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Factors Influencing Pakistan International Tourist Arrival: A Study from 2014-2019

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Abstract

Tourism industry is booming in the world specially developed countries are generating more revenue from tourism sector. Though, Pakistan tourism is among the fastest-growing economic sectors and is the largest source of foreign exchange and has great potential in tourism sector but unfortunately, Pakistan is still unable to generate sufficient amount of revenue from tourism sector due to lack of recourses, miss- management and political instability. Pakistan tourism crises are not hidden form anyone. However, the international tourist arrivals in Pakistan have been declining significantly from the year 2011-2019. Present research aims to provide some insight of Pakistan tourism sector pitfalls and the theoretical overview of destination image, satisfaction, intention to revisit and S-O-R model as these variables play major role for the arrival of international tourist. The research finding provides some guidelines to the policy makers and Pakistan Department of Tourism to improve the international tourist arrivals.

Keywords: Destination Image, Tourist Satisfaction, Intention to Revisit, S-O-R, International Tourist.

Introduction

In many developing nations, tourism has become a vital commercial industry in recent years (Aman et al., 2019) due to the creation of connected employment, improvements in local people's living conditions, and supporting the expansion of other businesses (Alvaro et al., 2017; Bratucu et al., 2017). The tourism offerings of developing nations are being improved and diversified in order to attract more foreign tourists to their countries. As a result, tourism becomes more important in such nations, with a rising number of research focusing on

tourism development (Gossling et al., 2008; Saufi et al., 2014). It is widely believed that tourist satisfaction and intention to revisit are important variables in determining the success of any place, among other aspects (Mai et al., 2019). Some of these factors' antecedents are linked to the overall concept of destination image in earlier research (Jeong & Kim, 2019).

Pakistan Tourism

Pakistan is famous for tourism and hospitality due to its cultural, historical inheritance, archaeological places of different old civilizations, religious heritage, festivals, various landscapes with fertile land to deserts, high mountains range, forests, abundant adventure zones, coastal zones of the sea in this ancient region (Ali et al., 2019; Arshad et al., 2018; Manzoor et al., 2019; Rauf et al., 2020; Sajjad et al., 2018). According to Arshad et al (2018) "Pakistan has various tourist destinations like Swat, Malam Jabba, Behrain, Kalam, Shangla, Balakot, Kaghan, Naran, Ayoubia, Murree, Chitral, Gilgit Baltistan, Hunza, and Neelum valleys, mountainous ranges, and historical and archaeological sites". Pakistan provides great opportunities for tourism such as trout fishing in the rivers of Gilgit Baltistan and Swat, traditional Shandur Polo tournament, paragliding, rock climbing, and northern area trekking, Cholistan Desert's jeep and camel safari, Arab Sea boar hunting and car boarding (Arshad et al., 2018). Similarly, Bhandari (2018), claimed that two bio-geographic lands out of eight over the world are in Pakistan. Pakistan is holding five (5) highest mountain peaks in the world (Arshad et al., 2018). "Pakistan has some of the best eco-tourism destinations in the world. There are high mountains, glaciers, rough cliffs, alpine meadows, coniferous forests, sub-mountain scrub forest, varied flora and fauna (endemic and migratory), deserts, beaches, coastline, and wetlands (Himalayas, Karakoram, and the Hindu Kush ranges)" (Arshad et al., 2018).

Manzoor et al (2019), acknowledged that international tourism is growing in Pakistan; 1.75 million tourists are recorded in 2017 and achieved 24.4% growth over the last two years. According to (WTTC, 2019), Pakistan tourism generated \$19.4 billion, which is 6.9% of the GDP and is predicted to increase to \$36.1 billions in 2030. Tourism in Pakistan contributed 6.0% to total employment and an increase of 6.3% by 2017. According to the WEF (2013), that Pakistan ranked 25th of world heritage sites (Yaping Liu et al., 2019). According to UNWTO (2017), Domestic tourists increased by 6.1% in 2018 (PKR 1,445.9 billion) and are predicted to increase up to 5.9% (PKR 2,564.3 billions).

