Factors affecting tourism in northern areas of Pakistan

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Abstract

The word "Tourism" refers to sightseeing and attraction as per the dictionary meaning. Tourism is the name to roaming and residing at the desired places out of people's residential place. However, the purpose of tourism may be freedom, vacation, relaxation, holidays, time-out, as well as business or purposive meeting. Usually, it is said that the time frame of a tour would not more than a year. In business context, tourism is very dynamic as well as very competitive commercial industry. Basically, it is a service industry that entails highly skilled and expert management to forecast the core desires and needs of its targeted customers, because the audience of this industry constantly changes its preferences. The prime objective of this service is to achieve highest level of customer satisfaction, wellbeing, and delights (Dávid, 2011). Some businesses, for their ease, divide tourism on three categories, one: domestic tourism that is known for traveling within the same country. Second category is inbound tourism. When people from other countries travel and come into a specific country that is known as inbound tourism. The third category is known as outbound tourism. When people of a country travel to other countries it is called outbound tourism (Dávid, 2011). This research is important for the tourism organizations active in Pakistan, especially in Karachi and southern states of the country. This research is based on experimental research design. This research has targeted the potential visitors and travelers who have visited before or having plan to visit northern areas of Pakistan with the 200 sample size. Convenience sampling technique has been decided to work on for this research.

Keywords: Tourism, Northern Areas, People, Pakistan

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Introduction

Tourism creates employment as well as a huge amount of revenue in the economies. Tourism not only generates the direct revenue from the tourists, it also opens the doors of businesses like travel facility providers, recreation and entertainment industry, transportation, hoteling and lodging, and food and beverage industry. It has been claimed that in Canada more than 12% of the revenue generated by the tourism (Tribe, 2012).

More than 10% of gross domestic products (GDP) generated by the tourism industry. One job out of eleven has been caused by the tourism industry. In the year of 2015, the number of tourists has been grown up from 4.6% to 1184 billion tourists and it has generated \$1.5 trillion of export profit in international tourism. In the year of 2016, the increment in evolution was anticipated from 3.5% to 4.5% and has been achieved, reported by annual report 2016 issued by World Tourism Organization (Tribe, 2012). Similarly, every country has different number of revenue generated from tourism along with employment and economic development.

Northern areas of Pakistan are famous by their heart touching sights and natural views. It covers all the domain of Gilgit Baltistan, Hidukush, Karakoram, and some fragment of Himalaya as well as Azad Kashmir. The territory comprises on around 72,971 square kilometers, full of acme-mountains, rivers, and waterfalls. Northern area is one of the most impressive and captivating states of Pakistan. People call northern area a paradise that is the reason of attraction for

backpackers, rock climbers, explorers, rambles, tourists, as well as anglers (Avraham, 2017).

It has been studied that government can take influential initiatives to increase the tourism in a particular country. In this context, a research has revealed governmental strategies to influence the tourism in the country. The research was focused on New Zealand and Australia with inclination of exploring the national marketing strategies for designing and representing the country a best visiting and tourism place to the world. However, the targeted audience for this campaign was England and Germany. Particularly, the two mentioned regions are the most profitable regions for New Zealand and Australia because these countries' number of tourist is more than any other country in the world, and it has been anticipated that in future the tourists and the profit generation by the tourism and traveling will increase considerably (Riege & Perry, 2010).

Therefore, the government has taken the initiative to support the traveling and tourism industry in articulating the desired strategy. The governments also considered the tourism related businesses such as hoteling, transportations, airlines, and accommodation industry. At this point, the theory can be related to the government of Pakistan to let them design a nation plan to support and subsidize the tourism industry in making the northern areas a best destination for tourist, hiker, climbers, and travelers (Riege & Perry, 2010).

Another research tried to reveal the challenges and obstacles that tourism industry is facing. The research has reviewed the extensive literature to understand the preferences and styles of potential tourists in order to target them for a particular place to visit and travel. The

research was also inclined to study that how tourism industry can penetrate into the new tourist market segments.

