IMAGE BRANDING FACTORS & FACILITATING MODEL OF TOURISM DESTINATIONS MANAGEMENT DURING COVID-19 IN PAKISTAN

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ABSTRACT
The paper replicates the association of image crisis and the prerequisite model of managing tourism destinations leading to lessening the fears and desperations of COVID-19 among people in Pakistan. The management of the tourism destinations is linked intermediary of image which is the perception about zone, destination and tourism places. Highlighting positive factors with facilities is aspiring for the countries to determine their choice of dominating international market with tourism destination resources. The quantitative data is collected from the foreign office, tourism department, related agencies, stakeholders and key database journal/articles of international authors. Based on the proposed model, results shows that absence of tourism destination management model is tributary factor for bringing the stakeholders to consider Pakistan's image as a state of responsible natives in managing COVID-19. The integrated factors are infrastructure, satisfaction, perception, health outcomes and facilitates of tourism destination management. Though, it requires range of expansion to counter the circumstances of poor management and befalling negative image, the careful events of tourism on each destination favors for a positive image. Tourism destinations are determinant of keeping people alive in this time of panic and nervousness. It underlines the decrease uncertainties through positive response from global community.

Keywords: Image, Tourism Destination, Factors Facilitating, Management, COVID-19

INTRODUCTION

Destination management performs irreversible role in managing tourism destinations through the facilitating factors that drive valuable image branding (Hassan & Soliman, 2021). The arrangement of the factors contested tourism promotion for positive and negative facilitation which indicates destination are correlated with the branding of image (Burhan et al., 2021). The inter-linked aspects ensure destinations to deliver as a fundamental contributing unit for modeling of image during the pandemic infiltration (Abdullah et al., 2021). It specifies systematic, holistic and comprehensive approach for maintaining relatively low impacts of the COVID-19 (Ngoc et al., 2021). Contrary to this, travelers have a choice of opting among available destinations from the supply resources (Abbas et al., 2021). In a competitive destination atmosphere, an integrated choice of destination management implies for key areas of tackling the wide-ranging impacts of COVID-19 (Jafar & Shoukat, 2020). These incorporated development of

destination products, traveler's centered decisions and facilitation of distributing the service quality central to satisfaction, infrastructure, perception, health outcomes and unique facilitates of tourism destination management (Rahman et al., 2021).

The concerned facilitating factors are integrated in view of modeling for effective response to the crisis of image (Hussain et al., 2021). It costs negative when statecraft shows irresponsible behavior towards managing destination and letting travelers to cross COVID-19 restrictions (Shaikh et al., 2021). These limitations are bound to meet the essential indicators of providing better health and well-being of the tourists (Hassan & Soliman, 2021). Time for tourist movement signifies for safeguarding measures and providing safe, satisfied and substantial image of the destinations in Pakistan (Parveen et al., 2020: Irfan et al., 2021: Noreen et al., 2020: Yousaf, 2021: Rasheed et al., 2021). The performance of managing negative image through facilitating factors keeps destination alive not only in Pakistan but it is the common practice states to incorporate positive side of the disaster as well (Irfan et al., 2021). COVID-19 pandemic proves effective in terms of assembling tourists to show responsible behavior on destinations, making it clean, green, and growing for fair health oxygen (Jabeen et al., 2020). Patterns of these brands support and incorporate Pakistan to come up with the model of destination management as applied amid competitive, and eminent destinations (Kazmi et al., 2020).

The competing elements are regarded as advance tools of tourism promotion in the developing countries (Ali et al., 2020). The trend of implying destination progress, facilitation and resources are the substantial visits of tourists to destinations in regions and countries (Shafi et al., 2020). Pakistan, in view of destination management determinant to put forth essential facilitators that progress for the perceived value, quality and intentional motivation (Abbas et al., 2021). However, Pakistan is facing drawbacks in managing tourism destination that proposed facilitating factors through the occurrence of cultural heritage, diverse ecosystem and potential to own the positive impacts on branding image through effective mitigation of COVID-19 (Twining Ward & McComb, 2020). To manage the challenges of pandemic, the mitigating effects of destination management provides insightful practice of modeling the crisis of image while lowering the severity of anguish and categorizing the pacific factors to facilitate travelling (Hassan & Soliman, 2021). The research aims to formulate a model of destination management that leads to direct the empirical verification for vindicating crisis of image in Pakistan, during testing times of coronavirus.

