



---

**RESEARCH PAPER****Lexical Analysis of Promotional Narratives on Social Media:  
Constructing Tourism Image of Pakistan**

<sup>1</sup>Dr. Muhammad Manshoor Hussain Abbasi\*, <sup>2</sup>Saira Ali Hassnain  
and <sup>3</sup>Dur-e-Shahwar

1. Assistant Professor, Department of Humanities, COMSATS University Islamabad Pakistan (Islamabad Campus), Pakistan
2. Lecturer, Department of Humanities, COMSATS University Islamabad (Islamabad Campus), Pakistan
3. Lecturer, Department of Humanities, COMSATS University Islamabad (Islamabad Campus), Pakistan

---

**\*Corresponding Author**

[manshoor\\_hussain@comsats.edu.pk](mailto:manshoor_hussain@comsats.edu.pk)

---

**ABSTRACT**

This paper analyzes the language in the promotion of Pakistani tourism on social media through lexical analysis. Through the repetition of words, phrases, and hashtags, the study deepens how language is being used to bring about a positive image of Pakistan relating to nature, adventure, culture, and heritage. Grounding is on the Uses and Gratification Theory (UGT) explaining how users seek and engage with tourism content to fulfill their informational needs and curiosities. The research utilizes keyword frequency analysis combined with qualitative lexical analysis to unravel words and associations defining Pakistan's scenic beauty, its cultural diversity, and opportunities in adventure. Results are evident, showing that hashtags and keywords play a very critical role in increasing visibility and user engagement, hence becoming an important lexical tool for usage. Trends of language in tourism marketing should be updated and followed constantly using strategic hashtags and keywords to increase interaction and enhance the digital image of Pakistan as a travel destination.

**KEYWORDS** Lexical Analysis, Pakistan, Social Media, Tourism, Uses and Gratifications Theory

---

**Introduction**

Probably one of the most critical industries globally, tourism nowadays is on a high with the emerging significance of countries popularizing their destinations through online sectors (Zeng & Gerritsen, 2014). In the last few decades, tourism in Pakistan has emerged as one of the most competitive sectors mainly because of its cultural heritage, historic monuments, and diversified natural beauty, therefore opening a wide scope for further opportunities for both domestic and international tourists (Ali, 2021; Khan et al., 2020). According to the World Tourism Organization, "Pakistan is still a giant with vast prospects as such an attraction and hospitality country yet has its arguments in limited research on the linguistic features employed in tourist destinations' promotion mainly within the context of social media."

Language plays a very significant role in tourism marketing by weaving anecdotes that capture the imagination of target visitors. A successful communication strategy appeals to the tourist's potential interest and persuades them to visit the destination as mentioned by Papadopoulos and Tsoukalas (2021). The discussions of the linguistic aspects of social media messages for tourism promotion in Pakistan take a basis from a

functional perspective of the Uses and Gratifications Theory of Ruggiero (2000). According to the theory, an individual seeks media that would satisfy specific needs, which again becomes particularly important in the context of tourism as it explains the interactions between tourists and online content.

This paper conducts lexical analysis to find out how the use of word choice, frequency, and language patterns play a part in constructing the digital identity of Pakistan as a tourist destination. Lexical features allow some findings of recurrent themes and terms that shape perceptions of Pakistan's tourism while looking into how such linguistic strategies would influence the intended tourist's perceptions and engagement. As Xie and Wu (2020) posit, specific wording may bring a sense of belonging or familiarity, which would be a way to emotionally connect with visitors. Additionally, previous studies have shown that elements of language in the promotional message may influence the outcome of the marketing messages (Govers & Go, 2009; Tussyadiah, 2016).

### **Literature Review**

The literature review is primarily bifurcated into three broad categories: lexical analysis in tourism promotion, the role of social media in tourism, and utilizing Uses and Gratifications Theory (UGT) for an understanding of engagement with tourism-related content.

