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Visualizing Tea Tourism Opportunities: A Case Study of Shinkiari's Tea Garden with Key Insights of Viewers Engagement

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Abstract

This video explores the contributions of the Pakistan Agriculture Research Council-National Tea & High Value Crops Research Institute (PARC-NTHRI) in Shinkiari, Mansehra, to the development of tea cultivation in Pakistan. It provides an overview of the institute's research efforts, the processing of black and green tea, and its strategic role in promoting domestic tea farming. Highlighting Pakistan's significant tea importation and the need for self-sufficiency, the documentary aims to showcase the institute's impact and inspire more farmers to engage in tea cultivation. Viewer comments, analyzed for their expressions of appreciation, underscore the video's effectiveness in promoting tea

research and tourism. The video has garnered considerable attention, reflecting its importance in advancing Pakistan's tea industry.

Keywords: NTHR, tea garden, tea tourism, viewer engagement, video comments

Introduction

Tea as a Beverage

Tea, more than just a beverage, is a symbol of sustainable cultural travel, known as tea tourism (Zhou et al., 2016). As the second most consumed drink globally, following water (Grassi et al., 2009), tea holds a significant place in the world market (Basu et al., 2010). Originally native to regions like China, India, Sri Lanka, Malaysia, and Indonesia, the tea plant is now cultivated in other favorable climates as well (Hall et al., 2004). In countries like India, tea tourism is considered a profitable venture (Goonwalla & Neog, 2011), leading to the transformation of vast areas into



tea gardens (Chen et al., 2021). The discovery of tea in China over 5,000 years ago eventually spread worldwide, reaching Europe through Portuguese trade routes in the 16th century. Today, China is the largest tea producer, followed by India, Kenya, Sri Lanka, and Turkey, with significant contributions from Vietnam, Iran, Indonesia, Argentina, and Japan (Pure Travel, 2012). Tea gardens, as part of agri-tourism, generate employment opportunities and attract tourists with their scenic beauty and cultural experiences (Ananya, 2021; Datta, 2018). Visitors can savor various tea flavors, enjoy cultural performances, and participate in activities such as tea leaf picking and nature hikes (Goonwalla & Neog, 2011).

Tea Tourism around the World

Tea tourism, a specialized sector emphasizing sustainability, blends the natural allure of tea gardens with cultural experiences and tea production activities (Jolliffe, 2007; Koththagoda & Dissanayake, 2017; Datta, 2018). It is gaining popularity globally, benefiting both the tea industry and the tourism sector (Khaokhrueamuang et al., 2022). In developing countries like India, tea garden tourism enhances local economies and employment, fostering social connections and immersion in rural life (Mondal & Samaddar, 2021). Integrating tea tourism into mainstream travel packages can attract tea enthusiasts (Sahoo et al., 2021).

Background and Gap Analysis

In Pakistan, tea consumption is an integral part of the culture. Despite being the world's second-largest tea importer, the country's tea cultivation remains underdeveloped, with potential growth areas in the Mansehra, Battagram, and Swat districts (Iftikhar, 2009). Mansehra, which has a history of tea cultivation dating back to 1958, is emerging as a potential tea tourism destination (Latif et al., 2012; Sukhava, 2022). However, despite its potential, the region faces challenges in infrastructure and marketing. The improved accessibility provided by major highways highlights Mansehra's potential for developing tea tourism (Butt & Rizwan, 2022; Sajid et al., 2022). This study aims to evaluate Mansehra's potential as a tea tourism destination, focusing on special interest tourism and identifying the gaps and opportunities for sustainable development.

