Role of Online Community Feedback in Creating the Image of Tourist Destinations

Muhammad Muzamil Sattar[1]* & Fabiola Sfodera[1]

[1] Communication, Social Research and Marketing Department, Sapienza University, Rome, Italy

Abstract.
This study investigates the impact of user generated content on online platforms, mainly known as Online Community Feedback (OCF). This study aims to highlight the importance of OCF in developing destination image. Content and feedback given by past visitors are more trustworthy as compare to any other information sources including advertisements by site managers or information from government ministries. Based on this phenomena authors of this paper have categorized and analyzed the feedback and comments of past tourist of Gilgit Baltistan Region of Pakistan. Authors have adopted unstructured approach and manual approach to categorize the feedback into different parameters. Based on those, several recommendations are made to government officials and tourist site managers to bring improvements on the site so that future tourists may choose that place for their next visit. Top 5 places of Pakistan as per tripadvisor.com, were chosen for analysis and study.

Kata Kunci:
Umpan balik komunitas online, Gambar destinasi, Pariwisata, Analisis kata kunci, Trip Advisor.

Abstrak.
Studi ini menyelidiki dampak konten buatan pengguna pada platform online, yang dikenal sebagai Online Community Feedback (OCF). Penelitian ini bertujuan untuk menyoroti pentingnya OCF dalam mengembangkan citra destinasi. Konten dan umpan balik yang diberikan oleh pengunjung sebelumnya lebih dapat dipercaya dibandingkan dengan sumber informasi lainnya termasuk iklan dari pengelola situs atau informasi dari kementerian pemerintah. Berdasarkan fenomena ini penulis makalah ini telah mengkategorikan dan menganalisis umpan balik dan komentar wisatawan masa lalu di Gilgit Wilayah Baltistan di Pakistan. Penulis telah mengadopsi pendekatan tidak terstruktur dan pendekatan manual untuk mengkategorikan umpan balik ke dalam parameter yang berbeda. Berdasarkan hal tersebut, beberapa rekomendasi diberikan kepada pejabat pemerintah dan pengelola lokasi wisata untuk melakukan perbaikan pada lokasi tersebut sehingga wisatawan di masa depan dapat memilih tempat tersebut untuk kunjungan berikutnya. 5 tempat teratas di Pakistan menurut tripadvisor.com, dipilih untuk analisis dan studi.

1.   Introduction

Before the pandemic Covid 19, Tourism sector was considered as one of the fastest growing sectors in the world. As per the statistics of 2019, international tourism recorded as 1.4 billion mark, showing growth of 17.6 % and 47.2 % if compared with 2015 and 2010 respectively. As compare to previous year international tourist arrivals have shown growth of 6 %. World's region wise data shows highest number of tourist arrivals in Europe and then in Asia. Asia observes 2nd highest wave of international tourists and have shown growth of 22.8% as compared to year 2015 (Organizations, 2020).

As per similar report, Pakistan enjoyed 494 (USD Millions) receipts from international tourism and showed 26 % of growth as compare to last year (Organizations, 2020). The World Economic Forum

placed Pakistan among the top 25 per cent of global destinations for its UNESCO 'World Heritage Sites.' From fewer than 500,000 international visitors arriving in 2015, more than two million visitors arrived in 2019 according to global tourism monitoring organizations. Last year, domestic travel reached a 40 million-person milestone. One of the "10 Coolest Places to Go in 2019," according to Forbes, is Pakistan. The third-best potential adventure destination in the globe for 2020, according to the British Backpacker Society (BBS), is Pakistan. The BBS deemed Pakistan to be "one of the nicest countries on earth," ranking it first among the world's greatest travel destinations the year prior. (MAGZINE, 2020).'

As per the report generated by (Statista, 2021) most visited travel and tourism site in all over the world is tripadvisor.com showing 98 million visits in the month of January 2021. Similar results were shown by (Similarweb, 2021), showing tripadvisor.com as top ranked website in the category of travel and tourism purely. These statistics confirm that tourists visit and prefer these sites instead of other official sites to collect firsthand knowledge including reviews and comments of tourist to plan for their destination choice. With this information, here we can understand that if any tourist destination needs to get a repeated visits and evaluation (in terms of betterment) of its image, should focus on the online customer/tourist feedbacks (OCFs).

