketing is creating a different image. The one message concept is not applicable these contents as they lack the basic marketing requirements. This content analysis also provides the pathway for future improvements. Study intrigued for the value creation and retention as far as the Tourism industry is concerned it is more about creating impression and making the audience to feel the real aesthetics through marketing materials and they become the real deal closing audience. And they observe the true value delivery to them and also the retention of that value is important. But the lack of those abilities in the content of PTDC and their marketing tools are making it difficult to comprehend their strategic efforts. Tourism is called as information concentrated industry, where individuals require to be exposed to as maximum information as possible (Pan & Fesenmaier, 2006). The audience intention grabbing is not possible through one channel so it is mandatory to utilize integrated marketing channels to convey the most deliberate message to audience. The research questions asked in this study are answered with the analysis and their descriptions, as the effectiveness of different marketing communication channels are purely dependent on how the message is constructed and delivered to audience, choosing the right audience and selection of right media. The results shows that the message developing is not as appealing as it is ought to be. The choice of media and their usage on availed channels of integrated marketing communication are not effective as per their availabilities and distractions present in them. Integrated marketing communication is providing the best combination of the mediums and content for the effective message delivery. The tourism industry needs it in more accurate way in order to disintegrated the information in the deliverable way and get the desired outcomes. The use of diversified content can help the marketing professionals of PTDC to satisfy the audience desire for information and that

information should be latest and to the point. The repetitive use of same content sometimes boosts the trust lacking. There is need for serious efforts to relate to the content and integrated channel usage for promoting tourism industry across the mediums. The availability of those materials should be arranged on the primary audience visibility. The arrangement of those materials provides ease for tourists rather than fading them away from the centralized tourism channel to private tourism bodies. The work efficiency of PTDC is questionable and it is also in consideration to privatize Pakistan Tourism Development Corporation as stated by National Tourism Coordination Board Chairman. (News, 2020) It is further added for elaboration that PTDC is not going to be shut down but to achieve the maximum results it restructures. Furthermore to enhance the collaborative efforts and adding maximum input for tourism promotion and development NTCB chairman Mr Zulfi Bukhari has announced to launch "Brand Pakistan'' programme (times, 2021). This programme adds up to the real essence of the efforts required for the development and improvement of tourism industry in Pakistan.

5.2   Conclusion

This research provides an insight of the content used in the integrated marketing communication tools used by Pakistan Tourism Development Corporation with theoretical framework. The results of the content analysis and thematic analysis of the data has revealed that Content of the promotional campaigns is not creating the impact on the creation of audience attention towards them. There is dare need of redefining marketing strategies and restructuring the content of the promotional campaigns accordingly. The information delivery in tourism industry is the key to achieve maximum output. The integration of the marketing communication is the foundation of that information delivery. There is lack of integration in the marketing communication through out the decade data. This alarming situation requires key

attention of the policy makers. The study not only focused on the result oriented details but also provides the policy guidelines for the future way out. The development of policy structural frameworks increases the efficiency and effectiveness of the content and also it adds up to the growth and development of tourism industry in Pakistan. The collaboration efforts of the integrated marketing communication are new world transformational areas. The collaborative efforts of the PTDC are very rarely seen in their marketing communications. The comparative analysis of the study to redirect the preferential focus of the marketing strategist of the PTDC towards their content redeveloping and restructuring their IMC collaborative efforts in order to create the effective marketing communication materials for the growth and improvement of the tourism industry

5.3   Policy recommendation

This study recommends the policy amendments in terms of marketing strategy redefinition and restructuring the content creation. There is need to present new policies on the in-house production of the marketing communication materials for the tourism industry growth to make it more trustworthy and reliable source of the state sponsored information regarding tourism industry in Pakistan for the domestic and international tourists. There is dire need of creating and providing centralized tourism promotional campaigns with effective contents, to promote harmony and build the trust of the tourists.

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