

# Social Media Role Marketing Management: The Tourist Perception in Malakand Division of Khyber Pakhtunkhwa, Pakistan

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**Abstract:** The aim of the current research was to find out the role of social media in tourism marketing. In this regard the researcher investigates the perception of tourism in Malakand division. The role of social media in tourism is positive toward tourist spots, and through social media people have become aware about tourism marketing, tourism can touch the sky of popularity and highlighted the problem in tourist spots and types of problem were faced by tourist there. The Researcher used quantitative method to collect data from those people who had visited to tourists' spots; the populations of the research study were the tourist of Malakand division. Data was collected from the four-district people who visited to tourist spots. The result of the study revealed that the visitors were influenced by the social media. The finding also explored that social media as a tool for the govt or local that they make the tourism industry economically strong.

**Keywords:** Tourism Marketing, Social Media, Tourist Perception, Malakand Division

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## Introduction

The researcher has been conducted study about role of social media Ideology and tourism marketing to find the perception of Malakand division that how the Malakand division people are influenced to visits to tourist spots and what is the most influential content through which the people are attracted towards tourists' spots.

Such as in our Pakistani community social media is render capable for it users to exchange their ideas with each other and share content to a number of individual and create content for themselves to motivate other. Offers on the social media which enable users to exchange ideas, to share and create content themselves, (Bernecker and Beilharz,2012).

Similarly, in this technological advancement era smart phone and tablets have become a basic and static use of users, while users are able to access more information, and gaining state of being gratified great satisfaction in a particular point in time. Smart phones and tablets are slowly

becoming an essential and a norm in this technology advanced era, where consumer have easier and faster access to more information, thus receiving instant gratification, (Anson, 2015).

Social media was an industrial media paradigm before the emergence of social media in the context of previous traditional media such as television, newspaper, radio and magazine. By the time these were used to as tool of communication to convince and inform each other by traditionally method. Social media is best in the context of the previous industrial media paradigm. Traditional media such as television, newspaper, radio and magazine are one-way, static broadcasting technology. Newspaper, radio and magazines were one-way static messages that were transmitted by radio, television, newspaper and magazine. Such of these things were used as a broadcasting technology,(Zarrela, 2010).

After the emergence of social media has become so prominent to disclosed a window for its users to get opportunities of social trends just say advertisement on social media towards many companies, hotels and tourism departments are used it as a tool to convince the people through social media. And gain their attention towards such of these activities which is shown by social media to public. The emergence of social media a network of a media and social trends has surfaced that had opened a window of opportunities for individual and good businesses. (Boyd and Ellison, 2007).

### **Tourism spots in Malakand division**

Laram top also known as “Laramsar” is a hill station in the lower Dir of Khyber Pakhtunkhwa, Pakistan at a distance of 30km from Chakdara and 180km from Peshawar. It is located at elevation of 8500 ft (2590.8 meters) above the sea level. Jakar baba is a hill station in the lower Dir district of Khyber Pakhtunkhwa, Pakistan. It is encircled by pine trees. It is located at a distance of 16km from the Asbanvillage. It is the beauty of scenic shahi and benschahi is located in lower Dir district in tehsil Samarbagh along with Pakistan border with Afghanistan full tourist and nature lovers come from different parts of the Malakand division, (Khan, M. H., Alam, M., & Manzoor, S. 2021).

Kumrat is a valley in the upper Dir district of Khyber Pakhtunkhwa the province of Pakistan. Kumrat valley is located about 2 hours away (normally it is 45 minutes but due to road condition it 2 hours) from the town of that. It is one of the valleys of Khyber Pakhtunkhwa every summer season thousands of tourists from different areas of the country visit Kumrat valley for its greenery and cool weather. It is located in upper Dir Kohistan region at the back side of which Swat Kohistan area of Gabor is located. Similarly, It is (also spelled as Ushirai) is a sub-valley in upper Dir district, Khyber Pakhtunkhwa, Pakistan. It is located of 25km from the main town of Darora. The Ushirai valley is jeepable from Darora bazar to Batal and culminates on Gur Kohi where vehicular track ends of Ushirai Dara. The real adventure starts from Gur Kohi, where different tracking trails can be followed to the hill top. The mountains around this valley are covered with tall cedar and pine trees and meandered by different streams and waterfalls. (Ahmad, A., & Nizami, S. M. 2015). Moreover, Lawari top is a high mountain pass that connects Chitral with Dir in Khyber Pakhtunkhwa, Pakistan. Lawari top is a relatively low pass, by far the lowest pass to enter Chitral, the rest all being 12,000 to 15,000 feet. Lawari top remains popular because it is the shortest route from Chitral to Peshawar. The other way would be down the Kunar river to Jalalabad through hostile Afghan territory or the much longer route across Shandur top to Gilgit, (Khan, A. J., Syed, S., Zaman, K., & Ahmad, F. 2011).