In today's era many customers do not give feedback and reviews face to face rather they choose social media sites to get their experiences recorded and to be shown to other visitors (Tripp & Grégoire, 2011). When searching online customers rely on reviews and comments from feedback mechanism so that he/she can develop destination image (Wang et al., 2018). The OCFs play vital role in bringing change and development in consumer attitude and behavioural aims (Litvin et al., 2008). According to Ziqiong Zhang et al. (2010), as OCFs are widely available online and on different public domain, they easily affect the future demand of the site. Approximately 77% tourists specified that they read OCF before making any decision (Advisor, 2013).

OCF can be seen in various platforms on the internet like comments and reviews on social media, chat groups, blogs, private websites of tourism companies and third party websites including Trip Advisor, East day, Expedia etc. Due to the availability of these sources tourists become more participative and gain first-hand information on knowledge by carrying out further discussions, or questions from the comment makers (Tripathi & Wasan, 2021). Among this all there are very few online platforms that are user friendly in terms of allowing audience to get their review recorded with ease. One of them is Trip Advisor as Trip Advisor accommodated more than 600 million tourists' reviews and views for around 7.5 million places across 49 nations around the world (Coursaris et al., 2018).

Researchers have emphasized and put strong focus on the link between service quality and customer loyalty but ignored destination image and destination marketing in this link, on the other hand the arrival and awareness of customers' OCFs have established a solid connection between a destination's reputation for outstanding services and their likelihood to return. (Gupta & Chen, 1995; Vinh & Long, 2013) as now due to OCFs site managers cannot alter and control the positioning and true image of the tourist destination (Tripathi & Wasan, 2021). OCFs facilitates customers to decrease the uncertainty, ambiguity, risk and boost their confidence level in making final decision related to availing any service (Pitta & Fowler, 2005).

As per the importance of OCF discussed in above section, this paper is written to analyze the OCFs from tripadvisor.com for the top five tourist sites of Gilgit Baltistan (GB), Pakistan. Along with OCFs related to the top 5 sites, authors have evaluated OCFs of nearby accommodation facilities (of these sites) as well. In all over Pakistan, Northern areas observe huge number of tourists every year and among northern areas Gilgit Baltistan receives largest number of domestic as well as international tourists due to its exotic beauty and top peaks of the world in it. According to the GB Tourism

Department, a large number of tourists (around 200651) visit GB every year from across the world (Yaqub et al., 2019).

In below sections importance of OCF is discussed in the light of existing literature, followed by methodology, discussing the criteria of selection of OCFs for both tourism sites and their accommodation places. At the end of this paper results are provided with the discussion and conclusion.

2. Literature Review

2.1. OCF's Importance in Travel and Tourism Sector

OCFs are commonly known as eWOM, explained as "a form written memo on the web usually posted by an experienced or previous consumer" (Abubakar et al., 2017). Several researchers have talked about the significance of OCF in influencing the decisions made by customers regarding final choice/purchase (Chakraborty, 2019; Zili Zhang et al., 2019). Due to easy access and global availability of third party websites, that allow online reviews by experienced customers, managers and owners of travel and tourism sector consider online feedback as an inimitable information collection tool to bring continuous improvement in their product and services to improve tourist experience and journey (De Pelsmacker et al., 2018). Online platforms which allow to submit reviews and ratings, play crucial role in the eyes of customers (Hwang et al., 2021).

According to Litvin et al. (2008) OCF plays an important role in hospitality industry due to intangibility of its products. Ziqiong Zhang et al. (2010) stated that online reviews and feedbacks directly effects on reputation of services sector.
OCF is based on real tourist experience and most of the time unbiased that is why it is considered as more reliable and trustworthy than the information provided by parent organization (Bortoluzzi et al., 2020; De Pelsmacker et al., 2018; Gretzel & Yoo, 2008).

The traveler's experience, which is distinct and consist of the traveler's destination, makes him/her more powerful (Grissemann & Stokburger-Sauer, 2012), that is why in this era of intense competition (related to destination choice), owners, managers and governments of tourism sites should work on bringing unique tourist experience (Tripathi & Wasan, 2021). Another factor which is responsible in increasing importance of OCF is inability of assessing the quality of services and facilities available at tourist site without experiencing them (Browning et al., 2013). So, experience of previous and experienced visitors (weather known or unknown), available at different online platforms are read by future and prospective tourists.

