

"DEAD MAN WALKING."



By:

Adeel Murtaza

01-221141-001

Supervisor:

Mr. Salman Ali Khan

Department of Management Sciences

Bahria University Islamabad

2015

Contents

Acknowledgements.....	4
Abstract.....	5
1. Chapter 1: Introduction.....	6
2. Chapter 2: Literature review	10
2.1.1 Branding;	11
2.1.2 Branding Places:	12
2.1.3 Brand Positioning:	15
2.1.4 Integrity.....	19
2.1.5 Authenticity	19
2.2 Economic Importance of Tourism:	22
2.3 Gaps in Literature:	23
2.4 Research question(s) and objectives:	24
2.4.1 Objective:.....	24
3. Chapter 3: Methodology	25
3.1.1 Nature of study:.....	26
3.1.2 Qualitative & exploratory research:.....	26
3.2 Data collection Method:.....	26
3.3 Sampling:	27
3.3.1 Convenience Sampling:	27
3.4 Research procedures:	28
3.5 Data Analysis Method:	28
3.6 Ethical concerns:	28
4. Chapter 4: Findings and Analysis	29
4.1 Findings and Analysis:.....	30
4.2 Objective 1: To explore understanding of Taxila among public:	30
4.2.1 Theme a: Taxila is an ancient religious site for foreigners	31
Analysis and Discussion;	32
4.2.2 Theme b: Ancient Stone Art is representation of the city	32
Analysis and Discussion:	33
4.2.3 Theme c: Gandhara Civilization and Museum as basic attraction:.....	34
Analysis and discussion:	36
4.3 Objective 2: To explore actions to be taken to build Taxila as a tourism brand in Pakistan.....	36
4.3.1 Theme d: Branding stone Art:.....	37
Analysis and Discussion:	38

4.3.2 Theme e: Ancient Gandhara Civilization remains	39
Analysis and discussion:	41
5. Chapter 5: Conclusion.....	42
5.1 Conclusion: Theme A	43
5.2 Conclusion: Theme B	43
5.3 Conclusion: Theme C	44
5.4 Conclusion: Theme D	45
5.4 Conclusion: Theme E.....	45
6. Chapter 6: Recommendations	47
6.1 Recommendations:.....	48
6.1.1 Recommendations for Government:	48
6.1.2 Recommendations for public and other businesses in Travel industry:.....	48
6.2 Reflection:.....	49
7. Bibliography	50
Bibliography	51
8. Appendices.....	53

Acknowledgements

This is to express my deep thanks and gratitude to all my concerned who have helped me in completion of the thesis. My sincere thanks to first of all Almighty Allah Who provided me the opportunity and ability to perform this thesis. Further my thesis supervisor Mr. Salman Ali Khan and my mentor Mr. Kashir Asghar to help me performing my thesis and helped me grooming my personality as well. I would like to say my thanks to all my beloved teachers because of whom I am what I am right now. At the end I would like to thank all my respondents for allowing me to have their sincere opinions as my thesis crust.

Abstract

Tourism these days has become a very serious & important industry around the globe.

People are becoming more & more health & environment conscious & are fun oriented

as well. For this purpose a study has been conducted. This study based on the

awareness & commitment of general public regarding tourism especially to

archeological sites in Taxila which also is going to be very helpful for the

Government institutions, to take some initiatives which could also result in boosting

our tourism industry.