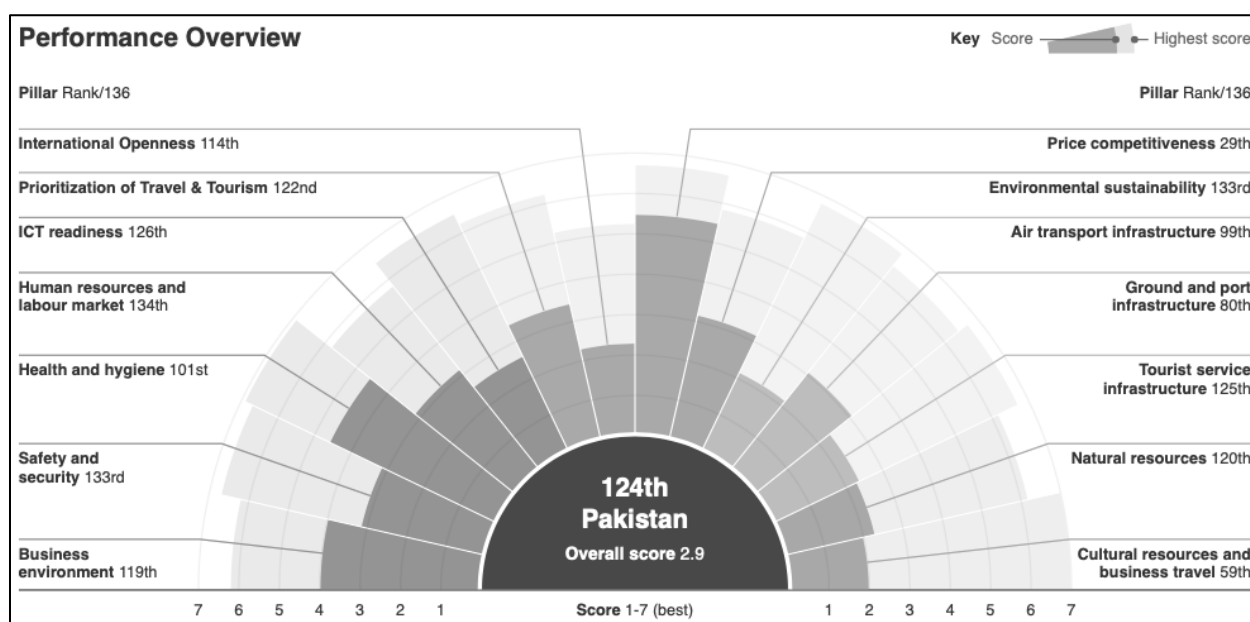
Moreover, Pakistan tourism cannot be compared with other developing countries; it also struggles to attract international tourists (Ali et al., 2019). World Economic Forum (WEF) ranked the tourism industry in Pakistan lower than other South Asian countries. After the United States of America 9/11 attack, the Pakistan tourism industry faced severe losses, (Ali et al., 2019; Sajjad et al., 2018). According to Pakistan Institute for Parliamentary Services report, the majority of Pakistan tourism destinations are suffered due to natural disasters, worst hygiene, waste management at tourist spots, and lack of research are also the main challenges of Pakistan. Hence lack of research affects tourism development (PIPS, 2018). Nevertheless, Pakistan is currently taking steps to develop its tourism industry by promoting tourism destinations through all channels (Kanwel et al., 2019). Moreover, the safety of the tourist destination is ensured; so international tourists' visits experience can be related to positive perception (Ali et al., 2019).

According to UNWTO (2020) report, most regions in the world saw a rise in international tourist arrivals in 2019. Nevertheless, uncertainty regarding Brexit, the fall of Thomas Cook, geopolitical and social uncertainties, and the global economic slowdown, led to slower growth

in 2019; relative to the extraordinary rates of 2017 and 2018. This downturn has mostly impacted advanced economies, particularly those in Europe, Asia, and the Pacific region.