The purpose of this research was to design the bigger national plan and strategy to take care of tourism service industry which regulate the particular service industry due to its attractive profit generating business nature. However, in the results of this research, it was shown that most beneficial market sections for tourism and traveling industry are senior citizens and millionaires of the targeted market. Because the sections of the market have shown the intensified tourism, backpacking, and traveling interest. These sections also showed the spending power on the fulfillment of their desires and preferences. It can be observed by this research that there is a need to make a nation plan to upsurge the tourism and traveling behavior in the country (Santos, Veiga, & Águas, 2016).

In 2008, a research was made to know what ecological modernization in tourism is and what challenges and assumptions tourism industry is facing. The research emphasized on creating sustainable and maintainable marketing strategy in tourism industry. However, the research has also highlighted the challenges and obstacles in tourism service industry. The research suggested that the tourism organizations must implement the innovative marketing plans to influence the potential tourist instead of using conventional old fashioned marketing plans (Moscardo, 2008).

In the similar year with the previous paragraph, a research was designed on South Africa helping small and medium sized enterprises (SMEs) in the domain of tourism service sector. The aim of this research was that entrepreneurs should focus in developing their business in this industry in Africa as SMEs are at growing stage all over the world. It was also suggested that all-encompassing research is also needed to support the entrepreneurs to support their ideology and business plans (Rogerson, 2008).

To investigate the factors affecting tourism in Northern Areas of Pakistan. It has been noticed that in Pakistani economy, in previous years, economic condition, law and order situation, and security concerns have dragged the attention of the world tourists and travelers to the beautiful places. It was found that tourist retention is increasing as compared to previous years. The growth rate in tourism in Pakistan has been fund 9.5% per year. Therefore, there is an immense need to study this phenomena in order to provide the best solution of this particular problem, as the results of this research project will be proposing some of the best practices to the tourism organizations (Rahman, Zailani, & Musa, 2017). However, in reviewing the relevant literature, the most prominent measures of tourism in Pakistan are household income, public reviews on social media, and word of mouth received from friends, family, or colleagues.

As the aim of this research project is to provide the knowledgeable outcomes and understandings about the behavior of humans living in Pakistan about tourism and traveling to the northern areas of Pakistan. This research project will disclose the factors which influence the behavior of the people for visiting the northern areas of Pakistan. This research project will primarily focus on how people of Pakistan articulate their decision making about tourism. Therefore, the outcomes and results of this research project will facilitate the tourism industry, so that they can articulate the business strategies according to the preferences of targeted audience (Rahman, Zailani, & Musa, 2017).

This research project will be comprises on five sections. The initial section is purely based on introduction of the topic and the factors which has been decided to include to predict the tourism. The second section of this research project is based on literature review. The literature has been gathered from different resources such as Emerald Insight etc. In this section conceptual model and hypotheses have been designed.

Afterward, research methodology has come to be the third section of this research project. The major elements of section three are research method and approach, research design, population and sampling, sampling technique and sample size, and statistical technique etc. Section four will be comprises on the results of statistical analysis and the interpretations of the obtained results. After that section five

related to discussion and conclusion will be explained. At the end, the list of references and appendices will be declared.

Literature review

This section of the research project is confined on the detailed review of literature. The literature is said to be the research papers and articles in the domain of tourism. The research papers were searched and taken from different journals published on some of the recommended and authentic resource. However, this research project is directly related to the marketing which one the major area of business administration. All the focus of this research project will be on the marketing strategies and business plans of tourism industry and the industries related to tourism and traveling.

Tourist attitude is the thing that plays a main role in making decision for a tour to a particular new place. The particular research was focused on the tours of sailing and seaside visiting. The research claims that the attitude of the tourists transformed by different factors such as the awareness and knowledge about the place to visit, and reputation of the visiting place, as well as the stimulus. However, word of mouth plays a mediating role in behavior modification of tourism.