Besides, Dir Lower and Upper, Swat is also scenic area of Malakand division. It is the capital city of Swat district in the Khyber Pakhtunkhwa province of Pakistan. The city also serves as the capital of Malakand division. Named after Saidu Baba, a prominent leader of the former Yusufzai state of Swat. Saidu Sharif is the hub of the several official building, and archeological sites such as the Swat museum, the tomb of Saidu Baba, royal residential palace of former Wali Swat and

the archeological remains of the Butkara Buddhist stupa. It is also home to the Govt: girls degree college, govt: Jahanzeb college, DIG, DC, and the commissioner house, (Arshad, M. I., Iqbal, M. A., & Shahbaz, M.2018)

Likewise, That the Marghuzaris a hilly station located in the swat district of the Khyber Pakhtunkhwa province of Pakistan, and it is 13km away from Saidu sharif. Marghuzar translated as “green land”, contain green valley, cold spring, and mountain, including the Elumghar mountain. In 1940 Wali of swat Miangul Abdul Wadud, decided to build a summer residence there for himself which became the summer capital of swat. The palace was named sufed mahal, translated as the white palace. Marghuzar has a 200-year-old colossal chinar tree, which serve a canopy for visitors. There is also a middle and primary school for boys and girls each, but there are not any hospital and clinic. Bahrain is a town located in swat district of Khyber Pakhtunkhwa, Pakistan, 60km north of mingora at an elevation of 4700ft on the right bank of swat river. It is named Bahrain (lit”two rivers”) due to its location at the confluence of the Daral and Swat rivers. It is known for it riverside tourist resorts, local handicrafts and its view of the merging of the Daral and swat rivers. It also serves as a base camp for the trail that leads to the Daral and Saidgai lakes, (Khan, S. N. 2005).

Moreover, Madayanis a popular hill station, located at a distance of about 55km (34mi)from Mingora, in the swat district of Khyber Pakhtunkhwa the province of Pakistan. It is a tourist destination, and thousands of tourists from all Pakistan visit this town each year especially in summer enjoying the cold breeze of swat river it is famous for its trout fish. Agriculture and tourism related businesses like handicrafts outlets, restaurants and hotels are the main source of income. Madayan valley is known all over the district because of its perfect weather condition. Tourist are attracted by the transparent and colorless water flows in a stream, begins from beshigram valley and meets with swat river, (Lunsford, W. A. 2001)

Additionally, Kalamis a valley located at distance of 99 km (62 mi) from Mingora in the northern upper reaches of swat valley along bank of swat river in KhyberPakhtunkhwa province of Pakistan. The area has become a popular tourist attraction, known for its mountain, forests and lake. It is the birthplace of swat river, which forms with confluence of two tributaries of Gabral river and Ushu river. It is a sub valley of swat, at an elevation of about 2,000 m (6,600 ft) above sea level, and providing rooms for a small but fertile plateau above the river farming. From kalam, the metaled road ends and shingles road to the usho and utror valleys. From Matiltan, some snow-capped mountains are visible including Mount falaksar 5,918 meters (19,416 feet), and another unnamed peak 6,096 meters (20,000 feet) high. There are several hotels in kalam providing accommodation for tourist to the valley. Mahodand Lakeis located in kalam, that it is the “lake of fish” is located in the upper usho valley at a distance of about 35 km (22mi) from kalam in swat district of Khyber Pakhtunkhwa province of Pakistan. The lake is accessible by a four-wheel drive vehicle, and also often utilized for fishing and boating. Kandol Lakeis also known kandol Dand, is a lake in swat, Khyber Pakhtunkhwa, Pakistan, which is located in the north of Utror valley of 2.8 km (12.9mi) away from kalam. Similarly there is well known story about the lake which is that every night in a month, a golden bowl appears in the center of the lake and glistens like moon but no one has ever touched that bowl due to magic powers inside it. Malam Jabbais a hill station in the hidukush mountain range nearly 40 km from Saidu Sharif in swat valley,KhyberPakhtunkhwa province of Pakistan. It is 314 km from Islamabad and 52 km from Saidu Sharif airport, (Sanallah, F., Rabbi, S. A., Khan, Z., &Zamin, M.2020).