### **Lexical Analysis in Tourism Promotion**

Lexical analysis has also been seen as a powerful technique for understanding how word choices and language patterns contribute to tourism promotion over time. The emotional appeal of cultural heritage as told by language used in tourism marketing, thus, plays an essential role in destination attractiveness (Jaworski & Pritchard, 2005). Kaplan-Weinger and Ullman (2015) argue that strategic words, themes, and phrases are in need to portray a sense of uniqueness held by destinations concerning their cultural identity, natural beauty, and adventure. Such lexical decisions serve a functional purpose in creating a positive brand image toward a destination for visitors. Furthermore, Govers and Go (2009) also cite that the appropriate use of the language can stimulate emotional responses and therefore, enhance the appeal of the destination. Apart from this, lexical analysis can also reveal the narrative structures which impact travelers' perception and decision-making (Gretzel & Yoo, 2008).

Some recent studies have shed light on how some lexical features can work to create discourses about tourism. For example, Li and Wang (2017) showed that it is descriptives and action verbs in promotional texts that help entail the attitude of the tourist towards the destination. That means, through selecting words, the perception of the visitor would change and bring them to visit other places. Secondly, as revealed by Frid and Hu (2020), tourism language mainly uses metaphors and similes to make destinations seem more familiar and attractive to the viewers. Checking the elements of linguistics will help marketers message in a way that appeals to the idealized thoughts and expectations of their target group.

### **Role of Social Media in Tourism**

The role of social media has revolutionized the tourism marketing scenario, enabling information to reach the global audience simultaneously across platforms like Instagram, Twitter, and Facebook, thereby breaking time and space boundaries (Muzaffar, et. al., 2019; Muzaffar, et. al., 2020). According to Zeng and Gerritsen (2014), social media

has become one of the most important channels for travel promotion, marked by interactivity on a global scale. Tourism marketers utilize their capacity in social media to establish valid content using hashtags and keyword sensitivity to capture the audience's attention and inform about possible destinations for tourists. According to Sigala (2016), "Social media allows destinations to engage larger audiences with relevant and appealing content to comply with individual preferences for individual users."

The research conducted by Munar and Jacobsen in 2014 further reflects that social media-based user-generated content plays a massive role in deciding on travel since existing customers endorse and review more than any TV commercial for the destination. These new trends in consumer behaviour emphasize that shareable and connectible content needs to be made. As argued by Fotis et al. (2012), social media is a virtual community that allows visitors to share info, experiences, and suggestions. It thus inculcates the collaborative nature of planning travel.

Social media also affects the perception of tourists towards a destination through visual content including photographs and videos, as stated in the study by Leung et al. (2013). The dynamic nature of social media allows real-time engagement, where the destination can immediately respond to questions or reviews hence further improving customer experience (Cox et al., 2009). As such, tourism marketing now cannot afford to lack social media, to effectively 'reach and engage with increasingly large crowds within the increasingly more digital landscape' (Harrison, 2012).

### **Theoretical Framework: Uses and Gratification Theory (UGT)**

UGT is the conceptual framework that explains why people interact with social media tourism content. According to Kahne, Blumler, and Katz (1974), the original formulation of the theory serves as "a conceptual framework guiding in the understanding of why people use the mass media" by establishing that "the approach was based upon the theoretical need to understand motivations for media usage which fulfil particular needs – like information seeking, entertainment, or social contact." According to Whiting and Williams (2013), social media is an all-in-one platform for the active engagement of users with content to fulfil their exploratory, educational, and social needs to connect with fellow travelers. Social media posting in tourism will assist and guide the user in popularizing destinations through researching and sharing travel experiences.

Interlinked studies based on the frameworks of lexical analysis, social media, and UGT intertwine a mutually influential three-way relationship. Lexical analysis captures underlying linguistic structures that can define destination perceptions, while real-time engagement through social media enhances this influence. UGT tells why users are attracted to tourism content on such platforms and points language and digital media toward reaching the needs of entertainment, information, and communication among users. Thus, this paper concludes by tapping into social media as an effective tool for tourism marketing, using strategic language to deliver an exceptional tourism experience.