Travel & Tourism Competitiveness Index (TTCI)

Travel & tourism competitiveness report presents the travel & tourism competitiveness index (TTCI). The TTCI structure is composed of 14 pillars organized into four sub-indexes: A) Enabling Environment (5 pillars): 1. Business Environment, 2. Safety and Security, 3. Health and Hygiene, 4. Human Resources and Labor Market, 5. ICT Readiness; B) T&T Policy and Enabling Conditions (4 pillars): 6. Prioritization of Travel & Tourism, 7. International Openness, 8. Price Competitiveness, 9. Environmental sustainability; C) Infrastructure (3 pillars): 10. Air Transport Infrastructure, 11. Ground and Port Infrastructure, 12. Tourist Service Infrastructure; and D) Natural and Cultural Resources (2 pillars): 13. Natural Resources and 14. Cultural Resources and Business Travel (TTCI) is the representation of 140 countries competitiveness regarding their procedure and policies to measure the economic condition of travel and tourism. Moreover, the current development of sustainable travel and tourism it provides an essential factor for the travel and tourism (WTTC, 2019).



Source: (WTTC, 2019)

Figure 1.1 illustrates a complete insight of Pakistan travel and tourism performance with respect to 14 pillars and 90 indicators which are distributed among several pillars. Furthermore, TTCI provides strategic benchmarking tools, which is very important for stakeholders and governments to compare cross-country progress on travel & tourism drivers and provide information about policies and investment decisions.

Pakistan's tourism industry is now ranked at 124 out of 141 countries around the world. Moreover, the Pakistan tourism industry certainly needs attention to help to boost its rank in global tourism. Although the tourism industry in Pakistan has been on the rise, the number of international tourists is not as encouraging as compared to domestic tourists (Ahmad et al., 2019).

International Tourist Arrival in South Asia (Mill) (2014-2019)

The World Tourism Organization (UNWTO) statement 2016 reported that tourism growth will provide strong economic energy in the future and will result in good employment opportunities and infrastructure investment, as the travel & tourism (T&T) industry have powerful impact on the global economy and community, the industry showed a tremendous growth and contributed 1.4% of world GDP in 2018 and similar share of employment. Özyurt and Kantarci (2017), explained that due to social and economic impact, the tourism industry has very important for destinations, businesses, governments, and stakeholders, that's why strong competition will result in strong economic benefit.

According to World (UNWTO, 2016) report, that worldwide the international tourist arrivals reached 1.4 billion, and the international arrivals are expected to reach 1.8 billion by the year 2030. Although the entire world is facing an economic downturn the tourism sector still having a remarkable growth rate, globally international tourist arrivals increased 7% in 2017, which is the maximum boost in the increase since the 2009 global economic crisis and crossed the 3.8% per year long-term forecast, which was estimated by UNWTO for the period of 2010-2020 (Chen et al., 2020).

Pakistan tourism industry and its current international shares stand at 0.1% with a value of USD 352 million (Calderwood, 2020; Rashid, 2020). Pakistan is lacking behind in attracting international tourists as compared to its neighbouring countries. Pakistan still stands and ranks 124 out of 136 countries in world travel and tourism competitiveness index in attracting international tourists (Arshad et al., 2018). However, Pakistan domestic tourism is increasing and middle class, which represents 38% of the total population are very much helping in the growth of domestic tourism (Rashid, 2020).

The international tourist arrival in selected South Asia countries face major decrease. Furthermore, it indicates that the overall international tourist arrivals in selected South Asia countries vary from the 2014 to 2019 period. On the period of five (5) years, India recorded an average of 9.02 million; Sri Lanka at 1.96 million; the Maldives at 1.32 million; Pakistan at 0.80 million; Nepal at 0.79 million; and Bangladesh at 0.20 million international tourist arrivals. Although, the South Asia region's economic base is weak; and the region has a great potential for tourism business Nawaz & Hassan (2016), claimed that the tourism sector was ignored and given very less attention to Pakistan.

