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EXPLORING HOW INSTAGRAM REELS INFLUENCE PAKISTAN'S TOURISM IMAGE: A THEMATIC CONTENT ANALYSIS

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Abstract

This paper has discussed how Instagram Reels have changed the image of Pakistan tourism, especially the way the travel influencers use digital storytelling to display the beautiful nature of the country and cultural diversity. The research followed a qualitative approach and used a thematic content analysis of a purposively selected set of Instagram Reels and comments posted by the audience based on the posts made by both Pakistani and foreign influencers. The evaluation examined aspects of visual style, the methods of telling the story, representation of different cultures, and the resulting implications for the international perception of Pakistan as a tourist destination. The results showed that Instagram Reels were largely influential in creating a positive digital image of Pakistan as a safe, visually pleasing, and culturally diverse country. The use of immersive storytelling through drone shots, panoramic shots, classical music, and culturally appealing stories by the influencers effectively created an emotional connection among the audience. The scenic beauty, mountains, and heritage of Northern Pakistan, especially Gilgit-Baltistan and Kashmir, dominated the scene, thereby establishing the tourism potential in Pakistan and refuting negative stereotypes. The reaction of viewers was largely positive, with several people admiring and saying they would like to visit Pakistan. This fact indicates that Instagram Reels not only can spread information to consumers but also affect their intentions to visit the country and their idea of nationality. The paper advises the influencers to work with the tourism authorities in creating culturally sensitive content that supports the goals of national branding. These collaborations would promote sustainable tourism and would improve the image of Pakistan to the rest of the world. Overall, Instagram Reels represent a viable, inexpensive promotion tool to engage the Pakistani tourism industry and transform the world's perception with interesting content and communication with viewers.

1. INTRODUCTION

Globalization has seen the tourism sector grow tremendously in various parts of the world, with travelers demanding comfort and convenience in their intended destinations. (Streimikiene et al., 2021). Developing nations like Pakistan have a special need for tourism, which has been discovered as a critical contribution to economic development and poverty reduction. Tourism helps in the exchange of culture, national identity development, and empowering local communities through the creation of employment and also sustaining small businesses. (Alam & Ali, 2022). The striking variety of Pakistan's landscape, including snowy mountains of Gilgit -Baltistan and the fertile valley of Kashmir, provides a rich image of nature and cultural sites. The tourism industry has not been spared in the country, as it has been affected by geopolitical factors, inadequate infrastructure, and the absence of international branding.

The recent developments in security, infrastructure, and digital marketing strategies are also part of the contributions that have seen Pakistan emerge as a growing tourist destination in South Asia. In 2020, Forbes created a list of the top ten countries to tour, and Pakistan was on it; the country is so scenic and culturally rich. (Khan, 2020). According to Christou et al., (2025)Digital marketing has transformed the promotion of tourism, and platforms, including Instagram, YouTube, and TikTok, have turned out to be formidable storytelling platforms in destination promotion. According to the Gryshchenko et al., (2022) research highlights that, by using digital media, real-time communication between destinations and prospective tourists is possible, which builds on personalized content and emotional appeal.

Tourism in Pakistan is getting digitalized. The efforts by the government, like the digital portal provided by the Pakistan Tourism Development Corporation and regional branding campaigns, target the goal of presenting the lesser-known destinations and enticing international tourists. The nation acknowledges that the digital platforms have the capacity to increase its tourism visibility to a large extent, transform the perceptions of the world, and appeal to more visitors. (Abbas et al., 2025). Instagram Reels, a type of social media, has been an essential part of this shift, as travel-related influencers use their visual storytelling to market picturesque locations, festivals, and hospitality in Pakistan. According to Roselle et al., (2014) and Nye, (2011), find this type of storytelling to be an effective tool of soft power that can redefine the image of a nation.

Though tourism in Pakistan provides economic advantages, it affects the locals, particularly in the remote regions like Gilgit-Baltistan, whose household income is reinforced by tourism and who adopt sustainable lifestyles (Jehan et al., 2023). The social media presence of the audience can give important information about their taste in tourism and allow the tourism authorities to make effective decisions and adjust their marketing policies. The visual stories on Instagram Reels are a powerful qualitative piece of data that can be used to learn more about audience behavior and destination image construction. (Yoo & Kang, 2025). The paper will make use of the Uses and Gratifications Theory. (Blumler & Katz, 1974)This posits that audiences are active participants who use the information available in the media to satisfy entertainment, informational, and identity needs. Instagram Reels can address these requirements by offering escapism, inspiration, and cultural insight, and become a potent tool in creating destination perception.

Although digital tourism is growing, Pakistan has some issues, including the lack of stable internet connection in rural regions, the low digital competence of the stakeholders, and the inability to align the influencers and governmental agencies. Further, the issue of cultural sensitivity and sustainable tourism practices should be taken into consideration to ensure that ethical content production is carried out. The research suggests that the influencers, local communities, and government agencies should collaborate in a structured manner and incorporate new technologies like virtual reality (VR) and augmented reality (AR) to improve the tourist experience and appeal to technology-oriented travelers.

1.1 Research Questions

Q1. What are the prominent content strategies employed by travel influencers in their Instagram Reels promotion of tourism in Pakistan?

Q2. What are the perceived impacts of Instagram Reels on tourism promotion in Pakistan?

1.2 Research Objectives

The following key research objectives are the subject of this paper:

1. To identify prominent content strategies employed by travel influencers in their Instagram Reels promoting Pakistan's Tourism.

2. To explore the perceived impacts of Instagram Reels on the promotion of Pakistani tourism.

2. Literature Review

The chapter above presented the research topic and highlighted the increasing importance of digital media in transforming tourism in the world, especially that of Pakistan in terms of its marketing and promotion strategies. The conventional marketing tools, brochures, print advertisements, and television commercials have been the main source of tourism outreach in Pakistan. Nevertheless, the shortcomings of these approaches in terms of cost-effectiveness, interaction, and global reach have become more apparent. (Huda et al., 2025). Conversely, the rise of social media tools (primarily Instagram) has created a new source of destination branding via short, image-driven content. Instagram Reels have already become a powerful means of storytelling, and travel influencers have the opportunity to create powerful stories that will appeal to various audiences. (Pop et al., 2022). This shift is indicative of a worldwide trend in tourism marketing where user-generated content and influencer-based promotion are redefining the destination perception and experience. (Christou et al., 2025).