Literature Review

Destination management is a choice of process that is studied by scholars and authors Alhumaid et al (2020) in relation to the impacts placed on taking decisions for determining the image. The research trending and making decisions for facilitation of the tourists is part and parcel of strategic destination marketing. It results in a positive

exercise of satisfying tourists and managing perception (Nawaz et al., 2020). The managing of image with favorable responses demonstrates for many authors that it proves destination experience and higher satisfaction of customers. The research Abdullah et al (2021) reflects those behavioral intentions of tourists are determinant towards the modeling of image. It intends to invite tourists for revisiting the destination in near future times. The impressive immediate steps considered to reactivate and restore as pandemic continue to hit hard with softening of least partial transition of sustainable tourism activities (Awan et al., 2020). The image of destination by Yasin et al (2020) replicates determinants of managing major influencing features that provides for the facilitating quality performance of factors.

The facilitating relationships of the factors provide for the inclusive and broad operations and purpose on the tourism destinations (Kuqi et al., 2021). Attracting visitors for the sake of revisit is intensive, but incorporating key elements of destination may result in reviewing the ability of influencing the management of destinations. The authors Ilyas et al (2020) express direct marketing as concentrating tool to invite tourists to visit destinations. For potential customers and travelers, direct marketing implies for media outlets instigating the magazines, booklets, leaflets and flyers (Nazneen & Din, 2020). Using social media inserts the arrangement for visitors to involve traveling sections in providing quality facilities to stand with competition of destination marketing (Shabbir et al., 2020). Instant-information sources and willful use of internet place conventional ways of leading the destination providing the unique opportunity of accessing the visitors (Villi, 2021: Pattanaik, 2020). Destinations reflects marketing tendencies, considering the role of maintaining and building client relations interacting activities that attend generation of transaction and responses. Building relations with tourists is simplified with satisfaction of objectives, exchanging services and products (Pattanaik, 2020). Registering interest of ideal visitors, focusing on realistic goals and tight marketing budget review may re-establish the contacts with effective destination marketing campaigns.

Health outcome for a tourist is trailed by infrastructural support of the tourism to mean factors implying influential mechanism (Aburumman, 2020). It demonstrates the destination methods of pre-requisite good and adequate conditions reducing negative response from destination clients. The ability to provide intermediate transition to high value assets (Akhtar et al., 2021). Developing destination infrastructure occurs with demand satisfaction and performance of specific function is relevant to inadequacy of public destinations infrastructure (Zhang et al., 2021). Managing infrastructure without understanding dimensions of quantity, quality and limitations of tourism market (Li et al., 2021). It is essential to have sufficient market research to introduce infrastructure that may accommodate and facilitate tourists for the factors causing insufficiency of tourism infrastructure (Ivars et al., 2019). Facilitating factors delves into understanding of perception which is often referred as a place of interest, accumulating leisure,

amusement, nature, ability, cultural and religious value. The authors Gössling & Higham, (2021) view predominant application of entertainment, exhibitions, recreational events of perception infer existing of wildlife parks and cultural heritage. Travelers continuously benefit from such natural parks that is specific among populations, regions having climates, caves and cliffs (Reinhold et al., 2019). These show the need for mountain to show certain original beauty, that's usually has peaks, hill top and reducing the negative events of erosions on destination sites (Kurniawan et al., 2019).

For Abou-Shouk (2018), destination management attracts the transportation of animals in areas to encourage common visits of tourists. Practices of such kind are effective in developing countries where Pakistan used tourist attracting destinations, featuring wildlife elements (Stankova & Vasenska, 2017). Using zoo for the purpose is better treatment and care to enclose visitors on farms and aquariums interacting marine life in small tanks, pools that perform well-known tourists' destination (Ciro et al., 2019). Perception through animal tourism is frequently discussed among scholars in Pakistan to bring original shape of the animals demonstrating culture as well as importance for tourist's visits to concerned destinations (Della et al., 2017). It leads to satisfaction of visitors crossing hilly sites, mountain and green avenues in the country. Destination satisfaction is amplified by large scale research and learned academic intrusion into the factors facilitating satisfaction on each destination (Paolanti et al., 2021: Aguiar & Szekut, 2019: Sumra & Alam, 2021). For marketing strategies for dealing with image crisis in times of COVID-19 pandemic it proves optimal benefits for the tourism activities (de Almeida et al., 2020). The provisions of antecendent satisfaction is amalgamated in developing integrating constructs for lessesing fears and vulnerabilities of pandmeic through tourism destinaiton satisfaction.