Pakistan standing is far away on the basis of international tourist arrivals; compared to South Asian countries (Baloch, 2007; Kanwel et al., 2019). The declining international tourist arrivals and tourist receipt would definitely have a negative impact on Pakistan economy (Khan et al., 2020). The average international tourist arrival in South Asia from 2014-2018 is about 2.34 million, while Pakistan average international tourist arrival is 0.80 million within the period of 2014-2018. Furthermore, (Khan et al., 2020), study shows significant relationship between economic expansion, tourist arrivals, and tourist receipts. According to (Kubickova, 2019), those tourism receipts are related to demand and supply factors, and demand can create through the destination image attributes which appeals the tourist to visit the destination more oftently (Manrai et al., 2018).

Despite, the fact that Pakistan has potential for tourist growth due its attractive sites for all kind of tourists, it's still ranks very low among the world tourist countries. The Pakistan tourism industry needs drastic changes in its strategies to attract large number of international tourists to improve the tourism growth as well as the economy of the country.

Challenges of Pakistan Tourism Sector

Pakistan's tourism sector is facing challenges due to the devolution of powers in Pakistan; which is caused by poor coordination, government support, poor enforcement of standards and certifications, and poor budget (Kanwel et al., 2019; PIPS, 2018). Tourist management is the responsibility of the provincial/ federal governments. Each provincial / federal territory has its own tourism department or cell in Pakistan. These organizations lack the capacity and resources to encourage, study and creativity (Arshad et al., 2018).

None of other country could have achieved the status of famous tourist destination in the globe with highly regarded tourist attractions as Pakistan has accomplished. Moreover, Tourists' safety and security is important factor tourism development, and the national image is also significant. Furthermore, there is a lack of development projects for the new visiting sites in Pakistan (Arshad et al., 2018).

Thus, the imposition of unnecessary restrictions on international tourists' movement, a slow procedure for issuance of NoCs and expedition approvals for trekking and mountaineering in Pakistan is another drawback (Rehman et al., 2020). In addition, Hotels and restaurants have established no certification and service quality standards (Malik et al., 2020). Hence, law enforcement is necessary to uphold the standards of hotels, travel agents, and tour guides to promote sustainable tourism (Akbar et al., 2017). Similarly, there is a lack of consistency in applying the standards and certifications in other tourism-related facilities, such as transportation, which has a disruptive effect on tourism demand and visit intentions (Shaker et al., 2020).

Many departments are related to the tourism industry, such as forestry, the environment, wildlife, highways, etc. They all work in isolation, deprived of any kind of contact that may be developed with tourism. As a result, there is a lack of prospects for tourism growth and opportunities for economic gains (Arshad et al., 2018). Currently, hotels and restaurants do not enforce qualification criteria and quality of services. Star Systems shall be used in the country's hotels to control the quality of the services, but these requirements are not actually implemented. The implementation of standards and certifications in other tourism-related facilities, such as transport, is also slow. Vehicles leased by visitors without a fitness qualification scheme and no level of transport charges between different destinations (Arshad et al., 2018).

Moreover, infrastructural growth, destination tourism also relies on the perceived effects of tourism on locals. The positive and negative perceptions of tourism among local community affect their support for the growth of tourism (Jaafar & Rasoolimanesh, 2015). The negative image was created by the international media in the world due to security issues in Pakistan. While law and order problems do exist in certain parts of the world, the fact varies considerably from the perception. This negative image creates a substantial obstacle for global tourists to Pakistan and also disincentives local tourists. tourists avoid those destinations where economic, health, physical, political, psychological, and social insecurity, unstable circumstances, natural disasters, and terrorist threats are seen (Khan et al., 2020). The choices of tourist destinations thus depend indirectly on the measures of well-being of the local community (Khan et al., 2020).