Although there is increased popularity of Instagram Reels in promoting tourism, there is less academic research on how these features have been carried out, particularly in the Pakistani context. Current studies have largely engaged in general digital media tendencies or the role of travel vlogs in destination image. (Roselle et al., 2014). These works emphasize the influence of the visual content but usually disregard the particular effect of Instagram Reels, i.e., algorithmic affordances, real-time interaction, and mobile-native storytelling, which makes up the difference between them and other formats. Moreover, there are not many studies on the strategic use of Reels by Pakistani travel influencers to market minor destinations, break negative stereotypes, and provoke cultural interest in the global audience. (Raza et al., 2024).

The literature gap that has been found in this study warrants a dedicated analysis of Instagram Reels as a tourism marketing tool in Pakistan. This chapter is a critical analysis of literature available on digital tourism promotion, the concept of influencer marketing and destination image formation. It also uses Gratifications Theory to put into perspective the patterns of audience engagement and content consumption. Placing Instagram Reels in the context of this academic discussion, the review offers a strong theoretical ground on which the redefinition of Pakistan tourism discourse in the digital era takes place through the work of travel influencers.

2.1 Introduction to Digital Marketing in Tourism

Digital marketing is the process of using digital technologies (websites, social media, mobile applications, and search engines) to advertise products, services, or ideas and connect with consumers. (Chaffey & Ellis-Chadwick, 2019). Digital marketing in the tourism sector has brought a revolution to the industry, as it has improved destination visibility, attracted international travelers, and shaped travel decisions. (Leung et al., 2013).

In comparison to traditional marketing systems that are often based on the use of print media, television, and travel agencies that have limited coverage and high prices (Safko, 2012), online solutions are relatively cheap, interactive, and can be used globally. Social media, search engine optimization (SEO), email marketing, and other influencer collaborations are some of the tools that have become essential in tourism promotion.

(Zeng & Gerritsen, 2014). It has been found that over 70 per cent of travelers currently use online tools to plan their trips, making digital marketing more powerful than traditional one. (Hajli, 2014). The need to have a strong digital presence in destination branding and tourism development is emphasized in this transformation. Countries such as Switzerland, Indonesia, and Thailand have already managed to make use of social media and online campaigns to support tourism sectors. (Pop et al., 2022)Although Pakistan has abundant cultural and natural resources, the country does not have structured digital tourism plans.

Lack of integrative online campaigns and scanty online presence affects the ability of the country to receive international travelers. (Ahmad et al., 2025). Overcoming this shortfall by employing strategic digital marketing may help Pakistan become highly attractive in terms of tourism and competitiveness in the world.

2.2 Social Media Impact on Tourist Marketing

Within modern analysis of tourism marketing, the introduction of social media, and, more specifically, Instagram, has begun to transform the principles of marketing by allowing destinations to connect with the world using advanced visual narratives. Instagram Reels, with their short-form video format, have become one of the tools that help to create immersive and engaging content that should draw the attention of potential travelers. The content propagated through Instagram Reels in its algorithm-driven architecture is a powerful tool to influence the process of travel decision-making, as it enables the delivery of content to many people.

Influencers in the travel industry who use Instagram have taken advantage of Reels to display the unique cultural and natural attractions of a destination. By using the visual attractiveness of the stories, these influencers get the audience to feel emotions, thus enhancing the chances of the audience thinking about visiting the places represented therein. With visual content playing an increasingly critical role in the decision-making spectrum, it is important to note that the power of destination-branded influencers is becoming more intense. (Ahmed & Zia, 2022). Their ability to develop trust and build relationships with audiences provides tourism boards and organizations with massive potential to exploit social media in favor of achieving marketing goals. In Pakistan, travel influencers have played a key role in transforming the discourse of tourism in the country by marketing regions that few people know about, like Gilgit-Baltistan and Kashmir, on Instagram Reels. These influencers highlight the beauty of Pakistan, cultural heritage, and hospitality, thereby challenging negative stereotypes and improving the country's image as a good tourist destination. Such a shift towards the digital form of interaction is indicative of a broader trend in tourism marketing, where older forms are being replaced with newer ones that are more interactive and audience-focused.

3. Theoretical Framework

3.1 The Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT), which was developed by Katz, Blumler, and Katz, is one of the theories that serve as a fundamental guide in explaining how people actively expose themselves to the media in an attempt to fulfill a range of psychological, social, and informational needs. Unlike passive consumption models, UGT anticipates the proactive role of users in the process of choosing media that would support their individual objectives and wishes. This user-based view has not lost its importance in the digital age, where media usage has become more interactive, personalized, and participatory (Sundar & Limperos, 2013). Regarding digital tourism marketing, UGT explains how customers engage with applications, like Instagram Reels, to satisfy certain needs, such as entertainment, social validation, information-seeking, and decision-making support (Kapoor et al., 2018; Karyotaki et al., 2021; Zhao et al., 2022). The theory has been widely used to understand how tourists use social media, travel blogs, and review websites to seek inspiration, engage with content, and organize travel experiences (Keelson et al., 2024). Digital storytelling has become a powerful tool of destination promotion, as it recently appears in new economies (like Pakistan) as a tool for promoting culture, nature, and adventure tourism

(Abbas et al., 2025). As Kapoor et al. (2018) claim, Instagram influencers help users meet their needs for travel inspiration and social validation by providing authentic and relatable content. ENG is also considered in UGT, where one interacts with content through likes, sharing, and commenting, motivated by intrinsic and extrinsic motivation through entertainment and social recognition, respectively (Muntinga et al., 2011). This interactivity of digital media increases interest and trust in the content of an influencer (Mahajan et al., 2024). When the gratifications of the users are fulfilled, the user is more inclined to add more content, hence creating a feedback loop that keeps the platform active and increases the visibility of the destination, as has been observed by Shao. Younger users in Pakistan, in comparison to older users, consume aesthetic and socially rewarding social media content, especially digital natives, whereas older users prefer informational content (Ahmed & Zia, 2022). These motivational differences also allow the marketer to tailor content strategies that resonate with heterogeneous audience groups to improve engagement and travel choices.