Formation of satisfactory indicators are assuming loyalty of tourist destination and imlemenation of managerial tools to percieve value driving satisfactory impacts on image of tourist (Sears & Weatherbee, 2019). Depdening on the duration of COVID-19 crisis the image of destinations are followed in view of vaccinated tourists for their physcial and mental well-being (Pearce et al., 2017). Accessign the facilitating factors underlines reopeining of destinations in constructing a model to engage isolated population and patient recivered from pandemic trauma (Sigala, 2020). Traveler confidence is based on satisfactory safe destinaiton protocols leading to deveoping of image and stimulating demand for varieties of desitnation in Northern regions of Pakistan (Chang et al., 2020: Lapointe, 2020). The interdependent, resilient and introducing unprecedental measurment of bringing shares of satisfactory destination assessment review the need for COVID-19 crisis and helathy movement of tourists (Gretzel et al., 2020). Satisfaction in terms of lessesing the fears and well-being of tourists is central focus of mitigating the crisis where cocnerned authorites are influencing the negative image through responsble behavior (Strielkowski, 2020). Modeling each factor that faciliate satisfaction, health outcomes and consideration of

satisfied tourism destination management through direct marketing and demanding infrastructure (Higgins, 2020: Qiu et al., 2020: Gössling et al., 2020: Kaushal & Srivastava, 2021). The strategical COVID-19 interruptions highlight performance of each indicator, factor facilitating for decreasing fears of pademic through liable model of destination management.
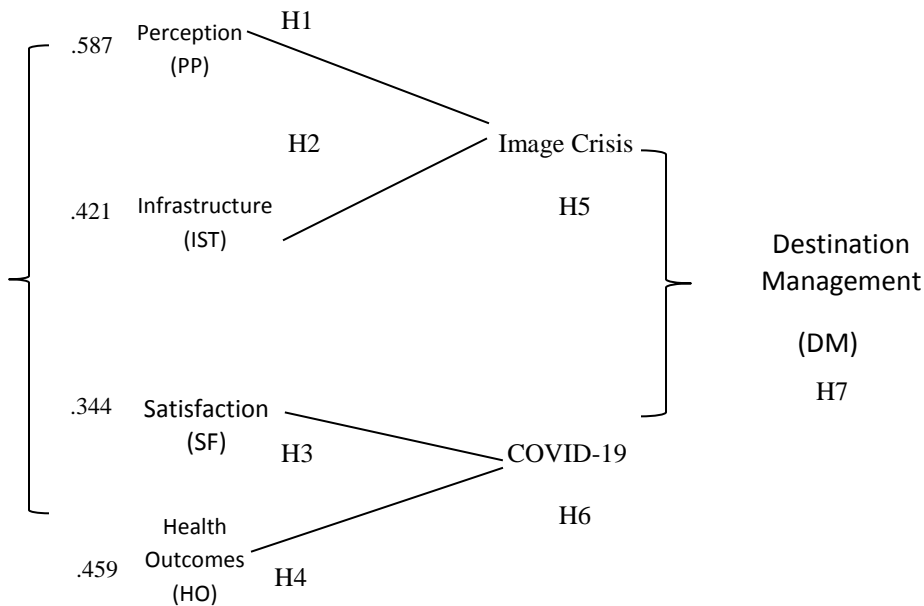

Figure 1.1 Proposed Model for Destination Management, provides for perception and infrastructure contribution towards image crisis through destination management. These factors extend to satisfaction of travelers visiting destinations for health outcomes are influenced by COVID-19, determining the essence for effective model of tourism destination management.

H1: Perception is the positive facilitative factor for Destination Management

H2: Infrastructure is the positive facilitative factor for Destination Management

H3: Satisfaction is the positive facilitative factor for Destination Management

H4: Health Outcomes are negative facilitative factor for Destination Management

H5: Image Crisis is the negative facilitative factor for Destination Management

H6: COVID-19 is the negative facilitative factor for Destination Management

H7: Destination Management is the positive facilitative factor for image building

Methodology

The paper incorporated quantitative research methodology as it is implied by relevant studies on the model applications of image crisis and destination management (Kaushal & Srivastava, 2021: Patroni et al., 2018: Provenzano & Baggio, 2019). In the science of tourism, quantitative research provides for explanation of facts, analysis of results and outcomes based on the facilitating factors of destinations (Baggio & Klobas, 2017). For establishing relationship between variables descriptive approach followed with correlation is implemented to infer the desire results (Islam & Chaudhary, 2020: Khoo-Lattimore et al., 2019). The sample size is calculated under the probability sampling technique, where concerned tourism individuals, stakeholders of destinations are accommodated (Tang, 2017: Mehraliyev et al., 2019: Karagiannis & Thomakos, 2020). The formula of Krejcie and Morgan, 1994 is considered to see the size of sample out of entire population pertaining to two destinations implying quantity of respondents as 194 in number against the distributed 250 questionnaires. Before applying the formula, the research measured the population over each destination and is suitable for the method.