Governments and organizations in many countries and regions that are either experiencing or emerging from conflict view tourism as a potentially important tool for providing post-conflict stability as well as an instrument for integration into the global economy (Bultjens et al., 2016). There is a general consensus among scholars that terrorism adversely affects the

tourism industry. In this regard, the first large scale empirical evidence of any such negative effects of terrorism on tourism was found by (Neumayer, 2004).

Ingram et al (2013) concluded that terrorism change the perception of the potential tourist about a destination and persuade them to choose an alternate destination or to drop the trip altogether. The mechanism of this effect is explained by Arana and Leon (2008) who argue that terrorism shocks the potential tourist and negatively affect the image of the destination. This distortion of destination image seems to be the result of the perceived risk associated with such a destination. According to Wolff and Larsen (2014) the perceived risk related to terrorist affected destination remains strong in the mind of the tourism, even after years of relative peace.

Tourism is believed to be an important factor in peace building in post-conflict regions. But the academic community is differentiated on the peace binding role of tourism. On one hand, some consider it an important contributor to peace building (Aussems, 2016; Hertzog, 2013), while others consider the development of tourism as an outcome and beneficiary of the establishment of peace (Naef, 2019). The second school of thought criticize the development of tourism in post conflict areas on mostly moral (Lischer, 2019), and human basis (White, 2017).

According to stated, that World Economic Forum (2013) TTC emphasized the importance of security services to world-wide tourism. Reliability of police services is regarded a key component of tourist competitiveness, according to the research. Pervious researchers suggested in their study that safety and security of travellers at destination is important for the upcoming tourism, which can be done by planning and taking measures, that eventually leads to growth and return visitation.

Previously, tourist revisit the same destination has been acknowledge as one of the most important features of the stabilized growth of tourist destination in the context of tourism, and increased organizational profitability. The tourist revisit intention considered, as a result of tourist satisfaction with positive destination image. If the tourist is satisfied with the assessment of the physical characteristics of the destination, then the tourist will be revisiting destination in future. This is because positive assessment of the physical characteristics of the destination, will positively effect tourist satisfaction and satisfaction have high impact on revisit intention, it is likely he/she will revisit the destination. However, a positive destination image would display positive future behavioural intentions, while a negative destination image effect revisit intention. The tourist revisit intention has been mostly influenced by destination image and its relationship has also been researched by several studies in different tourism setting. To increase the revisit intensions of international tourism in Pakistan; it is essential to project the soft image of Pakistan as "Amazing Pakistan" which positively affects the Pakistan tourism to grow and serves as a mechanism to generate employment and increase. The scope of the most recent study was limited to the following issues:

- How to incorporate the importance of destination image theocratically?
- How tourist satisfaction plays a role as an antecedent of destination image ?
- What are the findings of S-O-R theory ?

Theoretical Overview

Intention to Revisit

In the tourism literature, the intention to revisit has been highlighted as a major study issue to investigate (Li et al., 2018). Numerous academics believe that repeat visitors spend more time at a place, engage in more consumptive activities, become more satisfied, and promote

favorable word of mouth, all while needing far less marketing than first-time visitors (Lehto et al., 2004; Zhang et al., 2014)

According to Cole and Scott (2004) defined tourist revisit intention as “*the desire to visit, in a specific timeframe, a prior destination for a second time*”. Han and Kim (2010) defined “*an individual's readiness or willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit, e.g. purchase of a vacation package to the same destination*” cited in (Stylos et al., 2016).

As stated by Cole and Scott (2004), post-consumption behaviour refers to the intention of a tourist to revisit to the same destination after experiencing it once or twice (Baker & Crompton, 2000). It also pertains to the visitor's assessment of his or her likelihood of returning to the same destination (Khasawneh & Alfandi, 2019)(Stylos et al., 2016), as well as the visitor's desire to promote the destination to others (Chen & Tsai, 2007; Khasawneh & Alfandi, 2019).