To sum up, UGT provides an analytical framework based on which the motivations of a user can be analyzed in terms of their accommodation to digital platforms, including Instagram Reels, which is then translated into increased engagement and changed travel behavior. This theoretical approach will inform the methodological structure of the current research and will inform the thematic analysis of the user interactions, resulting in information about how the content strategies can be used to control the audience engagement and perceptions of Pakistan as a tourist destination.

4. Data and Methodology

4.1 Data Description

This research data is composed of Instagram Reels and relevant comments from the audience made by the chosen travel influencers. Eighteen Reels, two each by eight influencers (four Pakistani and four international), were discussed. The information was devoted to tourism development in Pakistan and especially to the areas of Gilgit-Baltistan and Kashmir, which are known for their nature and cultural background.

Table 1: Instagram Reels are sourced from Reels of Selected Travel Influencers on Instagram

Variable	Definition	Source of Data
Instagram Reels	Short-form video content posted on Instagram (up to 90 seconds)	Selected Reels from travel influencers' profiles
Audience Comments	Publicly visible comments on the selected Instagram Reels	Comments under selected Instagram Reels

4.2 Methodology

The qualitative research design is used in this study, and Thematic Content Analysis (TCA) is applied to analyze the Instagram Reels and their related comments posted by the audience. TCA can be used to analyze multimodal data, whether that is in the form of visual data (Reels) or textual data (comments). The aim is to identify content strategies employed by selected travel influencers to advertise tourism in Pakistan and to explore the way in which the perceptions and the level of engagement with the audience are influenced by the strategies. The research relies on the Uses and Gratifications Theory (UGT), according to which viewers go searching for the media to satisfy certain needs (e.g., entertainment, information, social connection, etc.). This model aids in understanding the reasons why people become interested in Instagram Reels and the affective and cognitive satisfaction of the content.

4.2.1 Sources of Data and mode of collection.

The main data that will be used in this study are:
Instagram reels: Clips of short duration that are being shared by influencers and that showcase tourism in Pakistan. Every selected travel influencer posted two Reels, one video

demonstrating Gilgit -Baltistan and another demonstrating Kashmir.

Audience Reactions: The publicly noticeable comments that are left by the viewers at the bottom of each Reel. The best seventy replies (without emojis and frequent replies) were filtered out with the help of Apify.com, and eight hundred responses were chosen to be included in the analysis.

4.3 Sampling Method

The research utilized the purposive sampling method to select eight travel influencers, including four Pakistani and four foreign subjects. The criteria used to select the travel influencers were based on popularity and engagement rates to ensure that the material of the influencers reached a substantive number of people and was relevant to the objectives of the research.

The sample was narrowed down to three relevant domains of analytical rigor by ensuring that the participants had at least 30,000 followers and were highly engaged in the tourism-related content areas.

4.4 Data Collection Process

1. The **Instagram Reels** were recorded on screen to make sure that the terms of use of this site are followed. The main metadata (the influencer, date of publication, likes, comments, and views) were recorded in an electronic spreadsheet, in a systematized way. All the Reels were transcribed and divided into granular units with intervals between one and five seconds to enable granular analysis.

2. **Audience Comments**: The audience comments collection was performed with the help of Apify.com, a web-scraping service that is automated and is focused on extracting publicly visible comments that are placed under the chosen Instagram Reels. The dataset only included comments that were related to tourism perceptions, cultural cogitation, and emotional involvement. To maintain analytical integrity, an extraction protocol was created to eliminate irrelevant or spam material, and only substantive audience interaction was considered in the process of analysis.

4.5 Data Analysis

NVivo 15, a qualitative data analysis package that assists in coding (both visual and textual), was used to analyze the dataset. The thematic analysis model pertained to the six-phase model of thematic analysis developed by Braun and Clarke (2006) and included a comprehensive familiarization with the data, the initial code generation, searching for themes, reviewing the themes, and finalizing them.

Thematic patterns were created based on *two different pieces of data*: 2 reels from each profile were selected within the timeline of April 2023- April 2024. One reel showcases Kashmir, and one showcases GB. The visuals of the reels, such as camera angles and cultural symbols, and textual comments from the audience depicted demonstrations of curiosity and national pride.

4.6 Content Elements to Analyze

The thematic analysis was focused on the following components of content:

1 **Narrative and Storytelling Techniques:** the deliberate use of visual media, voice-overs, captions, and musical elements to create attractive travel narratives.

2 **Destination and Location:** the image of Gilgit-Baltistan and Kashmir examined in the scope of the visual account of the landscapes and local cultural traditions.

3 **Visual and Editing Style:** camera effects, including aerial shots, wide-angle shots, and crosscuts, are used to enhance viewer interest.