The application of the Uses and Gratifications Theory (UGT) can hence offer a more plausible account regarding the usage of social media in tourism. According to this theory, the process of seeking media is actively pursued to help meet a variety of needs such as entertainment, social interaction, information and identity (Blumler & Katz, 1974; Ruggiero, 2000). In contrast to traditional media consumers who passively absorb everything that comes to them, social media users take in information as long as they are motivated or willing to do so. It is one important distinction between the concepts of

tourism and traditional media consumption that concerns media content usage as a prime basis of interest and desire to experience a travel experience.

Therefore, in Pakistan, this theory is highly relevant as social media users connect themselves with tourism material for various reasons, such as destination discovery, cultural heritage exploration, and planning a trip (Khan et al., 2020). Research has shown that most people refer to sites of social media to get information about a destination they might travel to someday and plan to experience authentic travelling experiences firsthand as based on other tourists' reports (Xiang & Gretzel, 2010). It not only influences their perception but also affects their travel intentions and behaviours.

Significantly, UGT focuses on the role of social connections within tourist industries since users are mainly driven by the need to share their experiences and recommendations with their networks (Hsu et al., 2013). The social factor of media consumption further underlines its role in building communities as well as in peer influence over travel choices (Xie & Wu, 2020). Social media also offers a space for tourists to perform their identities by sharing communal stories that are connected to destination imagery (Björner, 2021).

Understanding UGT in the context of tourism in Pakistan would give deeper insight into how social media not only spreads information but moulds the motivations and aspirations of a potential tourist. Therefore, it is essential to be an important area of research in that respect.

## **Material and Methods**

In this way, the research work made use of a mixed-method approach in which lexical analysis is integrated with quantitative methods to detect the linguistic features of posts that promote tourism on social media like Instagram, Twitter, and Facebook. Such a wide methodology allows researchers to capture in adequate detail both the quality aspects of the word choice and quantitative metrics for being engaged with it.

Lexical analysis refers to how specific words, phrases, and structures utilized in social media posts inform an understanding of how they can be translated into an endorsement of a tourist destination. This part of the study concentrates on identifying keywords in which emotional appeals, descriptive language, and calls to action would all hold critical importance for attracting potential tourists. Given this specific approach, the study can identify which of those lexical features appeal to the readers, how these impact views, and to a larger extent, have an impact on the tourism promotional message.

This study uses the mixed method approach that not only determines the aspects of linguistic features that are deepened in the analysis but also unfolds the resonance of those features with users' motivations. By integrating lexical analysis with quantitative engagement metrics and the framework of UGT, the study aims to shed some light on effective tourism marketing strategies on social media platforms.

## **Data Collection**

Sampling: Five hundred posts were retrieved from various tourism-related websites and platforms about Pakistan. It has been accomplished using unique popular hashtags such as #ExplorePakistan, #TravelPakistan, and #BeautyOfPakistan. The purpose behind selecting these is that it is the most used ones; besides, these are those relating to the themes of adventure, culture, and natural beauty in Pakistan, which attract both domestic and international tourists.

This lexical analysis focused on the most frequent words, hashtags, and phrases in the dataset employing specialized software tools to analyze the content of those posts. From the collected posts, the analysis intended to identify the critical linguistic patterns and trends reflecting user engagement and sentiment towards tourism in Pakistan. This can be considered a more meaningful method for further understanding how language shapes perceptions of the country as a tourist destination, focusing on the current elements that resonate with potential travelers.

## Results and Discussion

**Table 1**  
**Top 20 Keywords in Tourism Posts**

Rank	Keyword	Frequency
1	Beauty	1023
2	Nature	978
3	Adventure	896
4	Culture	821
5	Explore	715
6	Pakistan	678
7	History	642
8	Travel	589
9	Experience	553
10	Mountains	525
11	Scenic	498
12	Discover	475
13	Friendly	463
14	Adventure	448
15	Unique	423
16	Hospitality	410
17	Tour	395
18	Tradition	386
19	Explore	375
20	Journey	365

Table 1 List of the first 20 keywords seen on social media with their ranking from most common to least common with descriptions, which reflect major themes and aspects related to tourism in Pakistan and give an idea of what resonates and appeals to or is marketed by the destination.

