

THE STRATEGIC BRANDING OF DESTINATION PAKISTAN AND ITS INTER-DEPENDENCE ON THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP AND YOUTH-LOCAL PARTICIPATION

By

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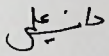
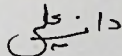
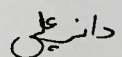
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SUPERVISOR-STUDENT MEETING RECORD

MBA Thesis

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	14 th August	Skype/call	On going primary research at Islamabad for the thesis - discussion on data gathered from PTDC, at EGP & from Focus Group	
6	8 th September	BUMC	The combination of qualitative and quantitative data: edit and review; inclusion of Conceptual Framework.	
7	5 th October	BUMC	SPSS Analysis.	

APPROVAL FOR EXAMINATION

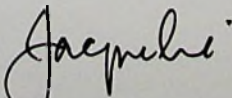
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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose

Whilst Destination Branding has become a global phenomena; the global tourism industry too is expanding exponentially. Pakistan has enormous prospect in all facets of tourism yet it is inexistent in the global competition as an international brand; from which emerges the need to question and understand the elements contributing to this lag.

This paper offers a manifestation of the Framework for Strategic Branding of Destinations to identify means to an end - that is, to realize Socio-Economic Growth through the brand management of the diverse Pakistan as a World Class Tourism Destination.

It goes on to highlight the inter-related yet dependent role of the two key stakeholders groups (1) The Public and Private Sector and (2) The Nation's Youth and Locals in achieving this desired vision of realizing Pakistan's unique tourism potential successfully.

Research Methodology

Due to the lack of formal and complete documentation on tourism, the research is directed primarily towards qualitative content, backed by quantitative feedback, where necessary. To gain an insight In-depth Interviews, Expert Group Meeting, Focus Group, News Reports, Posts from Social Media, Published Survey Reports and Questionnaire were consulted. Primary data is treated as the critical agent in the study and secondary data as a point of reference.

Findings

A positive assessment of the perceived vs. real security risks prevalent in Pakistan suggests primary investment be made for perception management through repositioning of Pakistan using Social Media to reach a global market. Research identifies the need for effective co-ordination and implementation needed by Public-Private Partnership, as the critical support group, that sets the stage as a platform for the tourism industry; along with, the engagement through Youth and Local Participation, as change agents, to realize the untapped tourism potential in a time of expanding growth of the global tourism industry.

Practical Implications

Misperceptions and negative propagation about Pakistan's internal security situation due to the Global War on Terror have been addressed upfront in this unprecedented research, so as to assess Pakistan's current standing. Areas that require coordination and management for improved tourism development are studied; based on, the international Framework; however, in context of local challenges so as to arrive at a practical solution for a way forward. Lastly, a key role of the stakeholder groups being influenced and influencing the process to match the international opportunity by utilizing available local capacity suggests growth through grass root level establishments.

Keywords

Destination Pakistan, Strategic Branding, Sustainable Tourism, Perception Management, Social Media, Social Entrepreneurship, Security.

Paper Type

Applied

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