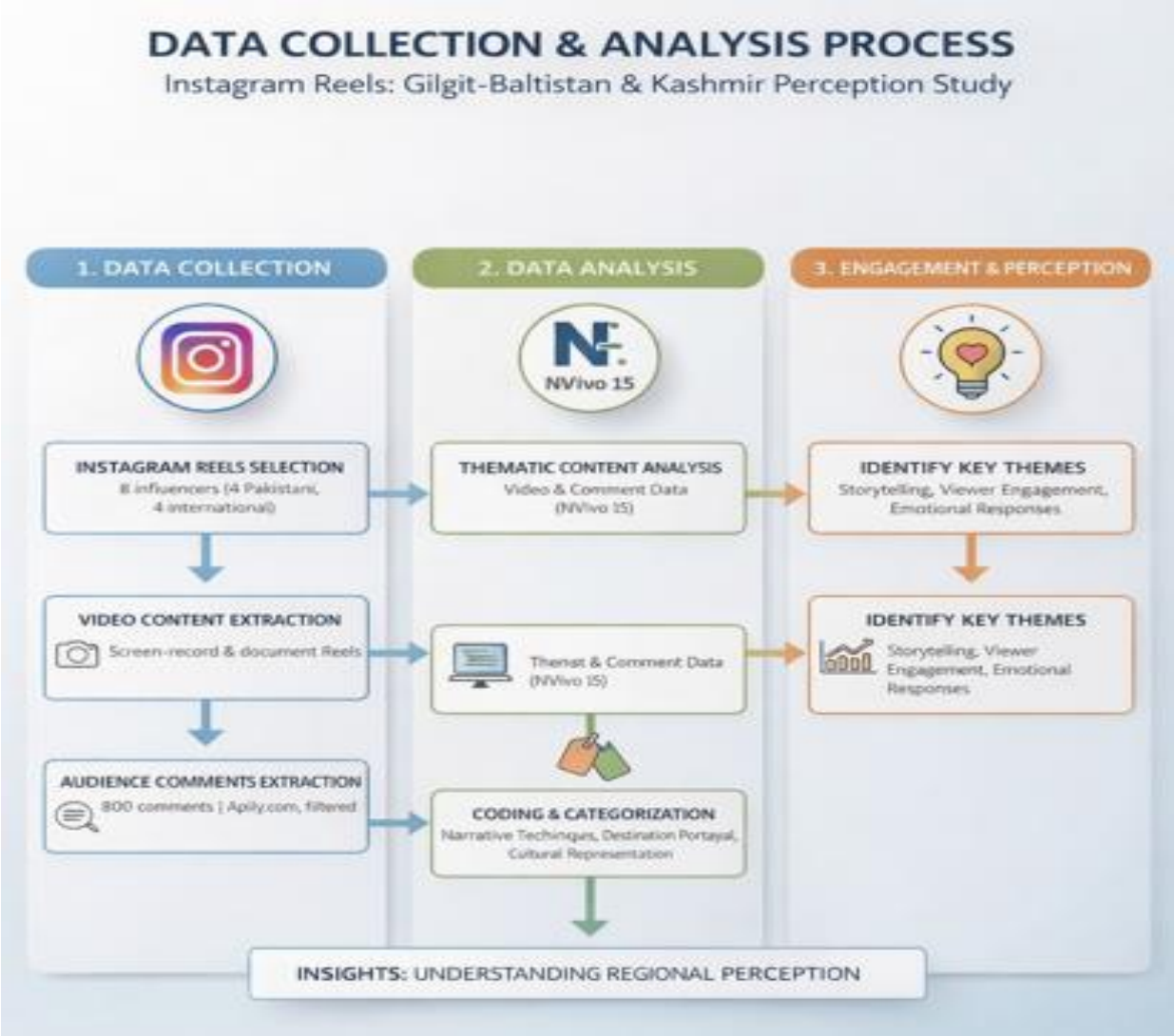


Figure 1: Data collection and analysis process for Instagram Reels in the Gilgit-Baltistan & Kashmir tourism study

4 **Cultural Representation:** how the local traditions, hospitality, and traditional practices are reflected in the framework of tourism promotion.

5. Results and Discussion

This part presents a comprehensive overview of the content strategies used by travel influencers in Instagram Reels (RQ1) and discusses the perceived impacts of the Reels on the perceptions of tourists about tourism in Pakistan (RQ2). The results are explained using the Uses and Gratifications Theory (UGT), which puts a focus on the ways in which the content delivered by the influencer satisfies the emotional, cognitive, and social needs of the viewers.

5.1 Results of RQ1: Content Strategies

Thematic Content Analysis (TCA) revealed that there were four common content strategies employed by travel influencers to market the tourism of Pakistan:

1. **Natural Beauty of Pakistan** - A prevailing motive in the analyzed Instagram Reels was the demonstration of the beauty of Pakistan's nature. Influencers used a lot of cinematic shots, shots with drones, and large panoramic shots to

emphasize the peaceful Gilgit-Baltistan and Kashmir landscapes.

The image of the green plants, snow-white mountains, and calm lakes was supported by the emotionally charged stories, which positioned Pakistan as the destination of peace and beauty. These visual representations played an important role in transforming global thinking, whereby the focus shifted away from geopolitical headlines to one based on nature.

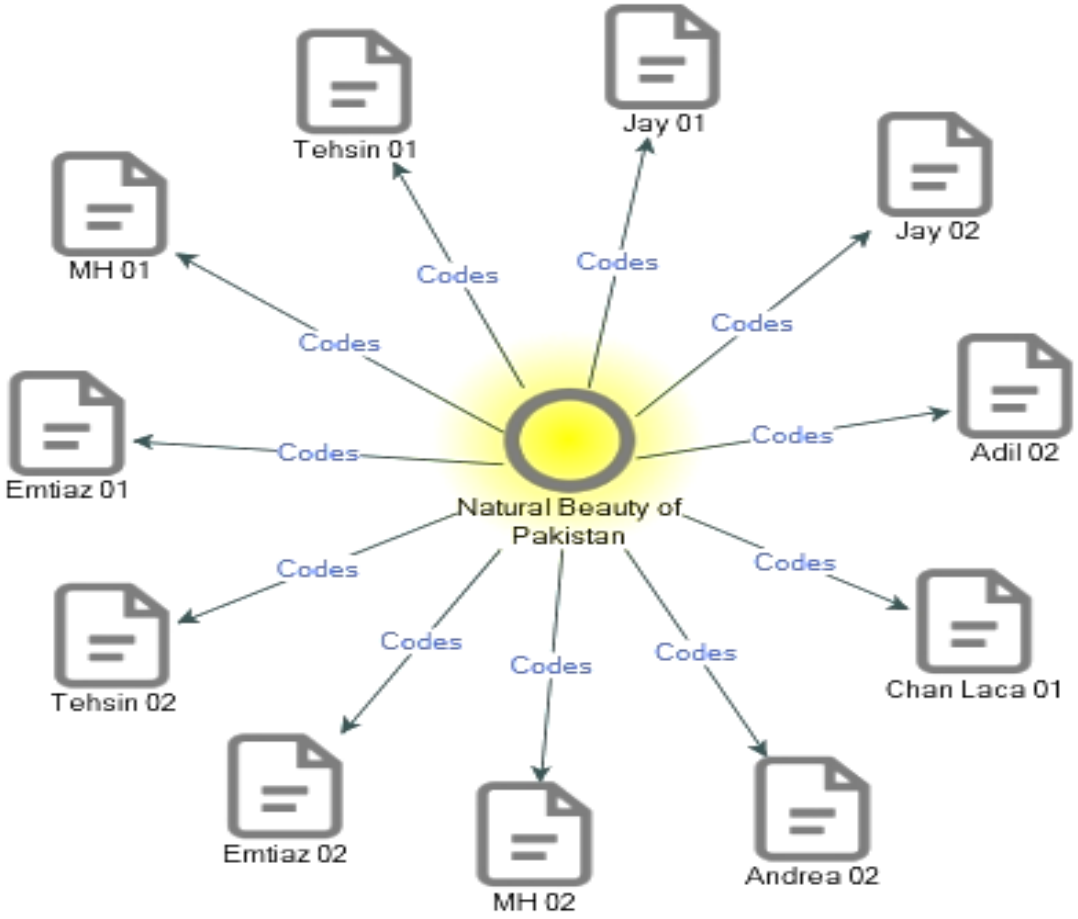


Figure 2 shows the way these influencers were able to showcase the scenic beauty of the country.