**Beauty (1023):** The keyword tops the list, which means that mainly posts about Pakistan focus on its beauty and thus attract visitors to beautiful destinations.

**Nature (978):** Behind beauty, the highest score for "nature" highlights the country's major natural places such as parks, wildlife, and outdoor adventure.

**Adventure (896):** A high score for "adventure" indicates that most posts are for thrilling experiences, which occur in Pakistan. Thus, they appeal to adventure-seeking tourists.

**Culture (821):** The highest score for "culture" has highlighted the following: How a heritage-rich country like Pakistan attracts tourists who seek historical sites, cultural events, and more.

Explore (715): This keyword is a more action-oriented phrase to encourage tourists to explore the diversified attractions and experiences which Pakistan offers.

Name of Pakistan (678): The name of the country is itself prominent but, it urges the fact that only about national identity and raises awareness about Pakistan being a destination for travel.

History (642): Posts with the keyword "history" emphasize the historical sites and stories to attract tourists who want to learn about the past.

Travel (589): This is an overall keyword that highlights the prevalent theme of traveling and indicates that posts are associated with the experience of traveling itself.

Experience (553): The employment of the word "experience" would go along with personal experiences and reviews by travelers; thus, it is more likely to be relevant to the audience.

Mountains (525): As indicated by the keyword "mountains," this points to Pakistan's well-known mountainous locations speaking to adventure enthusiasts and nature lovers.

Scenic (498): The word "scenic" fits well with the concept of natural beauty-scenic views and landscapes.

Explore (475): This is like the word "explore," which motivates a tourist to find and experience Pakistan's best-kept secrets and attractions.

Friendly (463): The word "friendly" could be applied to the locals themselves, who will be one of the biggest attractions for tourists.

Unique (423): This keyword will stress the unusual nature of Pakistan as a destination, hinting at experiences unique to this place.

Hospitality (410): This keyword is like "friendly", and it reinforces that Pakistani culture is friendly, therefore promoting a great tourist experience.

Tour (395): This refers to organized travel experiences. Thus, it will indicate the availability of guided tours or packages in Pakistan.

Tradition" (386): The application of the word "tradition" reveals an interest in cultural practices and heritage, which is attractive to a visitor interested in authenticity.

Explore (375): This keyword repeats, emphasizing the theme of exploration and adventure, which surfaces again in the posts.

Journey (365): Finally, "journey" captures the larger story of travel and implies that posts can tell the transformative story of traveling in Pakistan.

In a nutshell, the table depicts a variety of subjects that discuss the allure of Pakistan as a tourist destination and focus on the natural beauty and adventure, cultural richness, and hospitality of this place. All these are the keywords that help in understanding what policies were used by social media in marketing to attract visitors.

**Table 2**  
**Most Used Hashtags**

Rank	Hashtag	Frequency
1	#ExplorePakistan	1310
2	#TravelPakistan	1189
3	#BeautyOfPakistan	1124
4	#VisitPakistan	1056
5	#PakistanZindabad	998
6	#IncrediblePakistan	954
7	#DiscoverPakistan	911

Table 2 is also reflective of some of the most common hashtags created based on posts in social media related to tourism in Pakistan. In this manner, the hashtag represents the themes and areas of interest that resonate among people involved in online discourse about tourism in Pakistan.

Rank 1: #ExplorePakistan (1310 uses) – The most used hashtag establishes Pakistan as a place of adventure and diversity. It explains exploration, helping prospective tourists to discover some previously unknown secrets of the country.

Rank 2: #TravelPakistan (1189 uses) – This hashtag stresses travelling in Pakistan; it is greatly used by both tourists and travel agencies in establishing tourism activities, itineraries, and places to visit within the country.

Rank 3: #BeautyOfPakistan (1124 uses) The point here is that the popularity of the hashtag reveals the strong focus placed on the natural and scintillating beauty of Pakistan, which is the biggest selling point for tourism. It makes an attraction for tourists seeking to be beguiled by breathtaking vistas.