Aligning the objective of this research paper, it was found that knowledge about the visiting place, stimulus, and word of mouth effect the attitude of tourists to visit to the new places. It was very interesting that the reputation of the visiting place has not shown up any significant effect on the tourist behavior modification. However, word of mouth has completely showed the mediating role in decision making of tourist. It was explored when potential tourist need some information about the visiting place, word of mouth become the best resource of delivering influential information and behavior modification (Isa & Ramli, 2014).

Tourism and tourism behavior was studied in Indian economy. The research has focused on identifying the exploring the dimensions by which a tourist select the particular place to visit. This research has used the RIDIT method of analysis along with suggestion based administration forming. This research has participated in understandings of the behavior of the tourism provocations and its marketing tactics. The research paper has revealed some of the best fit for the model predicting the behavior of tourist in India. The particular research paper was significant for the potential tourists, marketing managers, tourism production companies, and other relating authorities and policy makers (Bhattacharya & Kumar, 2017). In the state of Africa, a research has made with the aim to identify the exterior factors in the environment that influence the strategies and tactics of marketing units. The research was specific for the tourism foreign enterprises having the aim of setting up their tourism services in the developing market of Africa.

The research has highlighted the some of the environmental factors that can influence the tourism entrepreneurship in Africa. The identified external factors by the research was political balance, governmental and legal regulations, open employment country, communication network, transport services in the country, facility/supply of expert employees, as well as the society. The results of this research revealed that open employment environment has significant positive effect on entrepreneurship in African state. However, the maximum influence has been shared by the factor of political balance in the host country of Africa (Iroegbu, 2015).

A huge amount of research has been made in the domain of tourism and traveling, for example, there is dark tourism, eco-tourism, and e-tourism etc. are available in the academic research and literature. In this context, the Muslim researchers has introduced the term "Islamic Tourism" in 2010 that became a new segment for tourism market. Muslim friendly tourism has also introduced in the same year by other researchers and scholars.

In the light of the research by the world Islamic tourism forum (WITF) has been transformed in 2011 in Malaysia. A numerous factors have been discovered in this research which influence the behavior of Muslim tourist around the globe. Halal food, social safety, spiritual freedom, friendly people and environment, political balance,

transportation facilities in the host country, and excellent accommodation facilities were the most effective factors for Muslim tourist and travelers (Rahman, Zailani, & Musa, 2017).

People have different dimensions of behavior. Some people are quality conscious, some consider convenience, but there are also some people who are very keen about the price of the product or service. The research has targeted the price oriented people for tourism marketing campaign. The objective of this research was to examine the price oriented behavior of the people for tourism services strategy. However, the research has also emphasized on the features of tourism service organization, and their methods of establishing tourism marketing strategies along with promotion and advertisement. The research revealed the factors which these organizations consider in order to augment the tourism service level. A conceptual model was developed with three dimension including value for the consumer, assets, capabilities as well as the information and communication technology (Chen, Chen, Ho, & Lee, 2009).

One hundred and seventy nine respondents have provided the valid responses that were used in statistical analysis. The result showed of this research that household income has significant and positive impact on tourist behaviors who planned to visit new places (Isa & Ramli, 2014).

In Malaysia, targeting the sustainable tourism, a research study was designed to investigate the features and bases that impact the intention of tourists. The nature of this research was a case study. In this research, income was considered as a predictor of tourist behavior and intention towards Malaysia. The other factors included in the research were external environmental features, stimuli, reputation of the place visiting, word of mouth generated by the friends, family and relatives, as well as observed/expected service quality. The personal knowledge has played a mediating role in this research. In the results, it was found that income is the main resources that people keep in considerations at the time of making decision about the tour and travel (Mohaidin, WEI, & Murshid, 2017).