Figure 1: Natural Beauty of Pakistan

2. Camera Angles and Shots- Influencers used unconventional camera shots and techniques, including drone shots, panoramas, and a capture in the upper part of the frame, to improve the quality of their Reels storytelling. These visual contents were helpful in capturing the attention of viewers by providing them with unique views of the destination. Drones, especially, have been used to highlight the scale of the scenery, which amplifies the aesthetic quality of the destination.

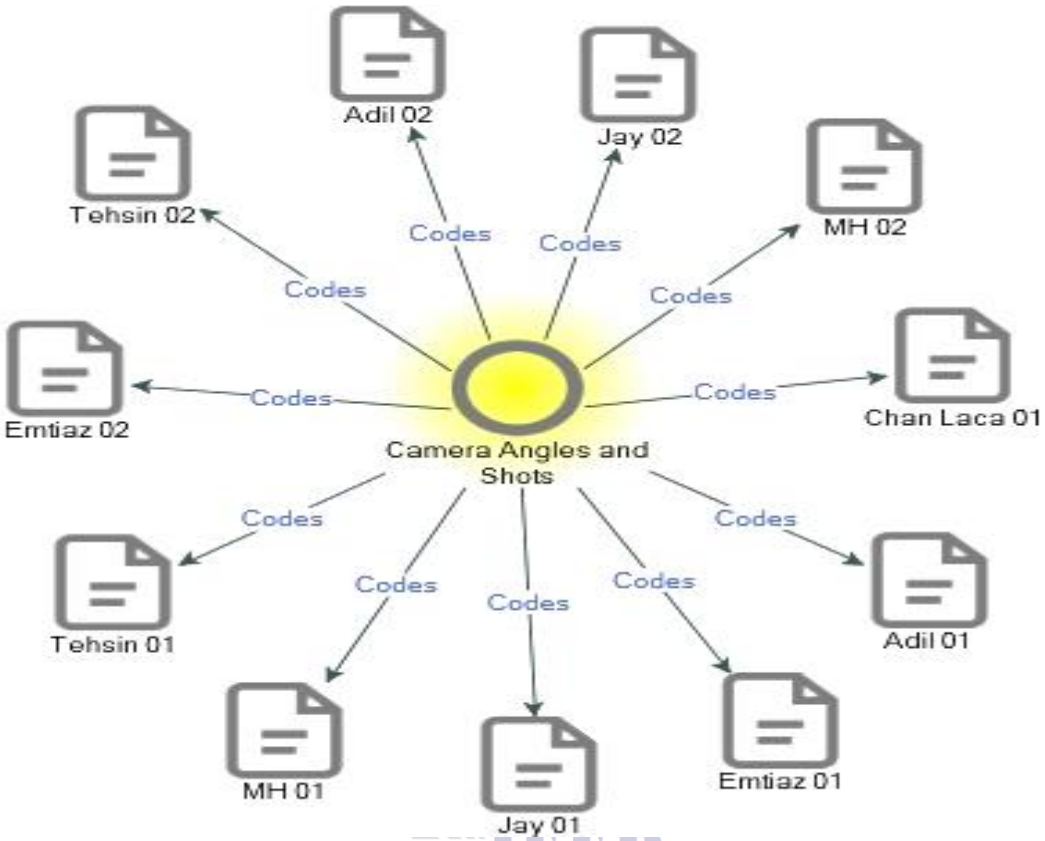


Figure 3: Visualization of the camera angles and shots used in the Reels

The figure that follows illustrates the various camera techniques that have been used.

3. Pakistani Culture- The depiction of Pakistani culture was another content strategy. Influencers also featured local traditions and culture, including local clothes, food, and dances, and emphasized that people are friendly and hospitable. This cultural presentation made the experience of travelling especially authentic and humanized, therefore making Pakistan not just a picturesque place to visit, but a place of rich cultural heritage.

The figure below illustrates the way cultural aspects were incorporated into the Reels.

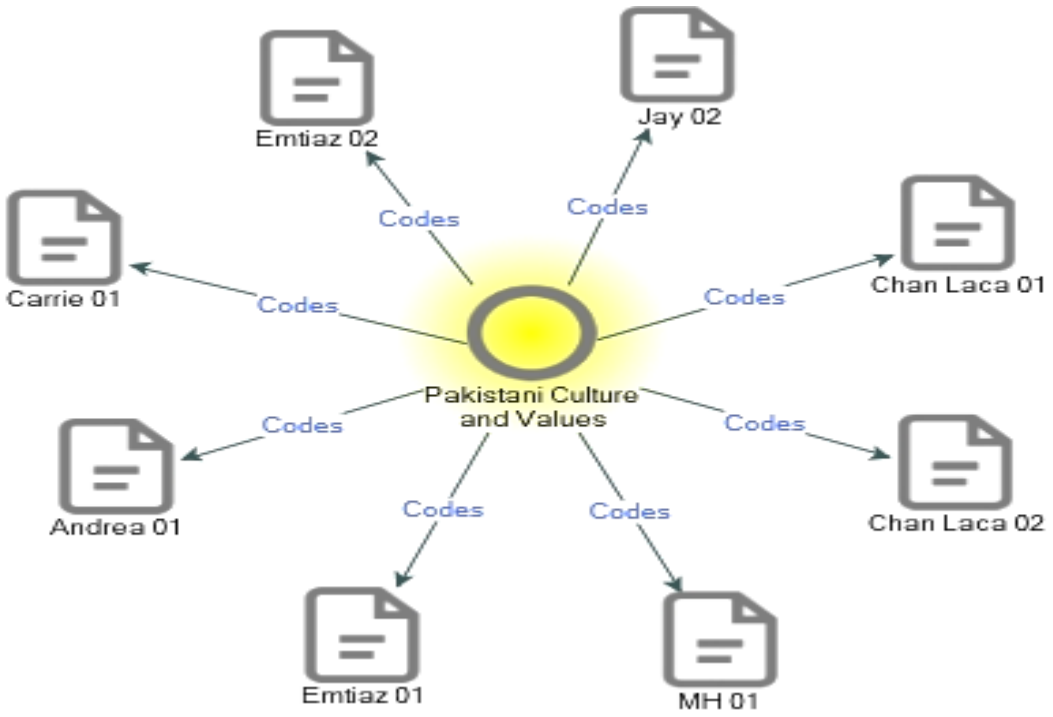


Figure 4: Pakistani Culture themes that emerged in the Reels

4. Musical Appeal -Music has been widely used to make the Reels more emotional. The content included traditional Pakistani tunes, which gave the work a cultural background and increased the immersion of the audience. Emotional needs were also fulfilled using music and helped to enhance the overall narrative coherence, making the visuals seem more immersive.