Literature Review

Tea, with its deep historical, cultural, and economic roots, has been a significant element in various civilizations, particularly in China. Legend credits its discovery to Emperor Shen Nong, with its early medicinal uses recorded by Lu Yu in "The Classic of Tea" (Weir, 2022). In China, tea is not only a key economic crop but also a beloved beverage (Liu, 2023). Similarly,



in Vietnam, tea is a vital export and a major tourist attraction (Wenner, 2011), while in Turkey, it represents a fusion of tradition and modernity (Ögüt, 2009). The global spread of tea began in the mid-17th century, marked by the first shipment to Europe from Japan in 1610 AD, facilitated by Portuguese and Dutch traders (Baruah & Pradip, 2011). In India, the history of Assam's tea industry under British rule contrasts with Britain's own tea traditions, dating back to the seventeenth century (Kalita & Jyoti, 2019). Sri Lanka, known for its black tea, has made tea production a significant part of its national identity (Cheng et al., 2012). Despite the Industrial Revolution's impact on luxury consumption, tea remained prized for its stimulating properties (Pilapitiya et al., 2020).

Tea tourism, a branch of agritourism, offers tourists peaceful retreats while boosting local agriculture and employment (Huang et al., 2014). Tea gardens, with their lush plantations set against mountainous landscapes, serve as visually stunning destinations (Willson et al., 2012). Models of tea tourism in Vietnam and India's Kodagu coffee region demonstrate how agriculture and tourism can together generate unique socio-economic benefits (Vinuta et al., 2019; Lee et al., 2024). Around the world, tea tourism involves visits to tea gardens, experiencing tea culture, participating in tea ceremonies, and engaging in tea-related activities, blending natural beauty with cultural experiences (Cheng et al., 2010; Gupta et al., 2022). It provides immersive experiences that cater to niche tourism markets (Kler & Wong, 2022).

In Pakistan, regions like Mansehra and Battagram hold significant potential for tea tourism. Identified by the Pakistan Agricultural Research Council as having optimal conditions for tea cultivation, these areas offer a strong foundation for tea tourism (Latif et al., 2008; Waheed et al., 2013). Integrating tea tourism into Pakistan's tourism strategy could spur economic development, improve livelihoods, and create jobs, in line with sustainable tourism principles (Banerjee, 2023).

This study investigates the potential of tea tourism in Pakistan, exploring its historical background, global significance, and current trends. By leveraging the natural beauty and cultural heritage of these regions, and understanding tourists' desires for relaxation and cultural exploration, this research aims to develop strategies to effectively promote tea tourism in Pakistan and beyond.

Research Methodology

To explore the potential of tea tourism in District Mansehra, Khyber Pakhtunkhwa, this study uses a qualitative research approach, examining various aspects such as stakeholder perceptions, tourist preferences, and



regional challenges. A case study framework is adopted to gain a deep understanding of tea tourism potential in Mansehra, a district known for its suitability for tea cultivation. Given the limited research on tea gardens in Pakistan, this study aims to fill a significant gap by gathering insights from experts and practitioners through analyzing YouTube video content that reflects the views of potential tourists.

The study draws on the concept of Special Interest Tourism (SIT), which focuses on travelers seeking experiences closely aligned with their passions (Weiler et al., 1992), allowing for an in-depth examination of tea tourism as a niche market. By combining stakeholder insights with tourist feedback, the study seeks to identify key attractions, assess challenges, and propose actionable solutions for promoting sustainable tea tourism in Mansehra. As outlined by Easterby et al. (2002), research is guided by a fundamental worldview and specific procedures to produce outcomes that explain, predict, or interpret phenomena. Leedy and Ormrod (2005) describe research as the systematic gathering and analysis of data to achieve a comprehensive understanding of a topic. Research design is crucial in this process, with Chisnall (2001) categorizing designs into exploratory, descriptive, and causal.

Research Design

A qualitative research strategy was selected to gain a nuanced understanding of tea tourism in District Mansehra. Qualitative methods allow for the collection and analysis of rich narrative and visual data, offering deep insights into the complexities of the subject under study (Flick, 2015). Triangulation—using multiple methodologies, data sources, investigators, or theories—is essential in qualitative research. It ensures the study's reliability and validity by reducing bias and errors from relying on a single source or approach (Patton, 1999).