The phenomena has lead the research to declare that income is the most influential factor among others in predicting tourism behavior. However, the fundamental objective of this research was to examine the behavior of tourist and their features related to tour and travel. The second purpose of this research was to understand the shopping behavior decision participation at the time of tour decision making. The age of the tourist, marital status, gender and household income was significant in predicting the tourism and shopping behavior of people. This research was very important and unique in its nature as no other research has focused on the phenomena that this research has considered for examination (Alegre & Cladera, 2012).

The observed excellence of the visiting place, the gratification of tourists, as well as the word of mouth were the key points of the research made in 2017. The research has identified these factors as measures of behavioral intentions of tourists and travelers. Particularly, this research paper has developed a conceptual model the shows the impact of these three factors on the decision making process of the targeted audience. The proposed model has also identified the moderating influence of tour rate and sexual characteristics influence the association among observed place excellence, client gratification, and people generated word of mouth.

In the light of this conceptual model as well as the literature review, this research has proposed the four hypotheses i.e. one; observed place excellence has a positive impact on tourist gratification. Second, observed place excellence and tourist gratification both have positive impact on word of mouth. Third hypothesis is visiting rate has positive impact on word of mouth. The fourth hypothesis is visiting rate and sexual characteristics moderate the relationship among observed place excellence, client gratification, and people generated word of mouth.

The research was originated from Danang, a city of Vietnam. The hypothesis which was based on gender discrimination was further divided into two male and female categories, in this way the research has proposed total of six hypotheses. It was a survey research method and a questionnaire was developed to gather the data needed. However, reliability and validity analysis for checking the consistency

and validity of the questionnaire was incorporated in the research and is was found acceptable. At the end, the data was analyzed on confirmatory factor analysis, a statistical tool to measure the hypotheses. It was found that word of mouth have strong and positive influence in transforming the decision of tourists about to visit a particular place (Wang, Tran, & Tran, 2017).

The research paper also anticipated the modifications and advancement that may occur in future in this service sector. The research was based on an existing research paper presented by Litvin et al, in 2008, which suggested word of mouth as a main influential factor in traveler intention and opinion. The particular research paper supported the claims of the previous researches about the positive influences of word of mouth on tourist intention. It was also revealed in the research that increase in mobile phone also increases the word of mouth generating behavior.

After testing the proposed hypotheses, the research found that word of mouth has the most significant effects on tourist behavior and their destination choices along with hospitality services, whether it is conventional word of mouth or electronic word of mouth. It was suggested in the end of this research paper that word of mouth has become one of the most prominent factor of advanced marketing strategy. Therefore, it will be fruitful to fit the word of mouth into the marketing strategy adequately (Litvin, Goldsmith, & Pan, 2017).

Online reviews, comments, and arguments on digital platform has become one of the most advanced and foremost factors for gathering information and transforming consumer behavior. Most of the emerging organizations have separated business strategy for increasing the quantity as well as the quality of online reviews about their products and services. The particular strategy has come to be known as digital marketing strategy which includes all the social networking websites and electronic media.

The research has also taken a major part in this domain in exploring the effects and influences of online reviews on consumer behavior with scientifically evidences for products and services. In the extent of tourism and hospitality management, a research has taken an initiative to explore the influences of online reviews on the behavior of tourists and travelers. It was revealed that online reviews are the most useful and essential source at the time of decision making.

As today's generation is addicted to different social media web sites, therefore, people share their experiences and feedbacks about a particular product or service on their profiles for their friends and followers to let them know their post purchase experience and behavior. Similarly, people seek information as suggestions and recommendations about to plan a visit to a new place from any of the social media web site and online review platform. Therefore, the research paper has found that online reviews are the most powerful predictors of the decision making process of the travelers and tourist (Lidija & Mazanec, 2017).

