

# A Review of Social Networks and Bearable Tourism in Pakistan

Sadaf Nawz<sup>1\*</sup>, Kanwal Satti<sup>1</sup>, Aneeqa Nawaz<sup>2</sup>, Ayesha Naeem<sup>3</sup>, Maimoona Arshad<sup>4</sup>

<sup>1</sup>MS Scholar Department of Economics & Finance, Islamic International University, Islambad, Pakistan

<sup>2</sup>M.Phil Scholar Department of Public Policy, Riphah international University, Islambad, Pakistan

<sup>3</sup>MS Department of Management Science, Bahria University, Islambad, Pakistan

<sup>4</sup>BBA Department of Management Science, Phir Mir Arid Agricultural University, Rawalpindi, Pakistan

**\*Corresponding author:** Sadaf Nawz

| Received: 10.05.2019 | Accepted: 18.05.2019 | Published: 30.05.2019

**DOI:**10.21276/sb.2019.5.5.8

## Abstract

In this research the main idea was to investigate the use of social media for sustainable rural mountain tourism. The study was qualitative, and enabled the discovery of the main thematic issues related to the travel process of tourists when using social media for rural mountain region tourism. The study found four types of themes: (1) social media use in the planning stage of the trip, (2) social media use before the trip, (3) social media use during the trip, and (4) social media use after the trip. The results show that tourists use social media at all stages of travel for rural mountain region tourism. At the first stage (planning), tourists mainly use social media to search for information. The results are further applicable to broaden the concept in other activities of tourist or other personals while using social media. Future implications are made and conclusion are drawn for further expansion of the idea.

**Keywords:** Social media; Tourist behavior; Rural mountain region tourism; Sustainable tour process.

**Copyright @ 2019:** This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

## INTRODUCTION

Approaches to the qualitative and quantitative evaluation of social media have been limited for the investigation of social media use in rural tourism. Here, an attempt was made to discern the wider implications of social media in the perspective of rural mountain region, which provided a broader view of the phenomenon. This study describes interviews conducted with respondents to determine tourist activities in the tour process when using social media in a rural region. The researchers visited different areas to target rural mountain region tourists, who were supposed to have used social media at least once in the past year. To discern the thematic activities undergone by tourists when using social media at each stage of their trips, an open-ended, semi-structured questionnaire was used. In this study, the focus was on conducting qualitative analysis and highlighting themes.

## LITERATURE REVIEW

In this section, some summarized definitions and explanations of different internet-based networking concepts are discussed. The definition of social media is easier to understand once Web 2.0 and other user-generated content are differentiated. These two concepts became known in the late 20th century as descriptions of the situation that existed when consumers began to experience the benefits of the

World Wide Web [1]. Some researchers define social media as the conjunction of Web 2.0 and user-generated content [2]. For a more in-depth understanding of the different forms and evolution of SNSs, a detailed discussion is presented here:

Web 2.0 denotes a major concept associated with the World Wide Web. This concept has many pervasive uses in terms of usage levels, technological integration, business philosophies, and sociology [3]. The basic concept of Web 2.0 was introduced by O'Reilly and Media Live [4]. The line that separates Web 2.0 from Web 1.0 is the existence of direct connections between users [5]. Web 2.0 has the ability to directly connect people, while Web 1.0 is not participatory in nature [6]. Some researchers differentiate the concepts further, noting that in Web 2.1 there are very few content creators, and consumers act as content users; in contrast, in Web 2.0, the user can be both the content creator and consumer at the same time [7]. In Web 2.0 applications, users can create many intra- and inter-group discussions to share audio, video, and messages directly with each other [8]. Searching and using Web 1.0 content is passive, and users can only access data that has been created for them, while Web 2.0 content is active, and users can search and use the content they want [6]. In similar definitions, some other researchers, such as Sigala, define Web 2.0 as internet-based services that enable

users to interact with each other [9]. Sigala also defines the concept of Web 2.0 in different ways, for example, “Web 2.0 is a tool for online collaboration and... mass communication” [9]. Some other researchers argue that these tools enable the masses to interact with each other, and also provide a way to communicate in a responsive way [9].