Qualitative Research

Polkinghorne (2005) explains that qualitative research seeks to uncover the complex intricacies of human experiences, including emotions, mental processes, and feelings. This approach examines various factors such as views, interests, attitudes, motives, and values to gain insights into people's relationships and social meanings. Ratcliff (2003) notes that qualitative research is typically unstructured and exploratory, with small sample sizes used to delve deeply into specific issues and provide detailed insights. Content analysis is a common method in tourism research, offering valuable insights for understanding tourist demand (Hou and Zhi-qiang, 2017).

Data Analysis



Microsoft Excel was used for data analysis, with thematic analysis applied to identify recurring themes and patterns in YouTube video comments.

Analysis

This analysis focuses on YouTube video content analysis. For the YouTube content analysis, the study examined viewer comments on videos related to tea tourism, a component of agri-tourism. The analysis sought to identify recurring themes in viewer feedback, such as motivations for visiting tea gardens, perceptions of the tea tourism experience, and suggestions for improvement. This approach provided insights into potential tourists' preferences and expectations, which are crucial for developing targeted strategies to promote tea tourism in Mansehra. In the current era, where mobile internet usage is prevalent, short videos have become a crucial tool in tourism marketing. These videos provide a succinct and captivating way to showcase destinations and experiences to potential travelers. Since the 1970s, there has been ongoing academic interest in the importance of image in enhancing tourism at a destination. The concept of tourism image, as discussed by Ahmed (1991), places significant emphasis on tourists' perceptions, especially regarding their attitudes towards the destination. These perceptions play a critical role in shaping whether tourists feel positively or negatively about a destination, which in turn influences the overall sentiment towards it. The impact of a state's tourism image components is also vital in determining product positioning strategies.

Video #1

i. Verbal Content Analysis

In Shinkiari, near Mansehra, Pakistan, a tea garden provides employment and health insurance benefits to workers like Abdul Samad, who has worked there for three years. Workers handle plant care and leaf plucking. Expanding such gardens could create more jobs, though only men work in these gardens due to cultural norms. Dr. Naveed, a tea scientist, notes that tea cultivation requires specific water and soil conditions. Farmers receive free tea plants initially, but it takes five years for the plants to produce tea. A tea processing plant was donated to Pakistan by Turkey in 2018. Dr. Abdul Waheed highlights that tea cultivation can reduce soil erosion, cut tea imports, and provide long-term employment, benefiting the local community.

Table 1: UrduPoint.com

Channel Name: UrduPoint.com



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Video Views	108 k
Total Comments	120
Video Duration	04 minutes 29 seconds
Likes	1.9k
Dislikes	0
Subscribers	8.65 million
Upload	2021
Video Link	https://youtu.be/58YyiAvPsHs?si=QiN1Rgio3Twa_yKh

ii. Video comments (reviews) Analysis

The video not only provides insights about tea but also highlights the stunning scenery of the Shinkiari tea garden. An analysis of 120 viewer comments reveals frequent praise for the garden's landscape. The video, chosen for its high viewership on tea tourism, underwent comment analysis resulting in 22 initial codes (free nodes) and 10 focused codes. These were further categorized into 3 main tree node categories.

Key themes Identified: Amazing, nice information, employment great idea

Table 2: UrduPoint.com

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Masha Allah; very good information; Fascinated crop; Nice and informative vlog; Wow; it's amazing; Government need to promote tea cultivation; Nice content; Live without food, but not without tea, amazing; Employment opportunities; Amazing, and it's a great idea; employment opportunities; Masha Allah; Wow amazing; Nice; Nice; Waaaaaahhhh wow Amazing; Thumbs; Wow.	MashaALLAH; Nice Informative; Wow; Nice Content; Nice; Amazing; Thumbs up; Employment opportunities; Great Ideas.	Our governments failed to extend tea plantation or crops in Pakistan; government should help farmers in the tea plantation.

Video#2

i. Verbal Content Analysis

In Shinkiari, Mansehra district, a tea plantation is thriving, blending manual and machine plucking methods to meet Pakistan's growing tea demand. Under the leadership of Jamshed Iqbal Cheema, Pakistan is



Journal for Current Sign

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working to reduce its 300,000-ton annual tea import by expanding domestic cultivation to 160,000 acres within 5 to 6 years.