### **Tourism in Islam**

Even in Islam, where the importance of tourism and recreation has been emphasized. It is commanded in several verses, for example;

1. Say: Serve in the earth, then see how it will be the end of the criminals.

That is, tell them to walk on the earth and see what happened to the criminals. (Surah-Numal, 49)

2. Say: Serve in the earth, and see how it is. (Surah-Ankaboot, 20)

3. The first film to be spread on the earth, so that their hearts may become wise. (Surah-Hajj-24)

Have they not traveled on the earth, that their hearts may gain wisdom from it?

This verse says that this spiritual and spiritual tour and earth tour gives wisdom to the human heart, sight to the eyes and hearing to the ears and frees him from silence. It is unfortunate to say that this Islamic rule and law, like many other laws, has been sacrificed to oddities. Now Muslims do not even look at it with attention, even some scholars have limited the scope of their thinking to the environment. It is as if they live in a world other than this world and are unaware of the collective revolutions and resources of the world and have engaged themselves in those partial and less effective works which have special power over the principled and basic works. No price.

Tourism is one of the Shariah permissions, and as we all know from the point of view of modern requirements, there are economic benefits of tourism which are related to the national interest and various development goals in different fields. In this context, it is a necessity and its numerous benefits, including the provision of employment opportunities for the country's youth. Which is in the interest of the individual and society.

### Statement of the problem

Social media is one of the significant inventions of the 21st century, which has played a vital role for the tourism marketing to get information about the famous places of the different areas. But unfortunately, in tourist spots of Pakistan especially in KP the social media access is very limited due to hilly areas and weather conditions. Tourist spots are not only connecting the nation but also a business market for local. Besides, there is very limited access to internet in rural areas to disclose the beauty of areas, its landscapes, shops, hotels and archaeological sites. Similarly, roads condition is also devastated positions which play a key role in tourism marketing to increase the value of tourism spots and to boost the economy of individual and government. This study is being conducted to find out the perception of tourist about role of social media towards the place and facilities in the Malakand division.

### Significant of the study

Significant of this study is to find out the role and effect of social media in tourism marketing in Malakand division, that whatever media shows is reality or fantasy about tourism in Malakand division? And it would be a sustainable feature in future and is it changed the mind set of public?

### Objectives

- To find out the role of social media in tourism marketing
- To investigate the awareness of social media towards tourism marketing
- To examine the social media is sustainable future for tourism marketing.
- To investigate the problems to tourist in tourism spots
- To examine the facilities of the spots.

### Hypothesis

**H1.** It is more likely that Facebook is an effective source in tourism marketing then other social networking sites.

**H2.** There is no relation between social media fantasy and tourism spot facilities.

## Literature Review

The users of social media are easily accessible and communicateable to each other and safeguard communication due to online application. According to Komito, J., & Bates (2009), that social media as online application which ensure communication between internet users.

Photos, videos, textual and verbal comments are varied content of social media, which convince the users easily through these contents. Social media has provided a paved platform for its users to do interaction with everyone as a personalized communication and as a tool of online media. Anklam defines social media as a set of software tools and internet application that provide the interaction between people as a personalized set of online tools. This content can include varied photos, videos, textual and verbal comments (Anklam, P., 2009).

Specific feature of the tourist product has a big impact on promoting in business. As there's no unambiguous definition of selling normally, thus there's no single business promoting interpretation. Specific feature of the tourist product has a significant impact on marketing in tourism. As there is no unambiguous definition of marketing in general, so there is no single tourism marketing interpretation (Truong and Hall 2017).

Tourism could be a social development involving people's motion to and type locations aloof from their usual atmosphere and daily routines. Across the world, business enterprise plays a major role in the event of social science. Tourism is a social phenomenon involving people's motion to and from locations away from their usual environment and daily routines. Across the globe, tourism plays a significant role in the development of economics (Amoah & Amoah, 2019).

In addition, tourism is taken into account a big economic force that give jobs, interchange, financial gain and government income for any nation. Tourism is considered a significant economic force that provide jobs, foreign exchange, income and tax income for any nation (Mwinuka, 2017).

Due to market economic process and multiplied competition, international touristy businesses area unit presently facing quick changes. Due to market globalization and increased competition, global tourism businesses are currently facing fast changes (Ratten & Rodoula, 2010).

The travel industry promoting exercises center around the travel industry items or administrations and their turn of events and sensible valuing arrangements to control the amounts of the travel industry among pinnacle and downturn seasons, a dissemination channel to target markets, and the advancement of the travel industry administrations bundle by incorporating the all out the travel industry administrations. Tourism marketing activities focus on tourism products or services and their development and reasonable pricing policies to control the quantities of tourism between peak and recession seasons, a distribution channel to target markets, and the development of the tourism services package by integrating the total tourism services (Hong, 2008).