The blog concept was initially introduced by Jorn Barger, who first used the term in 1997 [10]. The short form, “blog,” which is well known among blog users, was first used by Peter Merholz in 1999 [11]. Blogs or weblogs were introduced following a long period of different communication channel start-ups, including Usenet and many other commercial online services such as CompuServe and email [12]. A weblog expert from Canada provides a good definition: a “weblog is a brief message available for [the] public online” [12]. Blogs use a chronological method of communicating information, from the personal diaries of authors to generalized public messages [2], and are considered to be the earliest form of social media [13]. Blogs are presented in a conversational form, with bloggers addressing a particular topic they want to publish [14]. Bloggers are considered to be natural users of the internet, in that they create, publish, and respond to blogs, and users sometimes regard weblogs as important sources of information, in which opinions, news or analysis are collected [12]. Blogs are also created with the purpose of generating a sense of community among online users, allowing different people to connect with each other, interact, and make communal decisions [15].

### Social Networking Sites (SNSs)

According to the literature, the first SNS was launched in 1997 when SixDegrees.com provided an opportunity for users to create a private profile to connect with each other [16]. The social networking cities [17] are defined as to communicate with others within certain boundaries or rules [18]. SNSs are also denoted as “nodes” that bind and connect individuals or organizations for information sharing, likes/dislikes, relationships, common beliefs, knowledge or prestige, and so on [19]. SNSs emerged from the basic concept of Web 2.0, when the new technological and psychological features associated with SNSs merged with older Web 2.0 computer-mediated characteristics [16]. Since the beginning of SNSs, millions of users have enjoyed online communications [20]. SNSs like Facebook, YouTube, MySpace, Cyworld, WeChat, and Twitter experience an increasing number of users every day [20]. A recent report produced in September 2017 showed that Facebook is the most well-known SNS of all networking sites, according to social media user statistics [20]. Enormous amounts of content are transferred daily through these networking sites [20]. SNSs include features such as public profiles, friends, followers with their comments, home feeds/pages, like or dislike options, groups, and tags [21].

Although SixDegrees.com attracted many members by the notion of communicating with each other, the site failed due to its inability to thrive as a sustainable business [16]. After the launch of different types of SNS, many websites were released, which eventually caused a revolution in the field of communication [22].

Reports in literature described that the number of currently active users of SNSs has surpassed 173 million [20]. Facebook is the leading SNS with over 2,061 million users, compared to other SNS. Facebook creates more online content compared to any other SNS, and provides the opportunity for further research and analysis regarding the uses of SNSs in human communities. The top four SNSs belong to Western countries, while WeChat and QQ belong to the Eastern world (China), which points to global competition among SNS services. Since 1997, many SNSs have come into existence, but few have been able to survive, while many have disappeared or have a very limited number of users [23].

Facebook, the most popular, web-based, social media networking site, was founded by Mark Zuckerberg on February 4, 2004 [24]. Up until now, Facebook has increased its number of users each day. Every year, millions of people join Facebook and become part of an online community.

The online available data for SNSs show that the majority of YouTube users live in the US, and that every year the number of YouTube users increases. As with Facebook, the number of YouTube users has increased every year in both the US and in other parts of the world [20]. It is estimated that the total number of YouTube users will be 187.8 million in 2019 in the US [20]. The increase in users of YouTube indicates that online communities increase every day, and illustrates general consumer behavior toward the use of SNSs. Each year, Google earns millions of dollars just from YouTube through advertisements [25].

In a YouTube site search, there is a lot of online material related to tourism, and users search here for tourism-related information [26]. A study conducted by some researchers indicates that YouTube is the preference of tourists when searching for information [27]. In the last quarter of 2017, there were 1,300 million users. All users are registered, and actively connect through WhatsApp to communicate. Currently, it is the most used and well-known SNS among the top social media networks in China [28]. Most WeChat users belong to China [29]. It has also been noted in previous studies that the number of Facebook users is very low in China in comparison to its population [30].