2.2. OCFs in Tourism Decision-making

Prospective travelers consider OCF to plan and decide for the destination visit as OCFs are unprejudiced, genuine and easily accessible (Kwok et al., 2017). Online reviews provide insights regarding various factors including quality of services, availability of facilities, behavior of stake holders etc. at tourism sites (Li et al., 2019) hence help in taking decision regarding destination planning and visit. Among different user generated contents, online review is considered as famous and popular to be used by tourists for making tourism choices (Sparks & Browning, 2011). Online available feed backs are used by prospective and future travelers to produce ideas, simplify choices, decrease uncertainty and make reservation decisions (Cantallops & Salvi, 2014; Gretzel et al., 2007).

The manner that tourists now get information and make judgements has drastically changed due to recent advances and improvements in web tools. (Choi et al., 2016; Gursoy, 2019; Im & Hancer,

2017; Xiang & Gretzel, 2010). These days tourists have immediate and quick access to the up-to-date and most correct information and comments shared by previous travelers, based on that information they do comparisons before making any travel decisions (Gursoy, 2019).

40%, 80% and more than 50% of American, Turkish and Chinese traveler's, respectively, prefer user generated content including OCF, as trustworthy for their travel decisions (Analysts, 2019; Chong et al., 2018; Yilmaz, 2017). Further to this, more than 60% of travelers in America uses Trip Advisor for their destination and tourism planning (Okazaki et al., 2017), 30% of British travelers use similar site for tourism related decisions (Tripathi & Wasan, 2021). There are no specific information regarding Pakistani tourist behavior but according to (DIGITAL, 2020) Pakistan has 76.98 million internet users out of which 37 million users uses social media. As per similar report Pakistani people spend 3.71 billion USD on travel and tourism via ecommerce, showing the growth of 8.5% as per last year.

2.3. *Destination Image and its Importance in Services Quality as Tourism Experience*

Past studies have explained that selecting a tourist destination is a difficult and crucial task, triggered by several factors including motivation (Battour et al., 2017; Jang et al., 2002; Nicolau & Mas, 2006; Nicoletta & Servidio, 2012; Yoon & Uysal, 2005), visit experience (Masiero & Qiu, 2018; Oppermann, 2000; Wu et al., 2012) and most prominently destination image (Hong et al., 2006; Lin et al., 2007; Phau et al., 2010; Stylos & Bellou, 2019; H. Zhang et al., 2018). In one of their research paper Beerli and Martin (2004) identified that in developing destination image personal information sources (like family and friends) and commercial sources (like mass media, documentaries etc.) have substantial effect.

Table 1. Previous Studies along With Factors Analyzed

Researcher	Factors studied and analyzed	Geographical area	Methodology used to collect data
(Narayan et al., 2008)	facilities, the essential aspects of tourism, pricing fairness, cuisine, friendliness, hygienic conditions, communication, infrastructure, safety, and cost effectiveness	research was done at Kerala, India	survey questionnaire
(Khuong & Quyen, 2016)	Historical and archaeological landmarks, the perception of the location, recreational and leisure options, transportation and connectivity, regional foods, the atmosphere, unfavorable characteristics, perceived cost, and safety and security	research was held at Vietnam	survey questionnaire
(Akroush et al., 2016)	This research used the famous framework of service quality, i.e. SERVQUAL, given by Parasuraman et al. (1988)	conducted about Dead Sea tourism destination, Jordan	used questionnaire to collect data
(Hallak et al., 2018)	convenience, leisure and entertainment, the overall atmosphere, famous natural features, the standard of the touristic environment, and the range of tourism facilities.	research was conducted at Australia	also used the survey method.
(Nadarajah & Ramalu, 2018)	service excellence, value perception, faith, attachment to the place, and the desire to return.	research was conducted at Malaysia	also used the survey method.

Destination image is a key element that influences visitors' decision making task, destination preferences, satisfaction and future behavioral goals (Chaulagain et al., 2019; Tan et al., 2016; H. Zhang et al., 2014) however, a contextualized learning is to be done to understand the role of

destination image in a particular destination, as the dimensionalities and basic components of destination image may differ significantly through different destinations (Chaulagain et al., 2019). In the following table 1, several key studies and their factors are discussed.

The above mentioned studies (Table 1) can be taken as a valid case to use a more valid method to collect data as these studies represent some limitations in data collection approach and as well as limitations in conceptualization of service quality in the tourism setting. Therefore, choosing another method just like OCF is a better idea when analyzing and understanding the destination image (Pan & Zhang, 2011; Pantano et al., 2011). In the following table 2, several key studies and their factors are discussed, which uses new modes of data collection.