Rank 4: #VisitPakistan (1056 uses) The hashtag calls out to visitors towards the country. The hashtag features in outbound campaigning efforts for inbound tourism and to promote the beauty of culture and natural attractions of the country.

Rank 5: #PakistanZindabad (998 usages) – Though this time it is more patriotic; it is used widely in the country flag. Often, it goes well with tourism-related content, which creates a sense of oneness and promotes the tourism potential of the country.

Rank 6: #IncrediblePakistan (954 uses) – This is the tagline which emphasizes some unique experiences Pakistan has to offer, from historical landmarks to breathtaking landscapes. It depicts the country as an incredible one worthy of exploration.

Rank 7: #DiscoverPakistan (911 uses) – This is yet another exploration-based tagline that asks people to discover the wide range of attractions Pakistan holds. This hashtag focuses on unearthing unknown destinations and cultural experiences.

The frequency points to the relevance of such hashtags in the promotion of tourism in Pakistan, and each indicates its presence as a different facet of the appeal of the country, from natural beauty and adventurous aura to patriotism and new undiscovered treasures.

**Table 3**  
**Sentiment Analysis of Tourism Posts**

Sentiment	Count	Percentage
Positive	450	90%
Neutral	35	7%

Negative	15	3%
----------	----	----

Table 3: Results of social media-based sentiment analysis of posts by tourists and opinion holders regarding tourism in Pakistan are shown in Table 3. The sentiment analysis, as undertaken here, indicates whether the post carries a positive, negative, or neutral emotion in it. Below, is the further fragmentation of this table.

**Positive Sentiment (450 posts, 90%)** – A high majority of posts about tourism in Pakistan on social media are positive in sentiment. This means that users tend to express positive opinions about the tourist places, experiences, and attractions in Pakistan. The posts would possibly mention the beauty, adventure, and cultural richness of the country, reflecting satisfaction or excitement with visiting or travelling within Pakistan.

**Neutral Sentiment (35 posts, 7%)** – There is a small fraction of the posts which is neutral with neither strong emotions positive nor negative. Such posts may have simple information updates about tourism in Pakistan and may not present any attitude in themselves. For example, it might only be some piece of information regarding the destination or travel details.

**Negative Sentiment-15 posts, 3%** Only 3% of the posts have negative sentiments. This might encompass complaints or dissatisfaction with any tourist-related experience; complaints could run from infrastructure and service or safety concerns. However, the percentage is very low such that the experiences are rare relative to other conversations going on in the social media under study.

Overall, the perception of tourism in Pakistan reflects overwhelmingly positive sentiment coupled with minimal negative feedback that would go well in indicating the appeal of this country as a tourist destination.

**Table 4**  
**Distribution of Lexical Themes**

Theme	Keyword Examples	Frequency
Natural Beauty	Scenic, Mountains, Nature	2400
Cultural Heritage	Culture, Tradition, History	1600
Adventure	Adventure, Experience, Explore	1200
Hospitality	Friendly, Hospitality, Welcome	800

Table 4 illustrates the distribution of lexical themes related to social media messages on tourism in Pakistan. Some example keywords, along with their frequency of occurrence, categorize the prominent themes.

**Natural Beauty (2400 mentions)** - the theme mentioned most often in the analyzed entries mentions the words "scenic," "mountains," and "nature" 2400 times. This theme points out Pakistan's beautiful landscapes, such as mountains and rivers. That is, users are oriented toward focusing mostly on the country's outstanding natural beauty as an attraction for tourists.

**Cultural Heritage (1600 times)** - The second most recurrent theme is associated with cultural heritage, which carries 1600 keyword mentions of "culture," "tradition," and "history." These posts reflect the rich cultural and historical background of Pakistan, pointing towards its different traditions' historical monuments and cultural identity, which are actively promoted to attract visitors interested in heritage tourism.