### Significance of Tourism and Rural Regions

Much is written about tourism and rural mountain region tourism in the literature and also described about the significance of tourism [31]. This literature review first covers the basic concepts of tourism, that is, definitions of tourism, tourist, and tour. It then discusses the basic concepts of rural and mountain region tourism: the origin of rural and mountain region tourism and its current forms. Tourism is indicated to travel outside [32]. Tourism is either related to pursue a pleasure or a activity for business purpose [33].

Tourism is very significant for economic development, cultural exchange, and civilizations [34]. A tourist doesn't only look at or visit a place but also contributes to the experience of local community sustainability [35]. Tourists often build relationships with local community members, and later these relations may convert to big business deals or other economic terms [36]. Tourism is an important industry for regions and nations, and for community development [37, 33]. Its importance was underlined in the Manila Declaration on World Tourism in 1980 as:

*"...an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations"* [38].

Tourism brings many changes to the local economy, creating employment opportunities for locals, and exchange of goods and services, as well [39].

There are several definitions available to describe countryside/rural regions. Some define the countryside as, "the regions, which exist outside a town or city" [40]. Some other scholars offer the following

definition: "the areas which are not urban are rural" [41]. Regions in a country that are less developed and have low population density are also included in the rural [41]. The US census bureau, defines urban areas as, "those areas which have a population density of one thousand people per square mile." Thus, areas that do not have a population density of one thousand people per square mile can be included in the rural [42]. One main issue with the existing definitions of the rural is that the boundaries, populations, and other characteristics used to define a countryside or rural area are calculated after a long interval of sometimes 10 or more years [42]. Some researchers state that certain places in urban areas are much less developed in character and other features as compared to the rural, but are included in urban areas [43]. The most common definition of the countryside is presented by the Oxford Reference: "the land and scenery of a rural area" [44]. Another definition of countryside presented by the Cambridge Dictionary is, "land not in towns, cities, or industrial areas, that is either used for farming or left in its natural condition" [45]. Besides these basic definitions, every country has its own definition of countryside or rural; these definitions apply only to certain territory, and also differ according to the area of study [46].

### Research Design

This study was conducted in the region of Gilgit-Baltistan, which is very famous for the tour and trips (Figure-1). The northern Pakistan is very famous for tourism [47, 48] touching with many international borders [49]. The study sample was the eight districts of Gilgit-Baltistan Pakistan [50] having a population of 1,800,000. There are many popular areas in for tour and tourism, like, Skardu, Hunza, and many more [48]. Beside these are there are many areas which attract national and international tourist [51].



**Fig-1: Map of Pakistan focusing on the study area [47]**

## Research Background

In previous studies, the social media use and activities highlighted by tourists during all stages of rural mountain region tourism are not presented using qualitative methods. Some studies discuss tourist behavior and thematic activities undertaken by tourists in the tour process with reference to one or two steps. Social media has become the number one choice of global consumers for decision-making [52]. The advancement of the internet and availability of different SNSs enable consumers to choose and use media in different ways. Some previous studies disclose that social media is becoming more popular every day with consumers, especially for purposes of tourism, and that it has a positive impact on consumers' lives [53]. The availability of all types of internet services and online information for consumers helps in making numerous decisions [54]. Likewise, per day of activity, social media has become an important agent in planning a tour [55]. The availability of internet options facilitates consumer preferences and teamwork [55]; consumers, like tourists, depend on the suggestions of other experts to make decisions [55] and to create a sense of belonging [27]. Social media has now become an agent of change in the minds of consumers [56]. Fotis, along with other researchers, conclude that tourists mainly use social media after a trip they have enjoyed [57]. In previous studies most of studies did not complete the whole process of tourism while touring a mountain area, like some researchers only check the social media use for, planning, pre-trip, trip, and post-trip [55, 58].

As stated in earlier, there are a few studies that have discussed social media use in the rural tour process in detail, but none of them are able to present an accepted, trusted way for rural mountain rea tourism. In this study, comprehensive qualitative research was undertaken with a thematic, semi-structured questionnaire.