Table 3: Agriculture Online

Channel Name	Agriculture Online
Video Views	106 k
Total Comments	228
Video Duration	10 minutes 59 seconds
Likes	2.2k
Dislikes	0
Subscribers	96 k
Upload	2022
Video Link	https://youtu.be/T86urQZyip4?si=_y10AqTi8KtFSjA0

The country aims to boost production to 2 to 3 million tons. Dr. Azeem's matcha tea from the region, priced at 1600 PKR per kilogram, has gained recognition for its quality, positioning Pakistani tea as a strong competitor internationally. This initiative not only promotes economic self-sufficiency but also creates employment and export opportunities, transforming Pakistan's agricultural landscape.



Table 4: Agriculture Online

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
<p>Greatest achievement; prosperity; positive thinking and hard work; Absolutely splendid; Remarkable, Advantage; Boundless treasures; Attention needed; Mashallah; so great; Good step & save the country's foreign exchange; Very good nice news Brothers; Mashallah; Mashallah very Good News; Very nice video; Enhance economic independence saving lot of exchange; Masha Allah; Excellent development in tea production; Good job; Mash Allah; Masha Allah; Good decision; Tea plantation is superb initiative of Pakistan; Wonderful achievement; Good news; Good information; Good news; Very interesting; Encouraging; Good work; Very good; Good effort; Well done; Very good project; Awesome; Very encouraging; That's great. Great news; Very good job; Sustainable project; Need more commercial farming.</p>	<p>Great, Good Step, good news, maasha Allah, wonderful, Good decision.</p>	<p>Pakistan has been quite late in this endeavor; urgent action is required; Needs to pay special attention; I had been speaking about this for years; We have the resources so why not produce our own and export; The standard of cleanliness, environment protection and also the personnel hygiene so on are important to make it up to the international market standard; Please pay attention to keeping the machines clean; The processing factory itself is dirty and the environment indoors is neither clean and nor pleasing to the eyes; This must be addressed.</p>

ii. Video Comments (Reviews) Analysis

The video not only educates viewers about tea but also showcases the breathtaking scenery of the Shinkiari tea garden, with its lush green fields and rolling hills. An analysis of 228 comments highlights the admiration for the garden's beauty, underscoring its appeal as a visually captivating destination. The video, selected for its focus on tea tourism, underwent comment analysis resulting in 32 initial codes (free nodes) and 6 focused codes, which were further categorized into 3 main tree node categories are:

Key themes Identified: Good decision, interesting, encouraging



Video#3

i. Verbal Content Analysis

Shinkiari's is a lush tea garden, experts like Shahid Aleem oversee the production of 7 to 8 tons of green and black tea annually, using both manual and machine plucking techniques. Featuring 12 tea varieties, the garden emphasizes quality through meticulous processing. On National Tea Celebration Day, Zaiqa Tea promotes local tea with free tastings, while marketing expert Shafique Ahmad suggests expanding promotions at events. Retired Brigadier Zafar Thathal highlights the importance of government support for boosting local tea production, set against the scenic backdrop of Mansehra's thriving agri-tourism.

Table 5: Arshad Vlog

Channel Name	Arshad Vlog
Video Views	25 k
Total Comments	108
Video Duration	19 minutes and 06 seconds
Likes	577
Dislikes	0
Subscribers	136 k
Upload	2023
Video Link	https://www.YouTube.com/watch?v=lzgakCx8vP0c

ii. Video Comments (Reviews) Analysis

The video not only educates about tea but also showcases the stunning natural beauty of Shinkiari tea garden, with its lush fields, rolling hills, and possibly local flora and fauna. An analysis of 108 viewer comments highlights widespread admiration for the garden's captivating scenery, emphasizing its appeal as a visually stunning destination. The video, focused on tea tourism, was analyzed with 53 initial codes (free nodes), 10 focused codes, and categorized into 5 main tree node categories are:

Key themes Identified: Informative, beautiful place, benefiting economy, cultural exchange, generate employment.