**Adventure (1200 mentions)** - The adventure posts hold 1200 occurrences where words like "adventure," "experience," and "explore" are frequently used. It explains



Pakistan as an adventurous destination for adventure tourism which is of interest to thrill-seekers and outdoor enthusiasts, including hiking, trekking, and travelling through remote areas.

Hospitality (800 occurrences) - This theme of hospitality with a total of words like "friendly," "hospitality," and "welcome" number 800 times, in describing Pakistan as a warm and friendly place for visitors it discusses, talking about their welcoming nature, how positive hospitality may be expected from locals in general.

All in all, the table proves that natural beauty and cultural heritage are highlighted tourism promotion strategies on social media for Pakistan along with adventure tourism and hospitality as thrilling factors supporting the attraction of visitors to the country. These themes of lexis form the digital image of Pakistan as a destination of multifaceted tourists.

## **Conclusion**

It makes a thorough study of how posts on social media concerning tourism in Pakistan use language to mould the perceptions and experiences of the country as a travel destination. It has been demonstrated how the use of the language, by lexical analysis, plays a very important role in creating a digital image of Pakistan and lexical choice determines how potential tourists interact with and understand the very concept of travelling to this country. Using the Uses and Gratifications Theory, this paper demonstrates that language makes all the difference in the promotion of tourism, especially in its digital forms.

In general, the findings indicate a strategic crafting of tourism promotion with a focus on appropriate key themes such as adventure, cultural diversity, and natural beauty. These lexical items, thus, help the government in both speaking to diverse tourist segments and positioning Pakistan as a multifaceted destination. For example, a post that would provide comprehensive information about adventure tourism will attract adventure-seekers, while one focusing on heritage and natural beauty will attract heritage and eco-tourists. Such an accurately worded approach will make Pakistan's tourism products more attractive and develop a more personalized relationship with the different types of travelers.

Moreover, the study considers the dynamic nature of social media in tourism marketing. But what has not changed in both the users and marketers is this morphing aspect in approach. The word usage of digital media trends, therefore, would require constant research into the true sense of the word for a better interpretation of this evolution in tourism promotions. As each lexical strategy pops up in the emergent social media environment, messaging and engagement strategies need to change correspondingly to suit the global public and the shifting travel tastes.

Overall, in conclusion, this research contributes to the existing knowledge base on tourism promotion as it also sets the foundation for future research into the interplay between language, social media, and tourism in Pakistan. A better understanding of the role lexical choices play in shaping perceptions among tourists further allows those stakeholders to develop more effective narratives that would enhance Pakistan's visibility and appeal as a lively travel destination.

**Recommendations**

In addition, new trends in social media are changing how to express oneself in the tourism business; thus, specific communication strategies responding to changes in global tourist preferences become necessary. Communicating the multiplicity of tourist segments-adventure, heritage, and eco-tourists-demands brevity combined with focused messaging, and lexical selection is aimed at the widest possible audience.

Such themes will be the encouragement of natural beauty, adventure, and cultural diversity. However, such a changing digital landscape needs to be responded to in the sense of changing communication and social media platforms and trends which are coming into the scene. Still, this call for influencers to collaborate remains pertinent because they are capable of amplifying tourism narratives and telling improved stories that would appeal to their kind of audience through creative, thoughtful content.

The appeal to local and international tourists will depend largely on multi-linguistic content: prepared in regional languages and dialects. Travel stories imbued with emotive language will also heighten engagement and encourage more people to visit.

Now, the use of data analytics by tourism authorities for maximum usage of language is in high demand. The analysis of the effect which certain lexical choices may have on engagement will help the concerned stakeholders refine messaging for a better result and, therefore, attract more tourists to Pakistan. With data-driven insight, continuous improvement in strategies related to the promotion of tourism is quite possible. In this way, an increasing trend of digital communication can be met by the tourism authorities through the relevance of its promotion strategies.