The tourist revisit intention has been mostly influenced by destination image and its relationship has also been researched by several studies in different tourism setting (Gnoth et al., 2009; Hasan et al., 2019; Jeong and Kim, 2019b; Loi et al., 2017; Ragab et al., 2019a; Stylos et al., 2017; Stylos et al., 2016). However, many researchers demonstrated that there is significant relationship between destination image and tourist revisit intention (Hasan et al., 2019; Jeong & Kim, 2019b; Loi et al., 2017; Sharma & Nayak, 2018).

Client happiness is widely acknowledged to be important in achieving customer loyalty, not just in the context of physical goods, but also in the area of tourism (Ryu et al., 2012). According to Um et al. (2006), the intention to revisit is considered as an extension of the desire to be satisfied. When visitors have positive sentiments when visiting a tourist spot, they are more likely to be happy with the location, which increases their desire to return in the future. There are various studies in the literature that demonstrate that tourist satisfaction has a positive impact on the likelihood of revisiting (Assaker & Hallak, 2013; Chen & Chen, 2010; Khasawneh & Alfandi, 2019).

Tourist Satisfaction

Satisfaction is one of the most widely researched variables in tourism literature (Zhang et al., 2018) and is considered a significant antecedent of the tourist experience (Chiu et al., 2016). According to Oliver (1997), customer satisfaction is defined as the consumer's fulfilling reaction to a product or as an appraisal of how effectively a product meets a need (or both) (Bitner & Zeithaml, 2003). In the context of tourism, satisfaction refers to the sum of one's feelings (Cole & Scott, 2004) and the degree to which one experiences overall enjoyment (Quintal & Polczynski, 2010) as a result of visiting a tourist attraction. For example, the emotional response that results from cognitive responses to service experience (Chi, 2016) or the gap between pre-trip expectations and post-trip experiences may be used to quantify tourist satisfaction (N. Chen & Funk, 2010). Tourists will be happy when their comparison of previous expectations and post-travel experiences produces emotions of pleasure, and they will be dissatisfied when the comparison produces feelings of dislike (Chen & Chen, 2010; Chi, 2016).

Destination Image

In tourist marketing literature, the topic of destination image has received considerable attention since Gunn (2014) did his groundbreaking study on it. According to Mohamed et al. (2020) destination image may be described in a number of ways, but typically as a multidimensional phenomenon. Destination image is defined as an individual's overall impression of a destination (Chiu et al., 2016). The term "destination image" refers to a collection of perceptions, ideas, expectations, and emotional thoughts regarding a certain place (Assaker & Hallak, 2013; Stainton & Iordanova, 2017; Tasci & Gartner, 2007). It is also a representation of interconnections and information that are linked to a certain place (Stainton & Iordanova, 2017; Stylos et al., 2017).

In tourism related studies researcher suggested that, there are two leading methods to discover destination image (Chaulagain et al., 2019; Zhang et al., 2014a), which includes structure method and component method. Echtner and Ritchie (1993) and Echtner and Ritchie (2003) anticipated the structure method and found that that destination image can be designed using three covering continuums: the "attribute-holistic" continuum, wherein individual perception, as well as a general impression of the destination is taken into consideration; the "functional-psychological" continuum, differentiates the functional image and psychological image where the former is a measurable construct and the latter is hard to measure, whereas the "common-unique" continuum that clarifies the difference among the unique attribute and common attribute, unique common to specific destinations and common related to all destinations.