Table 2. Previous Studies Which Used New Modes of Data Collection

Researcher	Factors studied and analyzed	Geographical area	Methodology used to collect data
Wong and Qi (2017)	employed text-mining approaches to evaluate how the perception of tourists differs from the one that promoters have been projecting.	study was conducted for Macau	used Trip Advisor for collecting OCFs
Dickinger et al. (2017)	In order to analyze this study included analyses of lodging, dining, and tourist attractions.	---	employed TripAdvisor comments and established a favorable to unfavorable evaluation proportion of 6:4 to establish balance in the study.
Mariné-Roig (2017)	It offered a spatiotemporal analysis of the digital comments that the tourism operators could use to benchmark against other famous sites in their regions.	Study was conducted for main tourist attractions in France	used online travel reviews from different search sites
Toral et al. (2018)	centered on the distinctive features of each site, assisting the organizers in maximizing their competitive edge and minimize the effects of the competition.	Study was conducted to compare four European nations	compared 4 distinct European locations using text-mining
Qi and Chen (2019)	studied tourism-related events, comprising historical site visits, touring, going to shows and other fun activities, spending, and celebrations.	Was conducted to analyze the destination image of Macau based on the categorization of tourism activities	used the online reviews from Trip Advisor
Gunasekar (2019)	Authors compared reviews from domestic and international sources. More favorable opinions were related to "cleanliness," "food," and "value for money." The "Place of Stay" is primarily where negative feelings originate.	study was conducted for Ayurveda spa in India	OCFs from Trip Advisor were examined using text-mining methods.

3.   Methodology

This study centered around five top tourist sites of Gilgit Baltistan, Pakistan. The website Tripadvisor.com was used to study OCF regarding these tourist sites. Tripadvisor.com is considered internationally as a source of eWOM in providing knowledge about tourist attractions and first hand consumer experience (Filieri & McLeay, 2014). A part from sharing consumer experience, this

website allows visitors to investigate and ask further from the tourists who have shared their experience. OCFs of past years are also available at this website (Wong & Qi, 2017). Unstructured data analysis is the method used in this paper since it allows for more thorough investigation. (Echtner & Ritchie, 1993).

The five sites chosen for study was taken from the top attractions of Gilgit Baltistan (GB) as per TripAdvisor (2021) . The reviews of last 2 years i.e. from 2019-2021 were considered. The sites which ranked as top 5 attractions of GB were: Hunza Valley, K2 Mountain, Deosai National Park, Attabad Lake and Khunjerab National Park. These sites are very popular among tourists and attract several people to visit GB. Several tourism websites have ranked Hunza valley as one of the top attractions of Pakistan. K2 Mountain (Mount Godwin Austin) is considered as 2nd highest peak of the world and every year in summer several international tourists visit Pakistan to climb this mountain. As per the tourist information website of GB, Deosai is ranked as a 2nd highest plateau in the world. It comprises of beautiful and colorful flowers with lush greenery and a home of brown bears. Attabad Lake is a stunning result of a natural disaster and considered as hub of recreational activities including boating, jet skiing, fishing etc . Khunjerab connects Pakistan with China and hence attracts several visitors from both side of the world to see Pak-China border.

To conduct this study authors have analyzed OCFs and categorized them into different factors to explore destination image and its quality of services. Tripadvisor.com is used to analyze the OCF as this website has been used by many researchers in recent literature (Qi & Chen, 2019; Raguseo & Vitari, 2017; Rhee & Yang, 2015; Sparks & Bradley, 2017; Tripathi & Wasan, 2021; Xiang et al., 2017; Xie et al., 2016; Yang et al., 2017).

Authors have considered all reviews mentioned on the site due to their limited numbers as: 202 reviews about Hunza Valley, 45 reviews about K2 Mountains, 121 reviews about Deosai National Park, 101 reviews about Attabad Lake and 22 reviews at Khunjerab National Park. Categorization of reviews as per ratings are given below in Table 3.

Table 3. Categorization of Reviews as Per Ratings

Place/ No of reviews	Excellent	Very Good	Average	Poor	Terrible	Total Reviews
HV	180	17	4	0	1	202
K2	37	5	1	0	2	45
DNP	104	16	0	0	1	121
AL	75	18	6	2	0	101
KNP	17	3	1	0	1	22

Notes: HV: Hunza Valley, DNP: Deosai National Park, AL: Attabad Lake, KNP: Khunjerab National Park.