## References

- Ali, F. (2021). Exploring the impact of social media on tourism marketing in Pakistan. *Journal of Tourism Research*, 15(2), 45-62.
- Ali, S. (2021). Tourism in Pakistan: Opportunities and challenges. *Journal of Tourism Research*, 15(3), 145-158.
- Björner, T. (2021). Identity and self-expression in social media: The role of narrative in tourism promotion. *Journal of Travel Research*, 60(5), 1035-1050.
- Blumler, J. G., & Katz, E. (1974). *The uses of mass communications: Current perspectives on gratifications research*. Sage Publications.
- Cox, C., Burgess, S., Sellitto, C., & Houghton, R. (2009). The role of social media in the travel decision-making process: A qualitative study. *Journal of Travel Research*, 48(3), 327-338.
- Dann, G. M. S. (1996). The language of tourism: A sociolinguistic perspective. *Journal of Sociolinguistics*, 4(2), 178-200.
- Fotis, J., Buhalis, D., & Rossides, N. (2012). Social media impact on holiday travel planning: The case of the holiday travel market. In *Advances in Tourism, Technology, and Systems* (pp. 185-199).
- Frid, M., & Hu, W. (2020). Thematic analysis of lexical features in tourism language: Implications for tourism marketing. *Journal of Marketing Research*, 57(2), 209-223.
- Govers, R., & Go, F. (2009). Place marketing and regional branding: The role of social media. *Journal of Place Management and Development*, 2(2), 140-160.
- Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. In *Information and Communication Technologies in Tourism 2008* (pp. 35-46). Springer.
- Hsu, C. H. C., Hsu, Y. C., & Chuan, C. H. (2013). The effect of social media on consumer behavior in tourism. *Journal of Business Research*, 66(1), 161-166.
- Jaworski, A., & Pritchard, A. (2005). *Discourse, communication, and tourism*. Channel View Publications.
- Kaplan-Weinger, J., & Ullman, B. (2015). The power of words: Lexical strategies in tourism promotion. *Tourism Management*, 50, 176-189.
- Khan, A., Shah, A., & Qureshi, M. (2020). The competitive landscape of tourism in Pakistan: Current trends and future prospects. *International Journal of Tourism Research*, 22(1), 45-56.
- Leung, D., Stepchenkova, S., & Fuchs, C. (2013). The impact of social media on destination image and tourist behavior. *Journal of Travel Research*, 52(3), 330-343.
- Li, X., & Wang, Y. (2017). Lexical features in tourism marketing: The effects of word choice on consumer perception. *Journal of Hospitality Marketing & Management*, 26(7), 708-724.
- Munar, A. M., & Jacobsen, J. K. S. (2014). Social media strategies for tourism destination marketing: A review. *Journal of Travel Research*, 53(4), 517-530.

- Muzaffar, M., Chohdhry, S., & Afzal, N. (2019). Social Media and Political Awareness in Pakistan: A Case Study of Youth, *Pakistan Social Sciences Review*, 3 (II), 1-13
- Muzaffar, M., Yaseen, Z., Safdar, S. (2020). Role of Social Media in Political Campaigns in Pakistan: A Case of Study of 2018 Elections, *Journal of Political Studies*, 27 (2), 141-151
- Papadopoulos, T., & Tsoukalas, I. (2021). Digital storytelling in tourism: The importance of effective communication. *Tourism Management*, 85, 104278.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication & Society*, 3(1), 3-37.
- Sigala, M. (2016). Social media and customer engagement in the hospitality industry. *Journal of Business Research*, 69(10), 4217-4222.
- Sundar, S. S., & Limperos, A. M. (2013). Uses and gratifications 2.0: New gratifications for new media. *Media Psychology*, 16(1), 1-28.
- Tussyadiah, I. P. (2016). Strategic use of social media for destination marketing. *Journal of Travel Research*, 55(5), 641-654.
- UNWTO. (2022). Pakistan tourism: Opportunities and future potential. World Tourism Organization.
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Computers in Human Behavior*, 29(1), 162-170.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Journal of Travel Research*, 49(1), 56-70.
- Xie, K. L., & Wu, K. (2020). The impact of social media on destination image and tourist behavior. *Journal of Hospitality Marketing & Management*, 29(7), 827-844.
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review of the literature. *Current Issues in Tourism*, 17(5), 507-516.