The last figure shows the use of music to increase the emotional attachment.

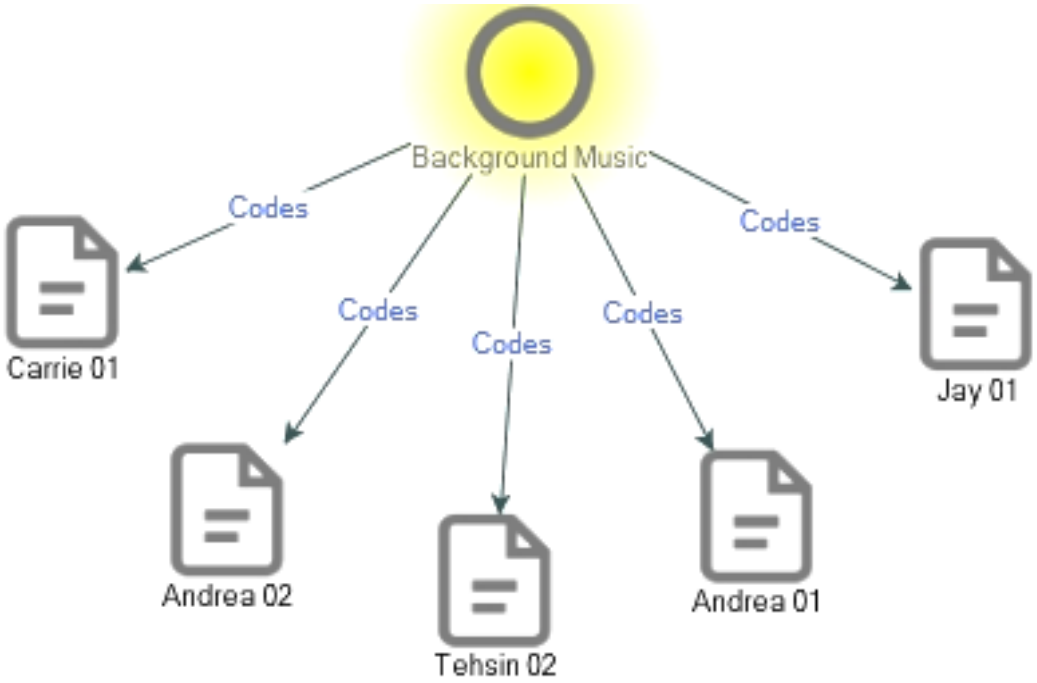


Figure 5: Musical Appeal used in the Reels

5.2 Findings of RQ2: Perceived Impacts

The systematic review of user feedback identified four major perceived effects of Instagram Reels on the promotion of tourism.

1. The **positive image construction** is also reflected in remarks that include "I never knew Pakistan had such things; our country is so beautiful, which shows that the perception changed significantly and Pakistan as a tourist destination was reconsidered. The Instagram Reels therefore are image-corrective and positive branding tools, transforming the world in a new way. These results demonstrate the role played by Reels in developing a positive image.