Following restrictions were made while selecting the reviews of tourists:
- The reviews are giving some meaning and are in English language
- The reviews are in line with the ratings
- The reviews have specific text in them
- The reviews have talked about any specific and relevant feature of the site
- More recent reviews are given more consideration and emphasis
- The reviews of both national and international tourists are considered

Table 4. Categorization of Reviews

Place/ No of reviews after evaluation	Excellent	Very Good	Average	Poor	Terrible	Total Reviews
HV	152	13	3	0	1	169
K2	35	4	0	0	2	41
DNP	88	12	0	0	1	101
AL	66	14	3	2	0	85
KNP	15	2	1	0	1	19

After making these considerations we were left with 415 reviews out of 491 reviews in total as mentioned in above table 4, we analyzed them at first by putting them in an organized form for analysis. Then authors used key words from tripadvisor.com to categorize the comments and do frequency count. After this another frequency count was done by extracting new key words from the reviews. Strong check was done on spellings to avoid any mistake and certain words were combined as if they were kept alone they would have given different meanings just like "tour" and "guide", "entry" and "tickets", "good" and "bye" etc.

Ignoring its limitation, authors have considered that the more frequency of any word, the more weight it carries (Stemler, 2000). For every domain, specific keywords have been developed and afterwards merged, as done by Mariné-Roig (2017). We analyzed location and attractions as physical evidence but separately from each other along with services quality and services experience (Mariné-Roig, 2017), factors from all sites were grouped and their frequency was analyzed. The most popular and specific keywords associated with the selected tourism sites (for this study) are adapted from (Tripathi & Wasan, 2021) and are available in 'Table 6' (see Appendix).

4.   Analysis and Discussion

Overall results are tabulated and presented in table 5 and are also shown graphically in chart 1, it presents number of keywords associated with each of the service quality attribute for all of the reviews. It can be analyzed with the given data set that comments and reviews (OCF) related to CTE are highest in numbers showing 34 % of all reviews. Zero in the data set explains that there were no comments or reviews for that keyword related to the particular site. In the section of "Others" any comments, suggestions or recommendations were included which were not fulfilling the criteria of being inclusion in already provided key words. Just those additional keywords were counted as "Others" which were coming repeatedly (at least ten times or more) (Tripathi & Wasan, 2021).

Apart from CTE, overall results show that Hospitality and Hygiene are also major point of consideration by tourist to develop destination image. Domestic and international tourists, both were almost having similar issues and similar appreciation regarding the site except as more international tourists were concerned about hygiene and fairness of price factors. As can be seen and analyzed from table 3 & 4, these selected sites are having more 'excellent' and 'very good' ratings as compare to 'average', 'poor' and 'terrible' because these sites are top 5 sites (having highest numbers of comments too) of Gilgit Baltistan, Pakistan. And these sites portray overall good image of the area (GB, Pakistan). The "others" section includes a number of additional elements, such as visitor suggestions and recommendations, which have a significant influence on shaping the perception of a destination. These factors include CPEC , border, recommend nearby sites, visit china, camping, fishing, hiking and climbing.

Table 5. Overall Results

	HV	K2	DNP	AL	KNP	Overall
CTE	770	92	408	330	61	1661
Culture	14	0	0	0	1	15
IC	48	36	28	26	4	142
Hospitality	546	29	0	34	16	625
FoP	86	8	8	22	4	128
Hygiene	289	12	56	255	6	618
Distraction	168	16	34	160	3	381
Amenities	231	35	52	101	32	451
Logistics	16	64	48	21	22	171
Food/Water	132	22	96	101	26	377
Security Checks	0	0	0	34	22	56
Others	44	47	66	17	52	226
Overall	2344	361	796	1101	249	

