

**PUBLIC RELATION POLICY OF
PAKISTAN TOURISM DEVELOPMENT COORPORATION**

**Mudassar Iqbal
JAN 2008**



**A Thesis
Submitted in fulfillment of the requirements for a Masters degree in
Marketing**

Bahria University of Management & Sciences, Islamabad

PUBLIC RELATION POLICY OF
PAKISTAN TOURISM
DEVELOPMENT COORPORATION

ABSTRACT

The present research project is purely descriptive in nature and aims at analyzing that the new PR policy has brought a great change to the impression of Pakistan Tourism Development Corporation. The data is obtained through secondary source. Research design used for examining the findings is Content analysis. Time duration was randomly selected eight weeks. Three leading English newspapers and three Urdu newspapers were selected as a sample for the study. Public Relation tools measured in categories were Interviews, Articles, Workshops, Meetings, Press Releases, Pictures, Special Editions, Seminars, Pictures, Advertisements and Conferences. All selected English and Urdu newspapers gave immensely low coverage to the news related to PTDC. English newspapers however in comparison to Urdu newspapers somehow gave better coverage. Urdu newspapers mostly gave coverage to political issues. The project ends up with the conclusion that Public Relation policy of “Destination Pakistan Year 2007” failed to bring great impression to PTDC. Failure of this policy is due to gloomy image of Pakistan abroad, poor security system, Military government and its operation in Balochistan and NWFP and adverse infrastructure. These negative aspects are hindrance in success of Public Relation policy of PTDC. Pakistan need to improve its image, security system and infrastructure to attract large number of tourist arrival in Pakistan through successful Public Relation policy. PTDC also need to use modern technology to aware further tourist arrival. Findings of this research will prove helpful in Implementing and managing tourism-marketing

projects in Pakistan. Research findings will help in monitoring the campaigns through an on-going basis to ensure that results are being achieved and objectives met.

DEDICATION

This thesis is dedicated to my parents who have supported me all the way since the beginning of my studies. Also, this thesis is dedicated to my teacher Sir, Hammad Ashraf who has been a great source of motivation and inspiration. Finally, this thesis is dedicated to all those who believe in the richness of learning.

ABBREVIATIONS

ASTA:	American Society of Travel Agents
ATM:	Arabian Travel Mart
IATA:	International Air Transport Association
JATA:	Japan Association for Travel Agents
PATA:	Pacific Asia Travel Association
PTDC:	Pakistan Tourism Development Corporation of Pakistan
SME's:	Small and Medium Enterprises
TIC:	Tourist Information Centers
UNWTO:	United Nation World Tourism Organization
WATA:	World Association Travel Agencies
WTM:	World Travel Market

ACKNOWLEDGEMENT

All praises are attributed to Almighty Allah and thanks to HIS blessings. I would like to express my gratitude to all those who gave me the possibility to complete this thesis. I want to thank the Department of Management Sciences of Bahria University for giving me permission to commence this thesis in the first instance, to do the necessary research work. I have furthermore to thank the PTDC to use organizational data. I am deeply indebted to my supervisor Mr Tayyab Mir from the PTDC whose help, stimulating suggestions and encouragement helped me in all the time of research for and writing of this thesis.

Mr. Kashif sb & Mr. Kashir Asghar from Bahria University, he supported me in my research work. I want to thank him for all their help, support, interest and valuable hints.

Especially, I would like to give my special thanks to my parents whose tolerant love enabled me to complete this work

Mudassar Iqbal