Hunt (1975) remained the pioneer researcher that introduces the destination image idea in travel and tourism studies (Echtner & Ritchie, 1991; Gallarza et al., 2002). According to Stylidis et al (2017) the notion of destination image has been under investigation for over thirty years, there has been a lack of agreement on a particular concept of destination image notion. Destination image can be defined as "a compilation of beliefs, ideas, expectations and impressions accumulated as a result of evaluations of individual attributes at a destination" (Crompton, 1979; Dichter, 1985; Kim and Richardson, 2003) cited in (Jeong & Kim, 2019c). Amongst the academic literature, destination image research has been carried out assist numerous other names such as country image, holiday destination image, destination perceptions, destination brand image, brand equity in tourism, tourist destination image, destination branding, destination marketing and tourism image (Gedikoglu, 2018b).

As destination image is a subjective-concept, it remains inconsistent among visitors from contrasting ethnic groups (Gkritzali et al., 2018). Furthermore, perceived destination image by a traveller can change during or subsequently the travel experience which was evident by the before and after journey (Martín-Santana et al., 2017). Similarly, Stylidis and Cherifi (2018b) examined that images of the destination can differ among travellers and non-travellers, beyond tourist and residents.

Various theoretical frameworks explaining tourists' decision-making process attribute a significant role to the destination's image. Tourists, according to Iordanova (2017), base their purchasing choices on the mental impressions they have of the places they have visited. Cognitive, affective, and conative aspects of destination image are regarded to be three distinct attributes (Sharma & Nayak, 2018; Stylos et al., 2016, 2017). When visitors evaluate a destination's perceived features, they form beliefs and related information that are reflected in their cognitive appraisals of the destination (Sharma & Nayak, 2018; Stylos et al., 2016, 2017). Affective image component: This component provides visitors' emotional

reactions to or evaluations of a particular place (Sharma & Nayak, 2018; Stylos et al., 2016, 2017). Component that contribute to visitors' feelings about a certain place are known as "Affective images (Sharma & Nayak, 2018).

The Stimulus Organism Response (SOR) Theory

According to Mehrabian and Russell (1974) that environmental psychology contains different characteristics which are stimulus, organism and response (SOR) as shown in figure 1.2

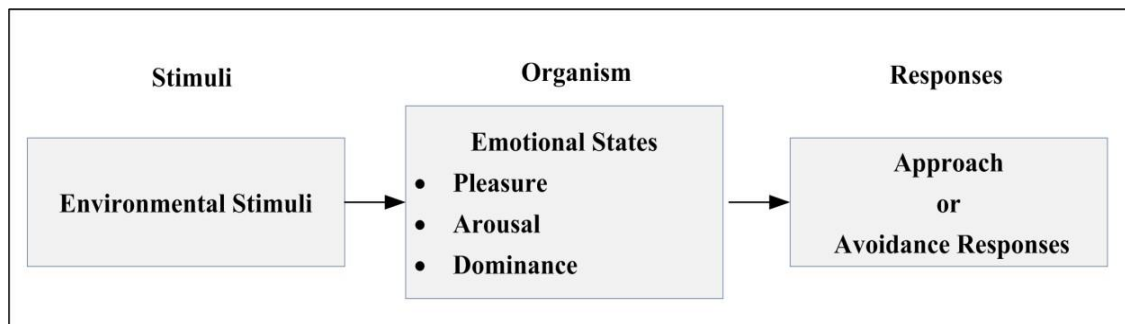


Figure 1.2

SOR Model Adopted from Hoffman and Bateson (2010)

Mehrabian and Russell (1974) suggested that the impact of environmental stimulus could affect the emotional state of humans, which thus, stimulates the approach or avoidance responses (Jang and Namkung, 2009). In the S-O-R model, the stimuli factor is external and comprises of various components of the physical atmosphere (Bagozzi, 1986). The Organism factor is the inner course between external stimuli, and the outcome is the response to the stimulus (Bagozzi, 1986).

The notion behind this theory is that external psychological, environmental factors stimulate or motivate the human emotions in response to the stimulus or motivational factor (Luqman et al., 2017). Based on this theory, the relationships between tourist destination image (stimulus) act as activating the inner feelings of human emotions (Organism), in the form of (positive or negative) satisfaction or dissatisfaction, perceptions and thinking about the stimulus (revisit-intention), which will compel the tourist response behaviour in the form of revisit intentions.