Be that as it may, with additional item and administrations like lunch, pool, magnificent spot, star reviewing and then some, the vacationer item can turn out to be seriously engaging. How these item and administrations are bundled in showcasing materials and the requirement for productive agreement and capacities is critical. However, with extra product and services like lunch, swimming pool, excellent place, star grading and more, the tourist product can become more appealing. How these product and services are packaged in marketing materials and the need for efficient understanding and abilities is crucial (Thwala, & Slabbert, 2018).

Advancement imply that endeavors are being made in different media and correspondence to explain the travel industry image of the state, featuring it before the forthcoming vacationer recipient to stand out for him to visit the state and purchase the travel industry item. Promotion mean that efforts are being made in various media and communication to clarify the tourism

picture of the state, highlighting it in front of the prospective tourist beneficiary to attract his attention to visit the state and buy the tourism product (Dolan, 2002).

The travel industry objections' general serious abilities and engaging quality impact their achievement in overall business sectors. Hence, vacationers use realities acquired from sources to make a view of the location on their brains before they travel, and this is the alluded to as the location picture. Tourism destinations' relative competitive capabilities and attractiveness influence their success in worldwide markets. Thus, tourists use facts obtained from sources to create a perception of the destination on their minds before they travel, and this is the referred to as the destination image (Ramukumba, 2019).

Public and worldwide the travel industry area ought to have the option to apply the advancements in the field of media to its own showcasing exercises to support the advantage, achievement and benefit. Now it is critical to guarantee the productive utilization of web for the travel industry exercises. The travel industry area, which require huge fixed ventures, can just understand the arrival of these enormous speculations with consistent deals in the ideal sum for the traveler in the focused on financial level. National and international tourism sector should be able to apply the developments in the field of media to its own marketing activities in order to sustain the benefit, success and profitability. At this point it is important to ensure the efficient use of internet for tourism activities. Tourism sector, which require large fixed investments, can only realize the return of these large investments with steady sales in the desired amount for the tourist in the targeted socio-economic level (Yavuz, &Haseki, 2012).

### Research Methodology

Research methodology is that section which allows the reader to briefly study all the validity and reliability in a specific procedure. Research methodology is the process which is use to for selecting and analyzing a specific problem. The researcher applied quantitative research method in this research, while survey design was used for data collection. Tourist of the Malakand division of Khyber Pakhtunkhwa was the population of the study, while data was collected through random sampling method from 190 tourist by self-developed questionnaire.

### Data analysis and discussion

Table 1.1. Marital Status of the respondents:

	F	%
Single	47	24.7
Engaged	3	1.6
Married	140	73.7
Total	190	100.0

Table 1.1. shows the marital status of the respondents that 24% of the single, 1.6% of engaged and 73.7% of married. Might be they were more exposure as compare to the others, they imposed by parents and others to went to tourist spots.

#### 1.2.Respondents Residency

	F	%
Dir Lower	50	26.3
Dir Upper	50	26.3
Malakand	50	26.3
Swat	40	21.1
Total	190	100.0

Table 1.2 illustrates the respondent's residency that 26.3% of the Dir Lower, 26.3% of the Dir Upper, 26.3% of the Malakand and 21% of the Swat.

Table 1.3. Effective source for Tourism Marketing in Malakand Division

H1. It is more likely that Facebook is an effective source in tourism marketing then other social networking sites.

		I follow tourism accounts on social media about Malakand division tourism spots.		
		Strongly agree	Agree	Neutral
Which kind of social media you use?	Facebook	28	73	6
	Instagram	6	16	5
	Twitter	4	12	0
	LinkedIn	3	11	1
	YouTube	5	9	1
Total		46	121	13

		Social media help me to explore tourism destinations within Malakand division.		
		Strongly agree	Agree	Neutral
Which kind of social media you use?	Facebook	27	75	7
	Instagram	6	17	5
	Twitter	4	9	3
	LinkedIn	5	9	0
	YouTube	5	9	2
Total		47	119	17

		Social media help me to explore tourism destinations within Malakand division.		
		Disagree	Strongly disagree	
Which kind of social media you use?	Facebook	3	2	114
	Instagram	0	0	28
	Twitter	1	0	17
	LinkedIn	0	1	15
	YouTube	0	0	16
Total		4	3	190

		I planned to visit a tourism destination in Malakand division after watched it on social media.		
		Strongly agree	Agree	Neutral
Which kind of social media you use?	Facebook	33	54	24
	Instagram	10	12	6
	Twitter	5	7	3
	LinkedIn	2	10	3
	YouTube	2	10	1
Total		52	93	37

		Social media help to increase tourism in Malakand division.			
		Strongly agree	Agree	Neutral	Disagree
Which kind of social media you use?	Facebook	80	27	6	0
	Instagram	16	7	4	1
	Twitter	12	5	0	0
	LinkedIn	8	6	1	0

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	YouTube	11	3	0	1
Total		127	48	11	2

The table 1.3. shows the view point of the respondents regarding the effective source of tourism marketing in Malakand division that Facebook is the major source of information for tourism information, guidance, distinctions, spots, facilities and planning because of its contents and presentations as compare to Instagram, LinkedIn, YouTube and Twitter.