## Study Methods for Thematic Measurement in the Tourism Process

In this study a semi-structured questionnaire was used. Justification for the qualitative data collection and other details are presented here. Previous studies recommend a cluster sampling method for this type of qualitative and specific purpose-oriented study [59]; therefore, the cluster sampling method was the method used in this study. A semi-structured interview questionnaire was used. The justification for using this type of questionnaire is well presented by Bernard, who states that if the time to meet with respondents is possibly limited to only once, the use of a semi-structured interview is most suitable [60]. The study type may be qualitative, quantitative or based on mixed methods [61]. The quantitative study follows a deductive method of investigation in which a previously presented model is tested, while a qualitative study presents a new method [62]. In this study, the aim was to discern the themes and contents used or faced by tourists during the entire tourism process. This study therefore used a qualitative approach to formulate a new model. A semi-structured questionnaire was used to collect the data. Following were main research objective:

- To discover how social media is used in the entire rural mountain region tour process.

## DATA ANALYSIS, RESULTS, AND DISCUSSION

For data analysis, the interviews were transformed into codes and then presented in tabular form. The results for each stage are discussed below. Excel was used for coding and sorting, and the main themes were exerted with a tally bar, using frequencies. Table-1 describes the main outcomes of the interview results codes from 124 tourist.

**Table-1: Excel Sketch for Tally Bars in the Qualitative Study**

Stage No.	Themes	Final codes	Respondent codes																	
			R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	R18
1	Planning stage	Information Search	1	1	2	2	2	2	1	1	2	2	2	1	1	1	1	3	1	1
		Looking at other people's comments about a tour	3	2	3	3	1	1	2	2	3	3	1	3	3	2	1	3	2	2
		Calculating the budget for the trip	2	3	1	1	3	3	1	3	1	1	3	2	2	3	2	1	2	3
2	Pre-trip stage	Finding and collaboration with travel party members	2	2	2	1	1	2	1	2	1	3	1	2	1	2	1	1	1	2
		Handling trip departure issues	1	1	1	2	3	1	2	1	2	2	2	1	2	1	2	3	2	1
		Booking tickets and making purchases	3	3	3	3	2	3	1	3	2	1	3	3	3	3	2	3	2	3
3	During the trip stage	self-Expression	1	1	3	3	3	3	1	1	1	1	3	3	1	1	2	2	3	1
		Selecting the best options	4	2	2	2	2	4	1	2	3	3	4	4	3	3	4	3	4	3
		Entertainment	2	3	4	1	1	1	2	2	2	4	1	1	2	2	1	1	3	4
		Keeping in touch with family and friends	3	4	1	4	4	2	2	1	4	2	2	2	4	4	1	1	5	2
4	Post-trip stage	Keeping in touch with travel party members	1	3	1	1	1	1	1	1	2	4	2	1	2	4	1	1	2	3
		Evaluating past consumption	2	1	2	4	4	4	1	2	4	1	1	2	3	3	4	4	3	4
		Relating trip adventures	3	2	3	3	3	2	2	3	2	2	4	3	1	1	1	2	1	1
		Recall memories	4	4	4	2	2	3	2	3	4	4	3	4	4	2	2	1	3	2

Note: Source, Author



### Planning Stage-Social Media Usage Behavior

During the planning stage, tourists are motivated to find information and to make other major decisions associated with the tour. Tourists use social

media for different purposes at this stage. The main highlighted activities undertaken by tourists at this stage are presented in Table-2.

**Table-2: Planning stage-social media usage behavior**

Social media use intentions at the planning stage	Tally	%
To search for information on tourist destinations	47	42.3%
Looking at other people's comments about a tour	32	28.8%
To calculate the budget for the trip	32	28.8%
Total	111	100

Note: Source, Author

Results also shows that the tourist want to use social media in the planning stage to search for information, to look for other people's comments about the tour, and for budget calculations. The results also indicate that the majority of tourists intend to use social media in tourism to search for information (42.3%) during the planning stage of their trip.

### Pre-Trip Stage--Social Media Usage Behavior

The pre-trip stage of a tour is the second stage of the tourist decision-making process for tourism during which tourists who are already motivated to visit a place and make further decisions to confirm the tour. The main activities that tourists undertake in the second stage of travel are presented in Table-3.