Table 6: Arshad Vlog

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)



Informative; Beautiful place; Eliminate imports; strengthen the economy. Good vlog; Very informative video; Mash Allah; informative video; fantastic, superb; informative; loved ones happy and prosperous; Beneficial; economic opportunities; happy and reassured; Development of tea gardens; economic growth and cultural exchange; generate employment, advocate for sustainable practices, attract tourists; benefit both the local community and tourists; fostering mutual understanding and preserving the natural heritage of the region; Excellent work; Good vlog; Good information; Good job; Masha ALLAH. Development of tea gardens; Opportunity for economic growth; Amazing; Very nice; Informative; Good reporting; Nice; Wonderful Visit; Promote our own products. Beautiful vlog; Excellent explanation; Very good Very informative; Very well explained; From where can we get tourist vans for shinkiyari?

Informative; Beautiful place; Fantastic Attract tourists; Excellent work; Very well explained; Benefit both the local community and tourists; Economic growth and cultural exchange; generate employment. but poor research.

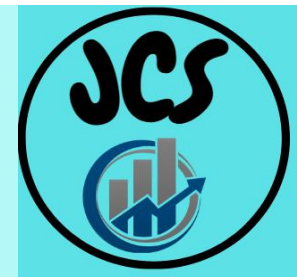
Video #4

i. Video Content Analysis

Tea consumption in Pakistan has increased significantly, with each person consuming 1 to 1.5 kilograms monthly, leading to substantial imports. Dr. Abdul Waheed highlights tea's importance, noting that a large part of the national budget is spent on imports. Despite processing challenges, tea production creates long-term employment and generates 20 tons annually, with potential for significant profits. Cultivation thrives in regions like Mansehra, Abbottabad, Swat, and Battagram, though farmers face hurdles from limited government support. Expanding tea gardens could provide diverse benefits.

Table 7: Pakistan Agriculture Research

Channel Name	PAR: Pakistan Agriculture Research
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Video Views	7k
Total Comments	10
Video Duration	04 minutes and 41 seconds
Likes	124
Dislikes	0
Subscribers	4.48k
Upload Year	2021
Video Link	https://youtu.be/5iI5kIx6tsk?si=xjLtwLGIaVONWwUd

Table 8:Pakistan Agriculture Research

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Enchanting ambiance, serene surroundings; drawing visitors; Local heritage and attracting travelers; Serene escape for travelers seeking; lush greenery and aromatic tea plantations; Profitable crop; tourism destination.	Seren, attracting travelers, lush greenery and aromatic tea, good for travelers, Profitable.	Need to develop nearby accommodations, highlighting the need for infrastructure development.

i. Video Comments (Reviews) Analysis

An analysis of 10 viewer comments reveals deep appreciation for the garden's enchanting charm, highlighting its visual appeal as a striking destination. The video, focused on tea tourism, was analyzed with 10 initial codes (free nodes) and 6 focused codes, categorized into 2 main tree node categories are:

Key themes Identified : Serene Place for visitors, profitable

Video#5

i. Video Content Analysis



Tariq Tanveer's exploration of Pakistan's tea industry on the Discover Pakistan channel reveals its evolution from early cultivation efforts to its current global prominence as a top tea importer. Originating in the 1960s with Rustam Khan Advocate in Bangladesh, the industry has faced various challenges and advancements, highlighted by Dr. Farrukh Siyyar Hamid, who emphasizes seed selection and tea processing.

Table 9: Discover Pakistan

Channel Name	Discover Pakistan
Video Views	3.8 k
Total Comments	19
Video Duration	34 minutes and 57 seconds
Likes	179
Dislikes	0
Subscribers	349 k
Upload Year	23 June 2023
Video Link	https://youtu.be/KUAE1I4CXc0?si=T-mGFf5se6WWtF

Dr. Mohammad Alam from Hazara University (author) Mansehra discusses the potential of tea garden tourism, noting its economic benefits and emphasis on community empowerment and sustainability. With a focus on innovation and community engagement, tea tourism could unlock significant economic and cultural benefits for Pakistan.