Table 1.4. effective source for Tourism Marketing in Malakand Division

H2. There is no relation between social media fantasy and tourism spot facilities.

### Symmetric Measures

		Value	Asymptotic Standard Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Interval by Interval	Pearson's R	-.061	.086	-.840	.402 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.032	.074	-.433	.665 <sup>c</sup>
N of Valid Cases		190			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The table 1.4 illustrates the correlation out put regarding the association between social media fantasy and tourism spot facilities that there is no relation between the two variables because Significant values is higher than 0.05. It means that social media is not the only source of information which presenting fantasy of a lot of facilities, services and accommodations to the tourists about scenic places in Malakand division but there are other sources of information such TV, radio, newspaper etc. are responsible for fantasy of the tourism spots. While the tourists are facing delapidated condition of road, high charges of hotels, traffic issues, traffic police behavior (traffic police bothered tourist without reason), lack of drinking water or contaminated water and lack of parking.

## Conclusions and Recommendations

It is concluded that the majority of teenager of Malakand division more visited to tourist spots as Compare to above teenager, because they have more exposure and easy access to these places due to time and energy level, might be above teenagers have age problem that is why they cannot go to tourist spots as compare to teenager. When the people become old then they are not able to go somewhere.

It is concluded that in Malakand division have more places for tourism such as kalam, kumrat, malamjaba and laramtopetc, but the most popular places which is been visited by the tourists are kalam, kumrat, malamjaba, shahi benshi and laramtop due its natural beauty, green and friendly environment. It is recommended that the local govt and provincial govt to take care and include them their annual budget, because tourism industry play a vital role in economy like backbone.

It is concluded that the people who had been to tourist spots they felt nil facilities in tourism spots, after it they do not want to go again due to lake of facilities. So it is recommended to the govt and local people to take care of everything, which is installed in tourist spots by the local or



govt and specially take care of cleaning, because when environment is clean it attract the people of attitude and behavior.

It is concluded that the roads, traffic, traffic police behavior and water are basic problem in tourism spots because when the tourist come first time they do not want to come there again due to such of these facilities. It is recommended to the govt of kp and local that must clear such of these problems because the tourist go to these places where all these facilities are available because all these things are play a key role in tourism industry.

It is concluded that the majority of people are using Facebook because it is easily accessible and affordable for everyone. In addition, the other one is Instagram, according to the result. It is recommended to the user of social media that if they use Facebook and Instagram so please use for tourism information and for education nor for wrong things. And govt has to play a key role on social media towards tourism because the majority of people use Facebook frequently.

It is concluded that the plenty of people use social media for tourism information, they might be routine to use social media for tourism information, now a days the tourist goes to tourist spots before it they watched videos and pictures on social media about such of these places where they want to go. Furthermore, it is recommendations to the govt and private owner ship to make the specific page on social media and share contents about tourist spots as well presented those raw materials to guest or customer, which you have shown them by social media.

It is concluded that those people who had visited to tourist spots in Malakand division, social media helped them to explore tourism destination in Malakand division, they had influenced by the social media to go to tourist spots in Malakand division. It is recommended to the govt official that you should only use social media as a tool of guider for tourist.

It is concluded that the study shown that the social media could help to increase the tourism in Malakand division, because in this social era majority of people used social media as well as for tourism information. It is recommended to the govt that should impose restriction on social media users to avoid from illegal uploading and use social media for tourism because tourism can make the economy well.

It is concluded that the tourist did not satisfy about map facilities in tourists spots in Malakand division, might be they went to other places instead of their right destination. So, it is suggested to govt that to should installed map facilities in tourist places, because lake of map facilities they could not find such of destination in tourist spots.

It is concluded that majority of people did not responded about affordable transport system in tourist spots in Malakand division, because they had their own vehicle when they were going to tourists' spots. It is suggested to the govt and as well to the local that should start their own transport system in tourist spots because some tourists would not have their own vehicle, and they will pay to them and make business well

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