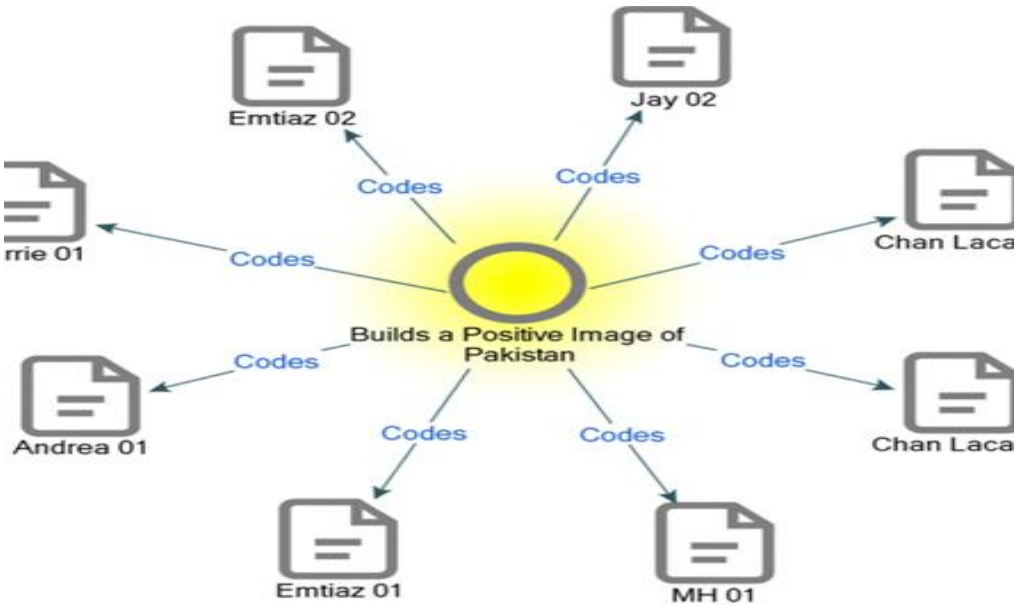


Figure 6: Positive image of Pakistan as built through Reels

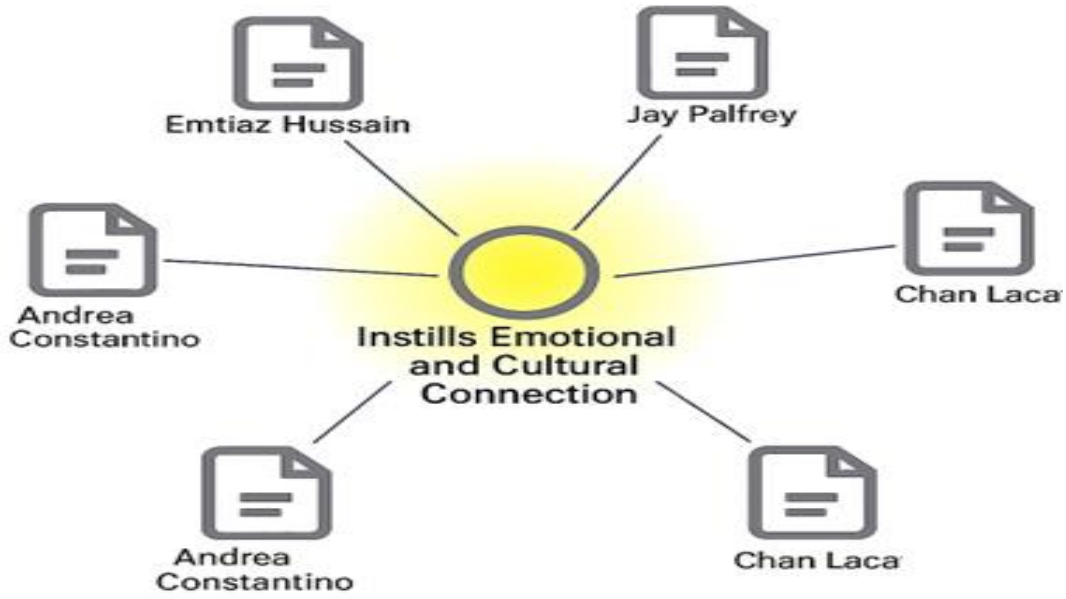


Figure 7: Instills Emotional and Cultural Connection

2. **Emotional and cultural nexus** - remarks like Mashallah, my beautiful Pakistan, and I love Pakistan, my Pakistan, are testimonies of an immense emotional and cultural attachment. Such Reels help with recognition and cultural identity, especially for diaspora viewers, which satisfies cultural, social, and emotional requirements.

3. **Curiosity and travel intention** - many of the viewers claimed that they wish to visit Pakistan after watching the Reels, uttering comments like Where is this place? and Pakistan is on my bucket

list now! It shows that the visual narrative has a direct effect on travel intentions, stimulating more exploration of these locations.

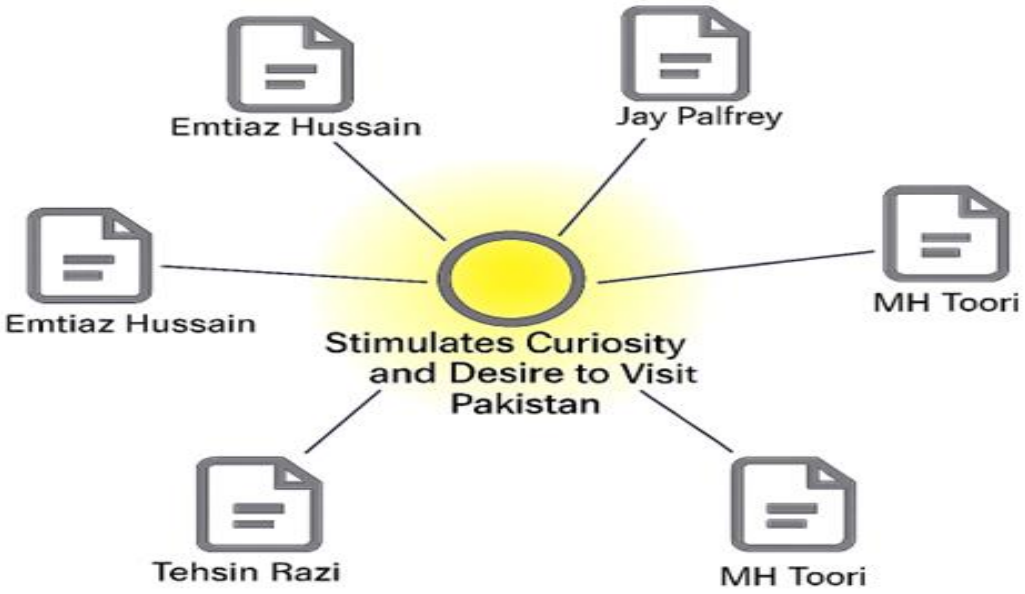


Figure 8: Stimulates Curiosity and Desire to Visit Pakistan

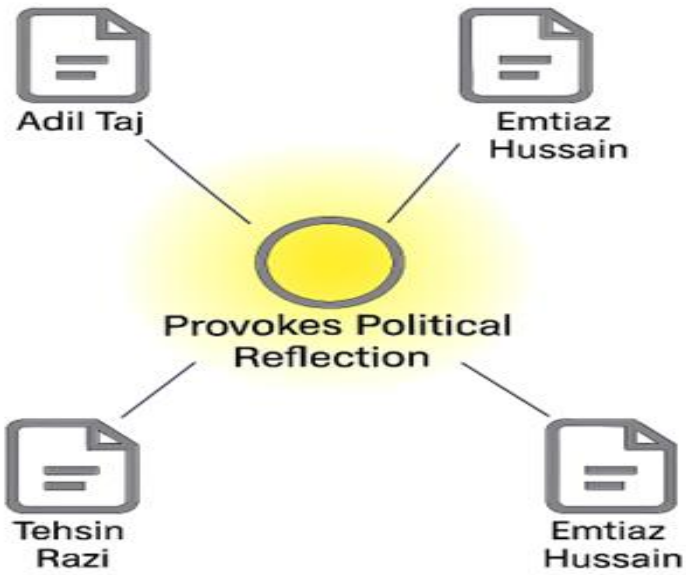


Figure 9: Provokes Political Reflection

4. **Political thought-** a more subtle influence was traced through remarks about Kashmir and Gilgit-Baltistan. Other audiences explained their socio-political forces in nationalistic or political terms. Although the material was neutral, the reaction of the audiences demonstrates how tourism information in politically sensitive regions can start an ideological debate.