Following the marginal level 0-5 with 6-5% of margin of error and confidence level of 95% the number of questionnaires distributed are 250. The instrument for survey is used through questionnaire provided information on stakeholders of destinations with 35 questions from the authors Romão (2021) those used the questionnaire for tourism related aspects of destinations. Information reflected through the questionnaire retreated choices of destinations, facilitating factors, and crisis of image (Stepchenkova & Shichkova, 2017: Park & Kim, 2018). Key supporting factors are infrastructure, satisfaction, perception, health outcomes, direct marketing and facilitates of tourism destination management (Suryandaru, 2020: Villacé et al., 2021). Questionnaire initiated with demographical detail that trail the characteristics of participant detail in the form of age, gender, sex, education, experience with destinations and marital status.

Questions relevant to direct marketing are showing information regarding tools and techniques for satisfying tourists with response on the traumatic conditions of COVID-19 (Magano & Cunha, 2020: Tang, 2017: Chen et al., 2021: Mollah et al., 2021: Sarkar et al., 2021). Satisfaction of tourists is the second part of questionnaire as it reflects the infrastructure needs which comes as third section of the questionnaire. Each part of questionnaire comprising of five Likert scale which dominates by overall facilitating factors of managing tourism destinations. The questionnaire is divided into five sections (health outcomes, satisfaction, infrastructure, and perception) including the questions on COVID-19 which is linked with each variable constructed accordingly. The survey conducted during April-June of 2021 and used online tools to reach out participants. The process of data received from the participant through IBM SPSS statistical software package where correlation, regression, anova, descriptive and reliability test of

cronbach alpha is applied efficiently. The Likert scale questions reliability is tested where statistical methods helped with similar component for Likert scale sections of the questionnaire.

Results & Discussion

The distribution of the questionnaire among the participant responded with ratio of 60.8% male and 34% female gender and 5.2% prefer not to show their gender. It showed that age of respondent reflected as 20.6% (18-25) years, 32.5% with age (26-40) followed by (41-60) as 32.5% and 14.4% are above 60 years of age. Tourism related agencies 39.9%, tourism department 43% and foreign office 13.5% and stakeholders are at ratio 3.6%. Experience of participants are 20.7% for (0-5) years, and 26.9% for (6-10) years. The experience of 11-15 years stands at ratio of 22.3% followed by 16-20 years with 17.6%. Participants having more than 20 years of experience are at 12.4%. The provision of ratios over each participant and group reflects the destination instigates travelling over management by concerned authorities with the need for work completed and related with the tourists to visit.

However, the destinations lack significant facilizing factors for travelers to stay for 1-3 days, or 3-7 days in a week or month. Family culture, social standards and managing clean destinations with effective dispersion of waste is not properly muddled to reflect a safe and secure environment for COVID-19 sensitive tourists. Respondent viewed that traveler satisfied with facilitating factors as 15.7% from infrastructure, 18% from perception, 42% from satisfactory arrangements and 32% opt for proper health outcomes. For health, the response shows that minimum budget allocation at ratio of less than 10% is not suitable to launch their campaign. The use of internet and media outlets is considered through 48% used for direct marketing and making the tourists to consider the destination for their choice of visit, during the hefty and isolated days of COVID-19. Same ratio of 18-25% is for travelling agencies facilitating tourists to revisit through accumulated numbers of 13-21% of satisfactory level. Lack of facilities is a major reason for driving factors of infrastructure and establishing better health outcomes.

Correlation Table 1

Description	Destination Management	Infrastructure	Health	Satisfaction	Perception
Destination Management	1.000				
Infrastructure	.421	1.000			
Health Outcomes	.459	.627	1.000		
Satisfaction	.344	.501	.585	1.000	
Perception	.282	.514	.568	.587	1.000

The correlation is the strength of variable relationship where the r value of coefficient determines numbers from +1 to -1 for this, destination management and health outcomes reflect weak values, which provides for negative impacts on perception and direct marketing. It shows weak rather unsatisfactory position of destinations in Abbottabad, Pakistan which needs to amalgamate the key facilitating factors underlying the importance of each indicator as important. Values for health outcomes .459 is positive relation, followed by satisfaction to .344 better for fulfillment of remaining indicators. The perception is positive with .587 but negative with satisfaction .282 because of least working on each destination. The overall reliability 0.671 of testing Cronbach Alpha stands true at significant level as values are reflecting fit data towards the research. For each variable the values of reliability are satisfaction .702, infrastructure .639, perception .610, and health outcomes as .638.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.496[a]	.246	.230	.69445	.246	15.446	4

