



Promoting Tourism and Cultural Heritage through Marketing Strategies in Areas of Low Tourism Patronage: A Perspective of Pakistan Tourism Growth

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Abstract

There are many factors due to which Pakistan's tourism industry is not getting much attraction by tourists at the national and international levels. Some of the factors include low budget, low income level of visitors and low support from government as well as visitors. The objective of this research paper is to find out those marketing strategies which can help promote tourism in those areas where there is low patronage of tourism as well as to analyze the current situation of tourism in Pakistan. The research model in this particular study measures the effect of predictor variables upon criterion variable. The research methodology of the undertaken study is quantitative in nature, specifically focusing upon survey research approach. The sample was selected through probability sampling technique. Specifically random sampling technique was employed, by selecting a sample of 120 university students using mobile phone services in Sahiwal region. Data was analyzed through statistical software SPSS version 16.

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