In the same extent with some of the new dimensions, another research has tried to investigate the impact of online reviews on perceived service quality and decision making process. The particular research paper has examined the online reviews to discover the post service purchase behavior of travelers and tourist about the tradition and traditional magnetism. The research paper has also highlighted some of the unique features and dissimilarities between the culture of Nepal and the countries of the inbound tourists. In this research, principle component analysis and content analysis has been incorporated. Twelve thousands, five hundred and ninety two online reviews have been included in the research. The web site under examination was Trip Advisor and all the online reviews were taken from this web site only and the reviews included were range from 2011 to 2014. Fifty eight traditions have been listed in this research paper. In the end of the examination, it was found that online reviews have significant but positive influence on decision making process of tourists and travelers (Simeon, Buonincontri, Cinquegrani, & Martone, 2017). On the basis of reviewed literature, this research project can proposed three hypotheses which are mentioned below.

H1: Household income has significant impact on tourism.

H2: Word of mouth has significant impact on tourism.

H3: Online reviews on social media has significant impact on tourism.

Fig.1. Conceptual model

The above illustrated diagram is conceptual model or framework that shows the complete concept of this research project. On the left side there are three independent variables including household income, word of mouth, and online reviews, whereas on the right side there is single dependent variable which tourism. Arrow heads are showing the impact of three independent variables on one dependent variable.

Research method

This is an experimental research project that aimed to investigate and identify the factors influencing the tourism in northern areas of Pakistan. However, in the literature review, three main factors have been identified that have most influential nature on the tourism in northern areas of Pakistan, those three factors are household income, word of mouth, and online reviews. For this research project, survey method was suggested the best suite under experimental research study.

It is also a plan to develop and use a questionnaire as an instrument of data collection under survey research methodology. The questionnaire will be made on the bases of five point Likert scale with five degree of consumer responses which are strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaire will be printed on the paper and presented to the targeted audience with the request to fill that particular questionnaire form. After collecting all the required data, it will be organized in a way that it could be used easily for further research process in this project. After data analysis, the results, discussions, and conclusion will be explained (Iroegbu, 2015).

The research design talks about the overall strategy that has been chosen for completing the research project. However, for this specific research project has decided to design the research study on experimental research design. As the problem statement of this research is to study the factors affecting tourism in northern areas of Pakistan, therefore, on the basis of the problem statement this research project must be developed on experimental research design. As far as the targeted audience of this research project is concerned, primarily, it has been suggested and decided that this research project will target the humans living in Karachi. Secondly, this research project will target the potential visitors and travelers who have visited before or having plan to visit northern areas of Pakistan. In particular, this research project will select only people who have already visited the northern areas of Pakistan, as these people can best

describe the phenomena and can provide the useful and reliable information about the particular topic. However, the targeted sample will be limited in number which will be mentioned in upcoming lines. Practically it is not possible to collect the data from each and every person living in Karachi. Therefore, it has been decided to limit the number of respondents in a way that the research could be completed on given period of time as well as the purpose of the research will also be accomplished. However, it was suggested by the project supervisor to include two hundred respondents in the examination. Therefore, the sample size of this research project will be two hundred respondents.

Why 200 respondents?

As per our items in questionnaire we plan to give to our respondents we have 20 items to question and for our margin of error we have chosen 10% so $20 \times 10 = 200$, so this research will be conducted on 200 respondents.

Convenience sampling technique has been decided to work on for this research project. Convenience sampling technique refers to the data collection method according to the ease, possibility, and time frame. In other words, it can be said that collect the data from the people who are easy available within less time.

Results and findings

This research shows how tourism is affected in Northern areas with different variables that contributes directly and indirectly. This research is based on those marketing strategic initiatives taken by Tourism industry to contribute towards the high exchange rate and economic progress of Pakistan. The research also tells about those steps taken by local people and Tourism industry, which will contribute to economic development of Pakistan.

Table 1: Case processing summary

Cases	Valid	153	98.1
	Excluded ^a	3	1.9
	Total	156	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2: Reliability statistics

Cronbach's Alpha	N of Items
.550	15

In order to test each variable separately we use one sample t test to find the mean and sig value of the results. After test various results were obtained which shows the significance of the test variables. Every questionnaire is measured separately

In the Case Processing Summary, total number of cases is 156; out of 153 were valid responses, which make almost 98 percent of the overall data. On the other hand, 2 percent respondent were excluded from the analysis may be because of missing values. This value of Reliability Statistics is greater than 0.7. Therefore, the question we used in the analysis was found out to be reliable.