Notes: CTE: Core Tourism Experience, IC: Information Center, FoP: Fairness of Price, HV; Hunza Valley, DNP; Deosai National Park, AL; Attabad Lake, KNP; Khunjerab National Park.
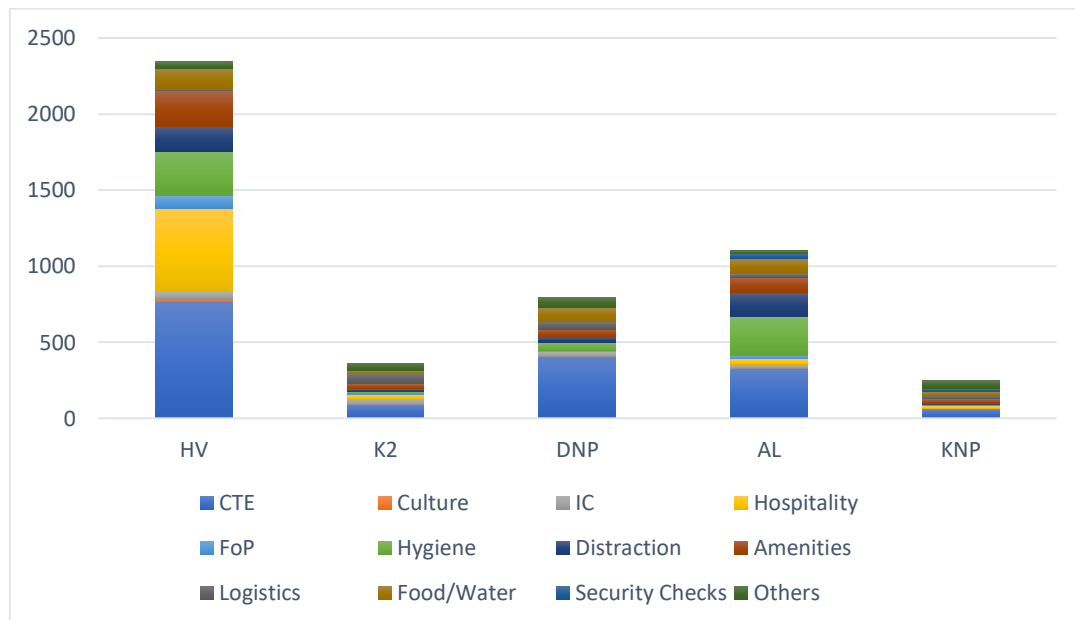

Figure 1. Reviewers' Response (Overall Results)

Hunza Valley: Hunza Valley was regarded as best place to visit not just in Gilgit Baltistan but in all over Pakistan by most of the tourists. The reviews about Hunza Valley explained that it offered wonderful culture and traditions, fantastic hospitality, immensely beautiful views of mountains including Karakorum ranges, Nanga Parbat, Rakaposhi, Lady-Finger etc., and some picturesque lakes & glaciers. Many reviews were about its hygiene and people as its well maintained and clean, locals are educated, friendly and caring with high literacy rate and zero % crime rate. Beside this few reviews were about high number of tourists in the area making the place with more crowd and ruining the beauty with rubbish and trash. In the month of July, it becomes over-crowded and hotel charges are much higher so tourist should avoid having a trip to this valley as instead of this Nagar Valley would be more enjoyable due to its serene and relaxing environment. Some reviewers have suggested to don't make a trip to this valley in monsoon season to avoid land sliding and traffic-jams at KKH (Karakorum Highway). Tourists should visit this valley in the month of May-June and August-October to enjoy good weather. Few reviews told us about famous cuisine of Hunza, like Hunzai

local soup, chapshoro, apricot and walnut cake. In addition to above reviews few international tourists have complained that hotel managers ask foreigners to pay in dollars, hence charging high amount as compare to locals and domestic tourists.

K2: Most of the reviewers have talked about the friendly nature of the people living in this area. Few international tourists have commented that this country which all too often is poorly portrayed in Western media as unfriendly and teeming with western hating terrorists is the exact opposite. Everyone was friendly, welcoming and proud. In order to visit K2 one has to spend few days (2-3) in Skardu for proper documentation and permission to visit. To most of the tourists visit the base camp of 2nd highest mountain peak of the world was life changing experience as you don't have any commercial facilities on the way and you have to prepare all the stuff with your own. However as per few reviewers the base camp does not contain any formal emergency facility, weather is very unreliable and trek is very challenging with bumpy rough mountain track, there are no proper sanitization and hygiene facilities neither on the route nor at base camp. It was recommended by few tourists that one should be fit, good walker and have enough medicine and insurance coverage before coming to this romantic hiking.

Deosai National Park: Most of the reviewers complained regarding proper accommodation or rest houses as there are no proper permanent/concrete made hotels in Deosai. There is practically no road structure towards Deosai, one needs to have a much trained local driver with four-wheeler to enjoy the trip. Most of the reviewers have expressed that if you're fond of adventure, camping, fishing, hiking and climbing, this place has everything. By praising the place, tourists have commented that they have seen pictures and reviews of previous tourists but no pictures and review can do the justice to this place. It is by far the best and worth seeing place having lake, flowers, wildlife, and a lot more. Some international tourists commented that entry fee for foreigners is quite high USD 8 as compare to local tourists which is just 40 rupees. Tourists have recommended to visit this place in the month of August and September to saw different colorful flowers, marmot and brown bears. It was also highly recommended to pitch a tent and stay overnight.

