

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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INTRODUCTION

It is a major concern in many countries to prevent and grow their tourism industry and also prevent natural and cultural heritage for the future generations. In order to prevent cultural heritage for future generations, about 157 countries collectively established the World Heritage Convention in 1972 and 582 sites are registered for the prevention of the cultural endowment on the UNESCO World Heritage list. Many countries are contagious towards tourism as a business to generate revenue for the country, like Thailand. The volume of foreign visitors increased to 13.83 million in the year 2006 which boosted the Thai economy, while currently its annual income from tourism is more than 482.319 million baht (Tourism Authority of Thailand, 2008). The performance of South Asians is also improving regarding tourism for last few years but according to the 2005 statistics, Pakistan is continuously behind hand from other countries (WTO, World Tourism Barometer, 2005). Pakistan is far behind countries like Nepal, India, Sri Lanka, and, even Maldives and Bangladesh. Pakistan tourism receipts demurred by -2% from \$185.6 million in 2004, to \$185.3 million in 2005. Some of Pakistan's heritage areas are completely ignored by the local citizens without understanding the importance and significance of the natural and cultural beauty. Furthermore the local communities, stakeholders and people treat the dilapidation and extermination of heritage as a normal thing. No Government authority or the general public is taking any responsibility to prevent the heritage resources for future generation. Although, there is a need that Govt. provides some funding for the maintenance of present heritage. And, an alternative solution is that the general public also takes some preventive actions and stand on their own feet to develop a proper marketing plan and other strategies for making tourism more effective (Jokilehto, 1999). These strategies can help the local communities to prevent their own natural heritage resources by their own and also generate sustainable income and save there, as well as heritage future.

In this study, the Northern areas of Pakistan including Chitral valley, Naran, Kaghan, Ghilgit, etc. have been focused because they preserve both tangible and intangible heritage values. There are many cultural and historical places like site of Gandhara Grave Culture. Some festivals are also organized in these areas like Jashn-e-Nowroz, Kalash festival and Shandoor Polo festival, yet, the foreign tourists are either unaware or ignorant of the natural heritage sites. The purpose of this research paper is to explore the main causes behind the low tourism rate in the cultural heritage places and to create awareness among the general public about the importance of cultural and natural heritage. And also promote the sustainable growth in the low tourism areas by applying different theories of heritage marketing.

OBJECTIVES OF STUDY

Following are the main goals and objectives of the particular study:

1. To maintain heritage culture.

2. To understand the problem of low tourism rate in cultural heritage areas.
3. To apply the heritage marketing strategies to promote the tourism of low financing areas.
4. To make a proper framework to attract more visitors, also manage and maintain the conservation quality and integrity.

RESEARCH QUESTIONS

Some of the research questions of the particular study are as follows:

1. Which type of strategies of marketing the tourism developers use to promote the basic tourism heritage areas?
2. How do the local communities and authorities share amenability for the formulation of policies and strategic management plan?

LITERATURE REVIEW

Market knowledge is also very important in the promotion of heritage and tourism yet it also contains many risks for the growth of tourism in Pakistan especially in Chitral valley. Many marketing strategies are required for better management and application of practices for the growth of tourism in Pakistan. Stakeholders are also of great importance in the concern of tourism growth. Following three concepts have been used for the findings of this particular study which are;

1. Tourism environment's impact
2. Application of marketing theories along with the definition of heritage
3. Using different management approaches along with the heritage conservation

Tourism Environment's Impact

History tells us that human beings are always in search of their paradise on earth as well as they have a thirst to explore and visit new as well as for most places. Tourism is one of the best tools for human beings who can easily quench their thirst of visiting and exploring different areas and cultures. But there are certain conflicts in tourism strategies which lead towards poor control and imbalance over it. So, there is a need of application of better management theories along with the practices so that tourism marketing can be easily understood and can be enhanced. Sometimes visitors may get the advantages or disadvantages by the tourism of a particular place. So the development is very necessary in this field so that visitors may get the maximum benefits from their visits to a particular area or site. Most of the times the selection of environment or climate is also not appropriate by a visitor which may lead to the negative impacts over the tourist of a particular place. Lack of visitor's understandings and knowledge about a particular place also leads towards the lack of tourism growth in Pakistan's heritage sites. There is also the need of understanding the various impacts which influences the tourism growth in Pakistan. It includes:

- Impacts on economy
- Impacts of tourists and local residents

- Environmental safety and damage

Impact on economy

According to (Law, 2002) economic impact of tourism is very difficult to calculate because there are huge complexities in the methods which are used to calculate impacts of economy over tourism. It is also difficult to analyze those methods. For instance, it is difficult to measure and calculate the income level as well as employment level of people from their shops, roads, hotels, restaurants, etc. because it is a time taking method. Sometimes visitors pursue negative impacts from any heritage site instead of pursuing the positive impacts. Qualified tourists are also required for the growth of heritage in chital valley of Pakistan. Inflation is one of the big reasons for lower growth of tourism in Pakistan. Furthermore it may include the opening costs as well as over dependency on tourism which leads towards low growth in Pakistan. According to (Pearce, 1996), and (Mason, 1995) the jobs patterns have been changed due to high cost of living in the tourist’s places. The use of land has also been changed due to the mass tourism (Fowler, 1992). Social growth as well as global growth is also required in this perspective. According to (Smith, 2003), tourism sites should be managed with great responsibility and carefully so that more tourists can be attracted. Some practices can also be used for this perspective so that the positive impacts can easily influence the local as well as foreign tourists. The positive impacts of tourism include:

- Balance between the demand and supply of a particular economy
- Employment generation
- Contributing in the earnings of foreign exchange

Sometimes the negative effects also materialize from the development of the tourism away from the satisfactory point. For the historical point of view tourism environment plays an important role for the development and betterment of tourism in the heritage places. If we do not create stability in the tourism environment we have to deal with the carrying capacity of heritage attraction (Simpson, 1999). Many tourism sites are so scrappy that they need to be cared more sensitively. Other negative point regarding the tourism promotion comes that, many people are working on high managerial positions or having their own businesses (Mathieson & Wall, 1982). So the local people generate enough money from their own resources and this will discourage the tourism promotion to much extent. Tourism did not improve their way of living; in fact the created job will feel them substandard. People want the job opportunities which are more effective, want high skills of employment and provide them better opportunities to generate money and high wages rate (Marcouiller, 1997). This job doesn’t need high skills to perform the job also this job gives temporary employment with low wage rate and this becomes a major flaw of the tourism promotion and sustainable development (Ribeiro & Marques, 2002).

Regrettably, tourism has not been promoted in developing countries as it has been promoted in the

developed countries. So it is very important to know the existing condition of tourism in local areas so that it can be easily encouraged. Some of the fiscal circumstances applicable to the current situation of tourism are:

- Developing countries should depend on tourism to increase the revenues.
- KA large quantity of productivities and rates flow-back to foreign investors and high escape arises.
- Executive positions and professional seats are employed by non-local employees.

A country may lose its authority if it is facing such kind of factors in its economy. It is said that a society should help its own to promote the tourism of its country. Economic monopoly also raises conflicts in tourism marketing. It is also stated that it is difficult to analyze that should have the major right of any heritage or cultural area and how they should be managed. According to (Masson, 2003) the perception of any visitor depends upon the judgment and position of the witness which leads towards the positive or negative impacts of a certain site. For example, more jobs can be achieved if a hotel is built in a low tourism area and it has a positive impact.

As (Masson, 2003) states that: “Any relevant debate on tourism impacts need to consider the value position of observers and commentators and should be set within cares of the wider context of tourism”

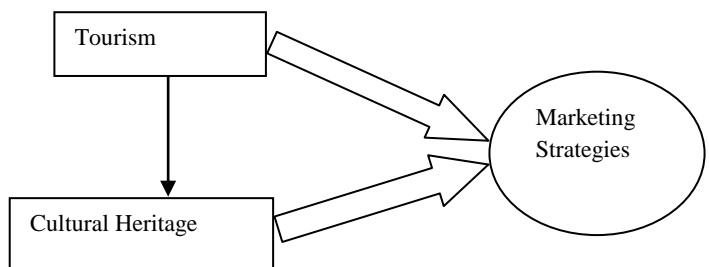
Tourism places are also affected by the following causes:

- The attractions of a particular place are not raised for the tourists so that they can fully enjoy a particular place.
- Most of the times the environment or climate has not been raised for the tourists and locals are failed to attract the attention of tourists towards the traditional buildings.
- In tourism sector, jobs are not raised for the people who actually want to promote tourism with their skills and abilities.
- Hotels and restaurants are very expensive for the tourists.

THEORETICAL FRAMEWORK:

Based on to a thorough review of literature, the following theoretical framework has been developed in which cultural heritage and tourism are predictor variables and marketing strategies is criterion variable.

Fig. 1: Theoretical Framework:



HYPOTHESES:

This particular study explores the relationship between the independent and dependent variables i.e. Tourism, and Marketing strategies. On the basis of these variables and their relationship, following hypothesis has been developed:

H1: Better marketing strategies can promote Tourism in areas of low tourism patronage: This hypothesis is developed because there is a relationship between marketing strategies and tourism. If better strategies are applied on the areas where tourism patronage is low then tourism can be easily promoted in those areas.

H2: Better marketing strategies can promote cultural heritage: This hypothesis is developed because there is a positive relationship between marketing strategies and cultural heritage. If better strategies can be applied then cultural heritage can also be easily promoted.

RESEARCH METHODOLOGY:

The research model chosen for this particular study is quantitative in nature and the research philosophy for the study is positivism whereas the research approach used here is deductive. A combination of primary and secondary data was collected for the study. Primary data was collected by using survey methodology whereas literature review is used for the collection of secondary data.