Table 3: One-sample statistics-terrorism

	N	Mean	Std. Deviation	Std. Error Mean
Persistence Terror Activities has impacted Tourism in northern areas of Pakistan. (Sir Muhammad Fahad Khan (MBA) uok Co author Eman Sharif)	156	4.1218	.93217	.07463

Table 4: One-sample test

Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
Persistence Terror Activities has impacted Tourism in northern areas of Pakistan. (Sir Muhammad Fahad Khan (MBA) uok Co author Eman Sharif)	1.632	155	.105	.12179	-.0256 .2692

In the One Sample statistics, the sig value is 0.105; out of 0.05 which shows the valid responses of the overall data. On the other hand, the mean value is greater than 4 which is 4.1218. This value of

significance is greater than 0.05. Therefore, the question we used in the analysis was found out to be accepted due to high sig. value.

Table 5: One-sample statistics-

	N	Mean	Std. Deviation	Std. Error Mean
A well-established national tourism sector contributes to employment, raises national income, and can improve a country's balance of payments. (Kirti singh dahiya, 2016)	156	4.0705	.74585	.05972

Table 6: One-sample test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
A well-established national tourism sector contributes to employment, raises national income, and can improve a country's balance of payments. (Kirti singh dahiya, 2016)	1.181	155	.239	.07051	-.0474	.1885

In the One Sample statistics, the sig value is 0.105; out of 0.05 which shows the valid responses of the overall data. On the other hand, the mean value is greater than 4 which is 4.1218. This value of

significance is greater than 0.05. Therefore, the question we used in the analysis was found out to be accepted.

Table 7: One-sample statistics-online reviews

	N	Mean	Std. Deviation	Std. Error Mean
Online reviews on social media has significant impact on tourism. (Wang, P. (2015)	156	3.9231	.91960	.07363

Table 8: One-sample test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Online reviews on social media has significant impact on tourism. (Wang, P. (2015)	-1.045	155	.298	-.07692	-.2224	.0685

In the One Sample statistics, the sig value is 0.298; out of 0.05 which shows the valid responses of the overall data. On the other hand, the

mean value is 3.92 which is less than 4. Therefore, the question we used in the analysis was found out to be accepted.

Table 10: One-sample statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tourism Ministry is not playing sufficient role and tourist faces difficulties in getting timely visa, other information's. (Kirti singh dahiya, 2016)	155	3.8710	1.01104	.08121

Table 11: One-sample test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Tourism Ministry is not playing sufficient role and tourist faces difficulties in getting timely visa, other information's. (Kirti singh dahiya, 2016)	-1.589	154	.114	-.12903	-.2895	.0314

In the One Sample statistics, the sig value is 0.114; out of 0.05 which shows the valid responses of the overall data. On the other hand, the

mean value is 3.82 which is less than 4. Therefore, the question we used in the analysis was found out to be accepted.

Table 12: One-sample statistics- private sector

	N	Mean	Std. Deviation	Std. Error Mean
Private sector should focus on tourism industry in northern areas of Pakistan. (Qadar bakhsh baloch , 2005)	155	4.0129	.88997	.07148

Table13: One-sample test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Private sector should focus on tourism industry in northern areas of Pakistan. (Qadar bakhsh baloch , 2005)	.181	154	.857	.01290	-.1283	.1541

In the One Sample statistics, the sig value is 0.857; out of 0.05 which shows the valid responses of the overall data. On the other hand, the mean value is 4.012 which is greater than 4. Therefore, the question

we used in the analysis was found out to be accepted due to greater sig value.