Table 10: Discover Pakistan

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Beautiful Tourist destination; beautiful scenery; natural beauty; Promoting local culture and nature; deep knowledge of our roots; enjoy beautiful gatherings; Bright future; employment opportunities; government needs to support the tea plantations; Masha Allah; Masha Allah; Great job; Lovely; Masha Allah. Happy; Happy; good development; Happy; Masha Allah, fantastic; Masha Allah; good effort; new things; good programs; Best of luck; stop importing; beautiful tourist	Beautiful; Promoting local culture and nature; Masha Allah; employment opportunities, good development; Bright future; Great job; Tourist destination; Happy.	No negative statements were posted in the comments.



destination; tourist destination.

ii. Video Comments (Reviews) Analysis

The video educates about tea and showcases the picturesque Shinkiari tea garden. An analysis of 19 viewer comments highlights the praise for the garden's beauty. For encoding, the video focused on tea tourism, with 28 initial codes (free nodes) and 12 focused codes, categorized into 3 main tree node categories are:

Key themes Identified: Beautiful destination, promote local culture, good opportunity

Video#6

i. Video Content Analysis

In the scenic Shinkiari tea gardens, Faisal guides us through a diverse range of tea varieties, many with roots in China. He details the careful processes of seed collection and cultivation. With 63 regular staff and additional workers, the plantation maintains high standards year-round. The vlogger highlights the picturesque landscape, attracting photographers and tourists. The tea-picking season, alongside the beauty of Siran Valley, positions Shinkiari as a must-visit destination, comparable to renowned spots like Naran and Kaghan.

Table 11: Aqeel Pathan

Channel Name	Aqeel Pathan
Video Views	2k
Total Comments	27
Video Duration	10 minutes and 05 seconds
Likes	68
Dislikes	0
Subscribers	26.6k
Upload Year	2021
Video Link	https://www.YouTube.com/watch?v=ZFRTWsRhFw4&t=275s



Table 12: Aqeel Pathan

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Beauty; remarkable; blessing with abundant benefits; Acquiring seeds or plants for personal gardening endeavors; Beauty; Hometown's scenic charm; Appreciation for nature's beauty; curiosity of the audience regarding the tea garden's accessibility; potential; travel time from Lahore to the tea garden.	Beauty; potential; Appreciation; curiosity; remarkable; nature's scenic Access.	benefits; No negative statements were posted in the comments.

ii. Video Comments (Reviews) Analysis

The video educates about tea and showcases the Shinkiari tea garden's picturesque landscape. An analysis of 27 viewer comments reveals strong admiration for the garden's visual appeal. The video, focused on tea tourism, was analyzed with 10 initial codes (free nodes) and 7 focused codes, categorized into 3 main tree node categories are:

Key themes Identified: Beautiful, benefits, access

Video #7

i. Video Content Analysis

Today, we explore tea cultivation in Shinkiari, Mansehra. The expert outlines the process from planting to processing, with a six-month tea season followed by pruning. Government oversight ensures careful leaf collection and quality maintenance.

Table 13: 9x Fatehpur

Channel Name	9x Fatehpur
Video Views	1.5 k
Total Comments	11
Video Duration	08 minutes and 57 seconds
Likes	33
Dislikes	0
Subscribers	32.8 k
Upload	2023
Video Link	https://www.You



[Tube .com/watch?v=jny9OgBHjaQ](https://www.youtube.com/watch?v=jny9OgBHjaQ)

As plucking approaches, weather plays a crucial role. In warmer regions like Punjab, tea plants thrive, lasting up to 100 years with minimal watering, except in June.