The stimulus-response theory was developed to check the environmental effect on human behaviours (Kawaf and Tagg, 2012). However, Lazarus (1998) criticizes this theory by arguing that this theory ignores the direct influence of human on the environment. According to this theory, people act like a machine which responds robotically to the environmental stimuli like an on-off button of an electric switch of a lamp (Kawaf and Tagg, 2012). Thus, it is suggested by researchers that a direct impact of human on the environmental stimuli cannot be ignored and when an individual is visible to an external stimulus, inner organism changes appear (Kamboj et al., 2018; Kawaf and Tagg, 2012; Mehrabian and Russell, 1974).

Despite criticism from Lazarus (1998) on stimulus organism and response theory, the strength of this theory is evident from the fact that several researchers still use this theory as an underpinning theory in numerous studies. It includes consumer's behaviour (Ballantyne et al., 2018b; Cheung, 2015; Gatautis et al., 2016). Consumer's shopping behaviour (Grace et al., 2015; Luqman et al., 2017; Peng and Kim, 2014; Wang et al., 2014b; Zhang and Xu, 2016). Online shopping (Nam and Srikant, 2017; Peng and Kim, 2014; Thomas and Mathew, 2018),

and tourism-related research (Hew et al., 2018; Kani et al., 2017; Rajaguru, 2014; Wang et al., 2018).

Tourists exposed to various types of environmental stimulus, when they visit tourist destinations, these destinations attract tourist due to specific reasons, and these reasons are in the form of what tourist gives value to these sites, some tourists might be concerned about the scenic beauty of the site. Other reasons may be due to its archaeological aspects, building infrastructure, and originality of the site. The stimulus is the perception of tourist on the tourist's destination that stimulates them to visit the site. The tourist's satisfied experience regarding the site is significant; it will have an impact in the form of behavioural outcome such as revisit-intention.

Therefore, this theory (S-O-R) can use for the development of framework for future study as shown in Figure 1.2, as the environmental stimulus is in the form of destination image attributes i.e., natural attractions, infrastructure, hotel services, good quality could arouse the tourist experience, which will result in tourist response in the form of revisit-intentions.

Discussion

In this study, the emphasize is being drawn upon that how much international tourist arrival is important for any country especially for Pakistan and how destination image is essential for tourist to get satisfaction from their visit to Pakistan and how does it will lead them to revisit. Destination image and satisfactions are the direct antecedent of intention to revisit. It is very important for Pakistan tourism sector to understand the importance of destination image and its attribute as the tourist make their next travel decision on the basis of their previous experience with the destination based attributed. The S-O-R theory utilization could help more to better understand the stimulus factor's role in building the destination image, while emotional states i.e., satisfaction under organism part of theory is the key component for the favorable response from tourists in the form of revisit-intention. Pakistan has excellent tourist opportunities owing to its history, diversity of cultures, geostrategic position, and scenic landscapes. It is found that Pakistan is missing out on the benefits of the tourism industry in the present condition. The tourist sector has the potential to become one of the most important drivers of monetary recovery and development. The revamping of destination image of Pakistan tourist places is highly important to get the influx of international tourist arrivals. Pakistan should prioritize the establishment of a strategy that takes this into consideration for making it possible.

Conclusion

In today's most competitive tourism industry, destination management organizations are more concerned about destination image of the tourist points is becoming a serious issue to take advantage of destination competitiveness. Tourist and tourist perception are the most powerful driver, which influence revisit intention to the same destination. Hence, it is believed that the study will add value to the context on tourists' perspective towards tourism destination, especially in Pakistan. The research will provide an effective comprehension approach to the relationship between the destination image, tourist satisfaction, revisit intentions, and incorporation of S-O-R theory will contribute the literature as well enhance the contextual literature significantly

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