Attabad Lake: Many positive comments have regarded this lake as one of the best lake to be visited. Recreational activities are being offered at the lake like boating, jet skiing and fishing, making the place more attractive for the tourists. However, few of the foreign tourists have talked about the safety of riders that needs to be enhanced and higher price of these recreational activities, due to which many tourists have avoided to enjoy these. According to few more tourists' hotels and rest room facilities are available but quality of the food and beverages available there needs to be improved as well. There is so much trash and too many vehicles causing pollution very close to the water body so the Flora and Fauna of the area needs protection. As per the reviews this place is much hyped and crowded, one should visit other beautiful lakes at more beautiful locations and scenery. Tourists have recommended that a sociological museum/information room should be introduced/constructed near the lake to highlight the tragedy and history of the lake.

Khunjerab National Park: Reviewers described this place as worth visiting place due to nature, abundance of animals and near to Pak-China border (Khunjerab Pass) but you cannot see wild animals on a day trip, and it is very crowded in summer. Many reviewers have criticized the place that there's absolutely nothing exciting about this place, locals have to pay just 100 rupees while foreigners have to pay 1300 rupees' entrance for basically seeing a border entrance. Worst part is that they charge such an amount of money but there's absolutely no facilities available, toilets are the most horrific things with no water or toilet paper and a hole in the ground. No basic facilities, rest rooms, restaurants are available there. Few reviewers have regarded the trip to Khunjerab as the most scenic trip in the world as on the way you will visit some of the highest mountains in the world i,e Rakaposhi mountain (7681 m high), connection point of three mountains, animals (Ibex can be seen by chance, snow leopard at height and yaks on roads), Passu cones and glaciers, Sost (it's also immigration point

to China for tourist) and small market with cultural products and souvenirs. Tourist have recommended to have some chocolates or fruits with you as it is the world highest border, 1600feet above sea level so here, oxygen is insufficient to breath.

In the light of above detailed and summarized comments, it can be concluded that these places are beautiful and full of nature with scenic mountains, flowers, river, hills and wild life. But basic facilities like rest room, hotels and hygienic food is not available in most of the places.

5.   Implication

The above mentioned results are the description of reviews given by tourists of different regions with in Pakistan and from different countries across the world. These results give an exact view of real people who have visited these tourism areas. OCFs given by international visitors would impact the image of Pakistan/ Gilgit Baltistan in all over the world. However, due to the nature of OCFs, as they are available and accessible to everybody in the world and cannot be stopped or resist due to international boundaries, these results would be quite enough to maintain or ruin the image of Pakistan/ Gilgit Baltistan in the eyes of international as well as domestic tourists.

The factor which was a point of consideration just by international tourist, was 'fairness of price'. Most of the international visitors have highlighted this issue by writing that locals were charged very less while international tourists were charged as much as 300-400 % higher than domestic visitors. This difference was highly unjustified in the eyes of international tourists as the entry ticket price was having significant difference, when charged to local visitors. Moreover, to this the difference in prices is highlighted prominently at ticket window, showing biasness of government or site managers openly. As per few more reviews by international tourists the similar behavior was exerted by hotel managers as after seeing the foreigners they were charging very high price and asking them to pay in dollars, so that visitors don't understand the difference in price being charged to local visitors. In order to manage and enhance the destination image of the country and particularly the tourist site in long run, government/site managers should take some measures, may be by reducing the huge difference in prices, so that destination image of Pakistan may improve in the eyes of international tourists too. And for the later issues, local government should take strict measures/penalty, if someone charges (illegal) high prices to anyone. Local government/hotel association of the area should categorize the hotels as A, B & C category hotels and fix their prices for every tourist.

Other major factors or point of discussion by both type of tourists was hygiene, amenities and food. Most of the tourist were really disappointed by seeing the conditions of hygiene at tourists' spots. Places were highly crowded with no law and order conditions, people were throwing the rubbish and garbage anywhere on the roads, streets or even in lake. Tourists were showing their concerns about flora and fauna living in and around the lake as they would die with these conditions of hygiene. Government may impose fine to the ones who don't obey the rules. Due to high crowd and mismanagement, the tourists who have come to these places to spend their vacations and holidays in a clam environment, had to deal with the annoyance of crowd which ruined their experience. Those tourists then end up by raising their voice on different online platforms in the shape of warnings and suggestions to future tourists.