Data Collection Method:

Survey research methodology has been used for data collection of this particular study and university going students of Southern Punjab are taken as population. A random sample of 150 students from different universities of Sahiwal was used and they were asked to share their experiences as well as their perceptions regarding cultural heritage and tourism promotion. Systematic Probability Random Sampling Technique was used in data collection due to time constraints. This technique is also applied because there is equal chance of assurance of each member from the population. The reason for choosing a small sample size is also the limitation of time.

Data Analysis Method:

Since the hypothesis of the particular study are relational/associational in nature therefore, the data analysis methods used in the study are correlational and regression analysis. The data was analysed in SPSS software version 16 which is a popular statistical software.

Reliability Analysis:

Reliability analysis is performed to check the consistency of items of each variable. The objective of this analysis is to check the reliability among items of variables. The value of Cronbach's Alpha should be upto or more than 0.7 so that it could be acceptable. The reason of using Cronbach's alpha test is because it is easier to use in comparison to other estimates (e.g. test- retest reliability estimates) as it only requires one test administration. The Cronbach's Alpha value for tourism is 0.812. the value for cultural heritage is 0.557 and Cronbach's Alpha value for marketing strategies

is 0.566. therefore, it is confirmed that the measuring constructs are reliable.

Correlation Analysis:

The link or association between two or more variables is called correlation. Correlation analysis is a technique that measures the strength of association among two or more variables. If there is a change in one variable then there will be some change in the other variable too. If the correlation value 'r' is exactly or approximately equal to 1 to -1, then the relationship among variables will be significant. And if the value of 'r' is zero then there will be no relationship among variables.

The following table 1 shows the values of correlation coefficient at 0.01 level of significance. The correlation will be significant if the p-value is less than or equal to 0.01.

Table 1: Correlation of Variables:

| | Mean | Standard Deviation | Marketing Strategies | Cultural Heritage | Tourism |
|----------------------|--------|--------------------|----------------------|-------------------|---------|
| Marketing strategies | 4.2750 | .49726 | 1 | .554 | .651 |
| Cultural heritage | 4.3833 | .56781 | .554 | 1 | .942 |
| Tourism | 4.2357 | .45000 | .651 | .942 | 1 |

From the above analysis, it can be observed that there is a positive and moderate association between marketing strategies and **cultural heritage(r=.554)**. Similarly there is a positive but moderate relationship between marketing strategies and **tourism(r=.651)**. **The relationship between cultural heritage and Marketing strategies is positive but moderate (r=.554)**. the relationship between cultural heritage and tourism is positive and strong (**r=.942**). Similarly the relationship between other variables is shown in the above table. From the above correlation analysis, it has been proved that there is a positive association among variables and hypothesis have been proved correctly. To further check the validity of hypothesis, regression analysis has been performed.

Regression Analysis:

Regression analysis is performed to forecast the association between two or more variables. The change in independent variable causes change in dependent variable with some percentage. The following table 2 shows the values of regression analysis.

Table 2: Regression Analysis of Variables:

| | ΔR^2 | B | Durbin Watson |
|-------------------|--------------|------|------------------|
| Tourism | .301 | .485 | 1.847 |
| Cultural heritage | .419 | .719 | 1.798 |

From the above table 2 it is concluded that change in independent variable of Tourism causes 48.5% change in dependent variable of marketing strategies. Similarly, change in independent variable of cultural heritage causes 71.9% change in dependent variable of marketing strategies.

Results and Conclusion:

The results from table 1 and 2 both shows that there is a positive as well as a significant association between independent variable, moderate variable and dependent variable. Therefore both hypothesis regarding this study are accepted here. Another finding of this study is that there is more effect of cultural heritage and tourism because tourism is a good tool for promoting cultural heritage. Findings also conclude that there is more impact of tourism on marketing strategies than the other independent variable of cultural heritage. This finding drives towards the fact that tourism is a higher driver of marketing strategies in tourism sector of Pakistan. This particular study has great implication for the managers of tourism industry of Pakistan as it will help them to maintain there loyal customers for promoting the tourism in different areas like chitral valley. Customer do not compromise on the standards of tourism as they are paying prices for them. So compaies should come upwith innovative and strategic ideas to make their customers satisfied. The companies should invest in promoting tourism to maintain its existing customers as well as to attract new ones. Companies should also invest in promoting cultural heritage so that customers could enjoy better experiences. Moreover, the results also indicate that those customers who has a better experience with their tourist guideswould enjoy their trips more. The need of the hour is that the tourism industry of Pakistan shuld understand the importance of cultural heritage and tourism in order to capture customers and for miaximization of revenues.

Limitations:

The major limitation of this particular study is the usage of random sampling technique and short sample size due to the limitation of time. The results are significant and statistically proves but could be more generalized with a better sampling technique. Another limitation in this particular study is that the study can not be applied to all industries of Pakistan because this study has been cinsucted specifically with the perspective of Tourism industry of Pakistan.

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