Table 14: One-sample statistics- festivals

	N	Mean	Std. Deviation	Std. Error Mean
Festival and events Attracts Tourist In Northern Areas Of Pakistan. (Wang, P. (2015)	156	3.8526	1.02740	.08226

In the One Sample statistics, the sig value is 0.075 out of 0.05 which shows the valid responses of the overall data. On the other hand, the mean value is 3.8526 which is less than 4. Therefore, the question we used in the analysis was found out to be accepted due to high sig. value.

Table 15: Hypotheses

H1	Household income has significant impact on tourism.
H2	Word of mouth has significant impact on tourism.
H3	Online reviews on social media has significant impact on tourism

Discussion and conclusion

The aim of this research is was to plan and design strategies to take care of tourism industry in northern areas of pakistan . This research will help in to study the factors which influence tourism industry in northern areas of pakistan and is going to benefit all travelling businesses, who want to effectively market their products and services, while being cost efficient. However, in the results of this research, it was shown that most beneficial market sections for tourism and traveling industry is more associate to age than gender of the targeted market. Because the sections of the market have shown the intensified tourism, backpacking, and traveling interest. (Santos, Veiga, & Águas, 2016). . However, the research has also highlighted the factors affecting and obstacles in tourism service industry. The research suggested that the tourism organizations And private and public sectors should invest must implement the innovative marketing plans and contingency planning to Provide satisfactory infrastructure to influence the potential tourist instead of using conventional old fashioned marketing plans (Moscardo, 2008). While conducting and concluding this research we determined the result that there is significant affects of factors affecting tourism in northern areas of Pakistan. Therefore, all factors should be taken care of and understand and forecast the planning and execution accordingly. The authorities must improve and focus on the factors that affect the tourism industry to promote tourism industry on northern areas of Pakistan at universal platform. The desired outcome can be achieved by the mutual participation of tourism organizations and private and public sector organization. As Highlighted the importance of tourism industry as one of world most potential industry of great economics benefits as well as improvement in the local infrastructure and and great cause of employment opportunities.

For the future research, the variables discussed in this research needs to be taken into consideration. Neither Public nor private sector is investing to improve the local infrastructure to enhance capacity and effectiveness to attract, hold, sustain and satisfy international tourists

as well as locals. As discussed and highlighted the importance of tourism industry their fore all possible efforts should be made.

Our results suggest that tourism in Pakistan can be increased if terrorist activities are reduced. Moreover, online reviews play an important part in impacting our tourist industry. We can conclude that people believe tourism ministry is not playing a sufficient role to address tourist difficulties and private sector involvement in tourism industry can further enhance tourism in Pakistan. Festivals held in northern areas of Pakistan would attract more tourists, therefore more events and festivals should be organized in northern area of Pakistan. Enhancement in tourism industry would improve employment opportunities, which would help improve Pakistan's economic indicators.

Recommendation

This research report has brought, into the spotlight, the hurdles and difficulties, faced by both, tourists and the tourism industry when we talk about touring the northern parts of Pakistan. Our results represent that tourism in Northern areas of Pakistan can be increased if proper attention will be given Tourism Industry and regulating authorities must take initiative for highly recommending areas and most visited along with good infrastructure. The recommendation would be to the government to ensure security and safety of the locals of the terrorism affected areas of the northern parts of the country. The government needs to address the potential of the tourist industry by first ensuring the security of the locals. Moreover, online reviews play an important part in impacting our tourist industry. We can conclude that people believe tourism ministry is not playing a sufficient role to address tourist difficulties. Our research revealed that individuals believe that the involvement of private sector in tourism industry can further enhance tourism in Pakistan. Festivals held in northern areas of Pakistan would attract more tourists, therefore events and festivals should be promoted more often, in the northern areas of Pakistan. Enhancement in tourism industry in terms of infrastructure as well as its marketing would improve employment opportunities, which would help improve Pakistan's economic indicators. Tourism ministry can restore faith in the people by addressing tourist industry's hurdles and difficulties and restore or maintain infrastructure promptly with the changing geographic conditions.

(No References)