**Table-3: Pre-trip stage--social media usage behavior**

Social media use intentions at the pre-trip stage	Tally	%
To find and collaborate with travel party members	36	31.60%
To handle trip departure issues	46	40.40%
To book tickets and make purchases	32	28.10%
Total	114	100

Note: Source, Author

The results in Table-3 show that the main activities of tourists at the pre-trip stage include collaborating with travel companions, handling trip departure issues, booking tickets, and purchasing some goods and services. The focus activity at this stage is handling trip departure issues (40.4%).

### During The Trip-Social Media Usage Behavior

In the third stage of tourism, tourists are very busy, and mainly use social media to manage their trips. The following results show the main activities undertaken by tourists during rural mountain region tourism.

**Table-4: During the trip--social media usage behavior**

Social media use intentions during the trip	Tally	%
For self-expression	43	34.6%
To select the best options	22	17.7%
For entertainment	35	28.2%
To keep in touch with family and friends	24	19.3%
Total	124	100

Note: Source, Author

The results in Table-4 show that the main activities when using social media during the third stage of tourists' journeys. The activities are included as self-expression, entertainment, selecting the best options and keeping in touch with family and friends. Self-expression is most highlighted activity in this stage (34.6%).

### Post-Trip Stage- Social Media Usage Behavior

The fourth stage is the last stage of a trip during which tourists intend to use social media for various activities. In this stage, tourists may have completed their journey but still wish to use social media to recall memories of the trip. The main activities at this stage are listed in Table-5.

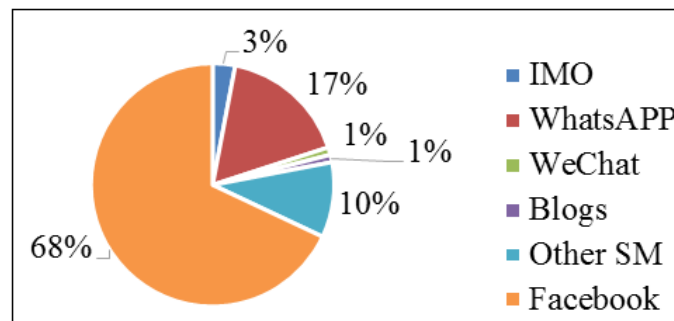
**Table-5: Post-trip stage- social media usage behavior**

Social media use intentions during the post-trip stage	Tally	%
To keep in touch with travel party members	48	38.7%
To evaluate past consumption	21	16.9%
To relate trip adventures	31	25%
To recall memories	24	19.3%
Total	124	100

Note: Source, Author

Table-5 shows social media activities undertaken when tourists finish their trips, these are: keeping in touch with travel companions, relating trip adventures, evaluating past consumption and recalling memories. The results also reveal that the majority of tourists wish to keep in touch with their travel companions at the end of their tour through social media (38.7%).

Beside the above results the tourist were asked to describe the social media types which they use during whole process of tourism. The results are shown in Figure-2, where, majority of the tourist are interested to Facebook as a tool to manage the travel activities.

**Fig-2: Type of social media used by tourists**  
(Source, Author)

## CONCLUSION AND RECOMMENDATIONS

This study was specially conducted to know the main activities which highlighted by tourist for a sustainable tour process in rural mountain tourism. The study results shows that tourist use social media in for stages of rural mountain region tourism: planning stage, pre stage, during the trip and post trip. In planning stage tourists use social media to search information, in pre-trip it is used to handle trip affairs, in during the trip stage it is used for self-expression and in last stage, post-trip, the tourist use social media to keep in touch with travel companions. The results also concluded that majority of the tourist use social media in the first stage of tourism process in the rural mountain region tourism, i.e.; planning stage.

The recommendations of this study is for the tourism related personal, if they want to boost the tourist attraction, the planning stage should be focused. The literature and current facts also suggest that in this regard Facebook (Figure-2) should also be kept in mind to know the tourist activities. For academia, this research will be a bench mark to know more about the activities of the tourist and tourism related activities. Future studies may be conducted to know more details for any one activity or stage of tourism and can also conduct the study in some other areas, like, use of

social media in religious tourism or a special event tourism etc.