P-value of the results provided 0.0000, is less than five percent and proves the hypothesis rejected for destination management having no satisfactory results. The infrastructure, satisfaction, perception, health outcomes and facilitates of tourism destination management. Coefficient value of infrastructure is positive with p value 0.000 that follows health outcomes as positive in coefficient .311 with satisfaction at .104, with p value of 0.000. Perception is negative at -.049 with 0.000 p value that is less than 0-5 and show significance of variables towards destination management. The health, satisfaction is negative with t-test value at 3.692 and 1.255 driving significant losses for satisfaction and health outcomes that leads to 95% of confidence interval. The value of r is .496 followed by the r-square at .246 pouring adj r square at .230 where both results reflect significant explanation of model applied for proposed research. Substantial values provided for the need of facilitating factors causing image crisis and influencing the COVID-19 struggle.

Model Summary[b]			
Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	189[a]	.000	2.021

The values of r-square highlighted as .246 with significant values of F change at .000 leading to Durbin Watson of 2.021 shows significance of values for the research and data applied. For satisfaction, health outcomes of the destination management are at desirable position of .104 and .311 unfolded the need for effective measures to counter the image crisis with proposed model for operative destination management. The outcomes of anova test instigate significant value of .000 provide the variation among constructs is at significant with survey used for obtaining the data. It leads to lessening negative perception about destination arrangement for tourists during the needful time of COVID-19 in Pakistan. For descriptive the mean values are at 3.4786 for destination management, 3.5331 for health outcomes and 3.2608 for infrastructure. It followed by satisfaction as 3.6672 and 3.7216 as the values showing means of each variable with continuous function for achieving effective statistical results.

Conclusion

The proposed model for the destination management and mitigating image crisis during COIVD-19 pandemic in Pakistan is tested, for unfolding the flaws demanding for implementing the facilitating factors. Tourism destination with weak health outcomes and satisfaction attributes is not appropriate for tourists to entertain recreational

activities. The pandemic isolation and social distancing offer destination management use through facilitating factors containing infrastructure, satisfaction, perception, and health outcomes. The proposed model for image crisis infers long-term elucidation for the recreational and leisure experiences. Treating pandemic through travelling may stipulate for effective model application during health crisis. Durable, competitive and facilitative progress of destination management incites tourists to realize the significance of reverential tourism practices on the destinations.

Images, amenities and features of destinations are contributive for essentially applied and institutionalizing the choices of tourists to choose destination of Pakistan through the verified facilitating factors. Settings of poor management and befalling negative image guide for careful use of destinations in attaining image branding while maintaining the determinants of cultural insights and honoring the local values. Certain measures of tourism on each destination favors for a positive change through factors that provide a healthy activity with no impairment towards natural beauty and cultural reverence. Tourism destinations are determinant of keeping people alive. The evaluation of procedures, techniques and methods incite thoughtful description of destination management model proposed in this paper to understand and predict better choices for Pakistan and tourists having travelling intentions during irritated years of pandemic.

Implications for Future Research

The research employed the proposed model with limited destination management factors, those implied for further investigation in understanding the image of destination, tourists' characteristics and selection of destination. Implications of this research are non-conventional domains of tourism destinations like religious sites those are not appropriate as tourists' destination with increase standard of facilitating factors. These provide for direction to be applied on soft image and managing destination in a comprehensive consideration of tourism. Highlighting importance of models as well as counter action during pandemic is necessary to remove the dissatisfied aspects, lowering the image, culture and national character of the country.

This research may replicate the idea of competitive destination through proposed model in future and offer an exclusive view of positive image of destinations. Implying destinations out of traditionally described realms recreate antecedent of travelling sites for revisiting apparatuses of soft power. The analysis of image branding supported such investigations for most rated features of facilitating factors mainly focused on the preferable choices of destination. It highlights tourism destinations as evolving themes of academic interest. Here, the cross-sectional objectives may incite the tourism destination influence over foreign policy choices, relevant to the crisis of image during interaction with global community for COVID-19 relief and execution efforts. Future

research may undertake religious destinations/resorts under spectrum of sanctuary & sacred procedures that exclusively honor religious destinations.

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