The combination of aesthetically appealing material, culturally appealing stories, and emotive music in the Instagram Reels is an effective way to alter attitudes towards the visual image of tourism in Pakistan. Sharing the natural beauty and richness of the country, influencers not only sell tourism but also involve followers in significant processes that meet emotional, informational, and social needs.

This paper highlights the significance of Instagram Reels in the national branding and promotion of tourism as a low-cost and effective tool to help Pakistan increase its presence in the international tourism market.

6. Conclusion

This paper examined the use of Instagram Reels as a critical tool of marketing tourism in Pakistan with a focus on the role of travel influencers in influencing images of the destinations that are underrepresented in tourism marketing, i.e., Gilgit-Baltistan and Azad Jammu and Kashmir. The study employed content analysis of the Reels and the commentary of the audience to explain the impact of this type of digital media on the perceptions of the audience, their engagement with the media, and their intentions to travel.

The results reveal that Instagram Reels have been transformed into a strong channel for rebranding the tourism image of Pakistan. The influencers used cinematic features, such as drone shots, panoramic shots, and wide-angle shots, to highlight the beauty of nature, especially its peaceful landscapes. These pictures, along with imagery that is culturally representative and traditional music, became the key to making these territories not only aesthetically pleasing but also rich in culture. The Reels were successful in their attempt to combat negative stereotypes, and a more balanced and realistic view of Pakistan was offered as a safe, picturesque, and multicultural place.

The number of positive comments that audiences posted was overwhelming, as one could not help but admire the beauty of the country and be eager to get to these places. Many remarks referred to emotional involvement, as evidenced by the strong attachment that the viewers had to the material. The analysis revealed that Instagram Reels were used to promote the feeling of cultural pride and belonging, particularly to the international audience and the Pakistani diaspora. The selection of words like I never knew that the beautiful places were in Pakistan, and such places are on my bucket list now indicates a substantial change in perception that was made through the strategy of influencer-generated content.

Such findings are in line with the Uses and Gratifications Theory (UGT), which holds that viewers are in search of media that can gratify them psychologically, emotionally, and socially. (Blumler & Katz, 1974). In this regard, Instagram Reels not only entertain but also inspire, offer cultural understanding and information, thus fulfilling the desire of viewers to escape and be inspired to travel. This resonance is supported by the article by (Kapoor et al., 2018) who have focused on the importance of cultural content in helping build genuine, relatable stories that connect with audiences across the world.

The paper also adds to the growing body of work on digital tourism marketing, where Instagram Reels are regarded as particularly effective because of their visual qualities, which are fueled by the engagement algorithm and the ability to create an emotional connection. This study, as it narrows down to the specific country of Pakistan, where digital tourism strategies have not been well developed historically, contributes tangible value to the current literature.

Regardless of such encouraging results, the research recognizes several shortcomings, such as a relatively small sample size of influencers and the number of areas studied. Any future study must consider a wider range of influencers and geographic locations in Pakistan and must involve comparative studies with other platforms like TikTok and YouTube Shorts. Furthermore, the

discussion of how Instagram Reels can influence real travelling behavior and destination choice in the long run will be of significant academic interest.

Overall, this paper proves that Instagram Reels can substantially contribute to the transformation of the online image of Pakistan as a leading tourism destination. The ability of influencers to appeal to a global audience and shape the impression of travelling by portraying the most beautiful and cultural aspects of Pakistan with the most interesting visual content can be effective in increasing the number of people who want to visit this country. In that regard, the research not only enhances the literature on digital tourism marketing, but also offers practical recommendations to tourism marketers, influencers, and policymakers interested in partnering to efficiently market Pakistan's tourism potential.

7. Policy Implications

The results presented in this study have several important implications for policymakers, tourism authorities, and digital content creators who wish to use the strength of Instagram Reels to market the tourism sector in Pakistan. These are tips aimed at maximizing digital channels to brand the destination and to communicate with the audience.

1. **Working with Local Influencers.** The paper has highlighted the essence of collaboration with local influencers who have a deep cultural insight into the destinations they promote. These influencers make content authentic and thus more trustworthy to the audience. Their stories are generally viewed as more believable and relatable in comparison with conventional advertising.

Advice: Tourism authorities ought to form collaborations with influencers who can make content that effectively captures a local culture and creates an authentic image of destinations. These influencers should be given promotional coverage, which will allow them to visit and promote less popular destinations in Pakistan.

2. **Furthering Ethical Representation.** Due to the cultural diversity and political sensibilities of some of the regions in Pakistan, it is essential to ensure that the creators of influence and content follow ethical storytelling practices. This involves making sure that there is informed consent, not cultural appropriation, and sensitivity to political undertones.

Recommendation: The government and tourism boards need to come up with recommendations to ensure that influencer content is not culturally offensive or insensitive to the socio-political environment of Pakistan, especially in provinces like Kashmir and Gilgit-Baltistan.

3. **Using Digital Media to Brand Nationally.** Although the impact of influence-created content is great, it would be necessary to incorporate more official tourism promotion with user-created content. This type of cooperation can enhance the presence of Pakistan on digital platforms and create a reliable and continuous representation of the tourism potential of this country.

Recommendation: PTDC is advised to partner with influencers to share their content via official means, which need to be included in a larger national tourism campaign. This would form a two-way digital story, where a combination of official messaging and promotion on the grassroots level is enhanced by influencers.

4. **Infrastructure and connectivity: Digital infrastructure and digital connectivity support**.

5. The last obstacle to successful digital tourism marketing in Pakistan is the insufficiency of internet connection in remote areas, which undermines the development of content and interaction with foreign markets.

Suggestion: It is advisable to invest in digital infrastructure so that there is better internet coverage in the underserved regions. The improved connectivity would allow the local content makers to develop high-quality, real-time content and attract more attention to the scenic parts of Pakistan from foreign tourists.

6. Development of Sustainable Tourism Practices.

7. To address the growing need for sustainable tourism around the world, Pakistan could use Instagram Reels as a medium for promoting eco-tourism and responsible tourism. This plan would not only facilitate the preservation of natural resources, but also the development of a positive ethical image of the tourism sector in Pakistan.

Recommendation: Tourism promotion messages that will encourage sustainable tourist behavior, responsible behavior by visitors, and the communicated messages on how to enjoy eco-friendly tourism in the pristine parts of Pakistan should be included in the tourism campaigns.

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