**Author Contributions:** All authors did the work equally.

**Funding:** No any

**Conflicts of Interest:** No any conflict of interest.

## REFERENCES

- Berners-Lee, T., Dimitroyannis, D., Mallinckrodt, A. J., & McKay, S. (1994). World Wide Web. *Computers in Physics*, 8(3), 298-299.
- Vickery, G., & Wunsch-Vincent, S. (2007). *Participative web and user-created content: Web 2.0 wikis and social networking*: Organization for Economic Cooperation and Development (OECD).
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.
- O'reilly, T. (2005). What is web 2.0.
- Handsfield, L. J., Dean, T. R., & Cielocha, K. M. (2009). Becoming critical consumers and producers of text: Teaching literacy with Web 1.0 and Web 2.0. *The Reading Teacher*, 63(1), 40-50.

6. Cormode, G., & Krishnamurthy, B. (2008). Key differences between Web 1.0 and Web 2.0. *First Monday*, 13(6).
7. Hsu, C. I., & Park, H. W. (2011). Sociology of hyperlink networks of Web 1.0, Web 2.0, and Twitter: A case study of South Korea. *Social Science Computer Review*, 29(3), 354-368.
8. Cormode, G., & Krishnamurthy, B. (2008). key differences between Web 1.0 and Web 2.0. *First Monday*, 13(6).
9. Murugesan, S. (2007). Understanding Web 2.0. *IT professional*, 9(4).
10. Wortham, J. (2007). After 10 years of blogs, the future's brighter than ever. *Wired Magazine*.
11. Mohr, I. (2016). Determinants of blog success. *The Journal of Applied Business and Economics*, 18(1), 25.
12. Clyde, L. A. (2004). Weblogs—are you serious? *The Electronic Library*, 22(5), 390-392.
13. Peña-López, I. (2007). Participative Web and User-Created Content. Web 2.0, Wikis, and Social Networking.
14. McAfee, A. (2009). *Enterprise 2.0: New collaborative tools for your organization's toughest challenges*: Harvard Business Press.
15. Packer, G. (2004). The revolution will not be blogged. *Mother Jones*, 29(3), 28-32.
16. Ellison, N. B., & Boyd, D. M. (2013). Sociality through social network sites *The Oxford handbook of internet studies*.
17. Danah, M. B., & Nicole, B. E. (2007). Social Network Sites: Definition, History, and Scholarship. Retrieved from <http://mimosapntic.mec.es/mvera1/textos/redessociales.pdf>
18. Rohani, V. A., & Hock, O. S. (2009). On social network web sites: definition, features, architectures and analysis tools. *Journal of Computer Engineering*, 1, 3-11.
19. Abhyankar, A. (2011). Social networking sites. *SAMVAD*, 2, 18-21.
20. Statistia. (2017). Most famous social network sites worldwide as of September 2017, ranked by number of active users (in millions). Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
21. Murray, K. E., & Waller, R. (2007). Social networking goes abroad. *International Educator*, 16(3), 56.
22. Boyd, D., & Ellison, N. (2010). Social network sites: definition, history, and scholarship. *IEEE Engineering Management Review*, 3(38), 16-31.
23. Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
24. Viswanath, B., Mislove, A., Cha, M., & Gummadi, K. P. (2009). *On the evolution of user interaction in facebook*. Paper presented at the Proceedings of the 2nd ACM workshop on Online social networks.
25. Miller, C. C. (2010). YouTube ads turn videos into revenue. *New York Times*, 2.
26. Reino, D., & Hay, B. (2016). The use of YouTube as a tourism marketing tool.
27. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism management*, 31(2), 179-188.
28. China Channel. (2017). 2017 WeChat user report is out. Retrieved from <https://chinachannel.co/1017-wechat-report-users/>
29. eMarketer. (2017). WeChat users in China will surpass 490 Million Retrieved from <https://www.emarketer.com/Article/WeChat-Users-China-Will-Surpass-490-Million-This-Year/1016125>
30. Lien, C. H., & Cao, Y. (2014). Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior*, 41, 104-111.
31. Álvarez-García, J., Durán-Sánchez, A., & del Río-Rama, M. C. (2018). Scientific Coverage in Community-Based Tourism: Sustainable Tourism and Strategy for Social Development. *Sustainability*, 10(1158).
32. Davidson, T. L. (1998). What are travel and tourism: Are they really an industry. *Global tourism*, 447-475.
33. Nei, C. J.-C. (2010). *Tourism as a Strategy for the Urban Development of Small Towns*. McGill University.
34. West, G. R. (1993). Economic significance of tourism in Queensland. *Annals of Tourism Research*, 20(3), 490-504.
35. Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of sustainable tourism*, 17(3), 321-336.
36. Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204.
37. Qian, J., Shen, H., & Law, R. (2018). Research in sustainable Tourism: A longitudinal study of articles between 2008 and 2017. *Sustainability*, 10(3), 590.
38. Declaration, M. (1980). *World Tourism Conference. Manila*.
39. Gaye, S. O., & Adetunde, I. (2016). An Alluring Paradise for Tourism: Cape Palmas a reference point in Liberia. *American Journal of Research Communication*, 4(10), 76-90.
40. Hall, S. A., Kaufman, J. S., & Ricketts, T. C. (2006). Defining urban and rural areas in US epidemiologic studies. *Journal of Urban Health*, 83(2), 162-175.
41. Goldsmith, H. F., Puskin, D. S., & Stiles, D. J. (1993). Improving the operational definition of "rural areas" for federal programs. *Rockville, MD: Federal Office of Rural Health Policy*.