Tourists have also complained that, to reach most of the sites e.g. Khunjerab, Deosai or K-2, one has to do tiring journey of 6-8 hours. And after this tiring journey there are no proper rest rooms, washrooms or hotels available at these places. There should be some rest houses not just at destinations but also on the way so that tourists may rest and it will also enhance the destination image and bring more tourists to the site.

The ramifications highlight the disparity between visitors' expectations and perceptions after visiting various Gilgit Baltistan tourist destinations. Government, site managers and tour operators should not give importance to just international reviews in isolation as we have more domestic tourists who also post their reviews equally and may have more influencing power on potential domestic tourists. According to BUKHARI (2021) Pakistan is often termed a prime country for adventurers as it is home to some of the highest mountain peaks in the world and offers diverse terrain that caters to the preference of all kinds of travelers. Situated in the north, five of the 14 highest independent peaks in the world are present in Pakistan (Gilgit Baltistan Region). The country also topped Condé Nast Traveler's list of best holiday destinations for 2020. Due to these attractive columns tourists' initial response to visit the sites in Pakistan can be positive; but in the long run the revisits and new visits would solely be dependent on OCFs, as they are two-way communication between previous tourist and the new/future one. It takes commitment to continuously read and analyze internet reviews and to react to them both at the policy level and on the ground in order to establish and maintain a positive perception of the tourism destination.

6.   Conclusion

The aforementioned research is exploratory in nature, as the researchers have provided the actual data, which they have taken from the remarks of real visitors. The authors suggest to bring improvement in the factors discussed above like 'fairness of price', 'amenities' and hygiene' mainly. Moreover, to this there should be proper information and complaint centers by local governments from where tourist can easily collect information related to the site and can lodge any complain related to any kind of unfairness. It is worth noting that many of the reviewers have shown high level of positivity regarding the hospitality and friendly nature of the people living in these areas. They have praised the beauty of places too and provided some recommendations and suggestion for the future tourists, as discussed in analysis and discussion section. The five site chosen may not represent the whole region although these were the sites which were liked by most of the tourists and visited highly as per tripadvisor.com .

The study is not free from limitations as authors have just analyzed reviews of top five sites of just one region of Pakistan from tripadvisor.com. Future studies can be done regarding studying and analyzing the reviews of hotels of these sites. Social media and different v-logs can be used by future authors to understand tourists' likeness/dislikes regarding different tourism sites.

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Appendix:

Table 6. Apendix

Factors	Relevant Keywords
CTE	Visit, beautiful, monuments, photo, enjoy, garden, history, Pakistan, hill, sea, boat, ride, hotel, tourist, place, palace, building, fort, architecture, experience, amazing, height, altitude, scenery, cold, views, mountain, high, nature, romantic, impressive, majestic, hiking, breath taking, paradise, heaven, picturesque, mountain trails and stunning hikes
Culture	Language, culture, ancient, spiritual
Information centers	Guide, official guide, audio, guide books, guided tour, informative, helpful, competent, sign, post, maps
Hospitality	Rude, attitude, grumbling, staff, mistreated, friendly, foreigner, deplorable conduct, rude, arrogant, helping
Fairness of price	Money, cost, commercial, scammed, high price, misleading, price, bargain, overpriced, dollars, corruption
Hygiene	Dirty, trash, garbage, poorly maintained, stuffy, suffocating, cleanliness
Distraction/ Irritants	Crowd, street, traffic, busy, local harass, pollution, hawkers, chaotic, touts, terrify, disturbance, grabbing, vendors, beggars, queues, fake guides, fake stories, weather
Amenities	Shops, wheelchairs, mobility needs, restroom, shoes deposits, Wi-Fi, coffee place, shopping, room, lockers, cloak, store
Logistics	Metro, station, auto, reach, entry passes, car parking, vehicle, walk, emergency facilities,
Food Water	Bottle, tea, snacks, eateries, courts
Security checks	Bags, purse, leather, banned, protocol, belt, prison, policeman, heavy security, irritating, laughable security
Other	CPEC, border, recommend nearby sites, visit china, Camping, fishing, hiking and climbing