42. Kathy, M. (2017). Rural Definitions. In R. P. R. Institute (Ed.): Rupri.
43. Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream? *Tourism management*, 25(1), 71-79.
44. Oxford. (Ed.) (2017) Oxford.
45. Dictionary, C. (Ed.) (2017) Cambridge Dictionary Cambridge University.
46. Hart, L. G., Larson, E. H., & Lishner, D. M. (2005). Rural definitions for health policy and research. *American journal of public health*, 95(7), 1149-1155.
47. U.S. Library of Congress. (2008). Pakistan geography US country studies. Retrieved from <http://countrystudies.us/pakistan/23.htm>
48. Imran, S. (2017). Tourism development in Gilgit Baltistan, situation analysis and Investment opportunities. Retrieved from <http://www.gilgitbaltistan.gov.pk/DownloadFiles/InvestmentPotential/Tourism.pdf>
49. Weightman, B. A. (2011). *Dragons and tigers: a geography of South, East, and Southeast Asia*: John Wiley and Sons.
50. City Population. (2017). Population statistics for countries. Retrieved from <http://www.citypopulation.de/GilgitBaltistan.html>
51. Imran, S., Alam, K., & Beaumont, N. (2014). Environmental orientations and environmental behaviour: Perceptions of protected area tourism stakeholders. *Tourism management*, 40, 290-299.
52. Solomon, M. R. (2014). *Consumer behavior: Buying, having, and being* (Vol. 10): Prentice Hall Upper Saddle River, NJ.
53. Bronner, F., & de Hoog, R. (2016). Crisis resistance of tourist demand: the importance of quality of life. *Journal of travel research*, 55(2), 190-204.
54. Pan, B., MacLaurin, T., & Crotts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of travel research*, 46(1), 35-45.
55. Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3-22.
56. Buhalis, D., & Inversini, A. (2014). Tourism Branding, Identity, Reputation Co-creation, and Word-of-Mouth in the Age of Social Media. *Tourism management, marketing, and development*, 1, 15-40.
57. Fotis, J., Buhalis, D., & Rossides, N. (2012). *Social media use and impact during the holiday travel planning process*: Springer-Verlag.
58. Burgess, S., Sellitto, C., Cox, C., & Buultjens, J. (2009). *User-generated content (UGC) in tourism: Benefits and concerns of online consumers*. Paper presented at the ECIS.
59. Patton, M. (2002). *Qualitative Research & Evaluation Methods*. 3rd ed 2002: Thousand Oaks, CA: Sage Publications.
60. Bernard, H. R. (2017). *Research methods in anthropology: Qualitative and quantitative approaches*: Rowman & Littlefield.
61. Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9): McGraw-Hill Irwin New York.
62. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*: Cengage Learning.