Table 14: 9x Fatehpur

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Numerous benefits; government supports farmers promotes tea through agri-tourism; reduce our imports; Good job; tea cultivation in Mansehra; information can I get tea plants or seeds	Numerous benefits; Good job; agri-tourism; How to get plants.	Your information about tea is unclear. Never work on vague information.

ii. Video Comment (Reviews) Analysis

The video on tea plantation plucking and processing has been analyzed through 11 viewer comments, offering insights into their perspectives. For translating the video on tea tourism, 7 initial codes (free nodes) and 4 focused codes were used, categorized into 3 main tree node categories are:

Key themes Identified: Benefits, agri tourism

Video #8

i. Video Content Analysis

Professor Dr. Mushtaq Ahmad highlights the significance of tea gardens in Shinkiari, Mansehra, noting the area's natural beauty and its reputation for tea cultivation, particularly *Camellia sinensis*. He emphasizes that various tea types, including green and black, come from the same plant. Potential cultivation areas include Swat, Battagram, Chitral, Kaghan, and Naran. Dr. Ahmad discusses tea's economic importance and health benefits, including its potential in cancer management and weight control, and its rich nutritional profile with beneficial compounds and vitamins.

Table 15: Info Biodiversity

Channel Name	Info Biodiversity
Video Views	989
Total Comments	43
Video Duration	3 minutes and 24 seconds
Likes	39



Dislikes	0
Subscribers	7.63k
Upload Year	2023
Video Link	https://www.YouTube.com/watch?v=yVAXzcpOfY0

Table 16: Info Biodiversity

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Acknowledged the educational aspects; Fabulous; Great info; thumbs up emoji's; Excellent; highlighting its caffeine and antioxidant polyphenols; potential benefits in cancer prevention, cardiovascular disorders, and AIDS; large commercial operation; commercially valuable; Youn leaves for tea production; tea cultivation; amazing; Acknowledged the knowledge; nice and informative; benefits of tea; antioxidants properties; commercial potential; Informative video; Excellent; wonderful; educational value; wonderful; amazing; wow; amazing; I want to visit there; Outstanding.	Information and knowledge; therapeutic benefits; commercial benefits; Amuse from the landscape and video; Visit interested.	No negative statements were posted in the comments.

ii. Video Comment (Reviews) Analysis

The video explains tea cultivation and showcases the scenic Shinkhari tea garden. Analysis of 43 viewer comments reveals expressions praising the garden's landscape. For translating the video on tea tourism, 28 initial codes (free nodes) and 7 focused codes were used, categorized into 3 main tree node categories are:

Key themes Identified: Economic and therapeutic benefits, landscape, intention of visit

Video #9

i. Video Content Analysis

Pakistan's new tea cultivation initiative aims to reduce the annual 90-billion-rupee tea import burden by cultivating 160,000 hectares in regions like



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Mansehra, Kashmir, and Swat. This shift towards self-sufficiency will stimulate economic growth, create jobs, foster entrepreneurship, and promote tourism. It also promises high-quality, affordable Pakistani tea and potential for tea exports. Integrating tea cultivation with educational programs supports sustainable growth, positioning Pakistan as a key player in the global tea market.

Table 17: Rising World

Channel Name	Rising World
Video views	950
Total comments	09
Video duration	03 minutes 48 seconds
Likes	49
Dislikes	0
Subscribers	4.17 k
Upload	2022
Video link	https://www.YouTube.com/watch?v=5BjcPxaeF5s

ii. Video Comment (Reviews) Analysis

The video discusses tea import and export, emphasizing its role in job creation and economic growth. Nine viewer comments highlight this aspect. Analysis includes 10 initial codes (free nodes) and 7 focused codes, resulting in 2 main tree node categories are:

Key themes Identified: Agri-tourisms, benefits

Table 18: Rising World

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Fully agree with your viewpoint; Emphasize agri-tourism; prosperity; Amazing; Well said' support farmers too; jobs will be created; promoted agri tourism in the hazara region; Tea tourism; double profits; amazing idea; Good decision.	Agri-tourism; prosperity; Amazing; Well said; Tea tourism; Good decision; benefits	Pakistan has suitable weather for tea cultivation; but we import it; Learn from China.

Video#10

i. Video Content Analysis



Pakistan, a leading global tea consumer with over 1 kilogram per person annually, faces high import costs of around 92 billion rupees, mainly from Kenya and Vietnam. To address this, the government established tea gardens in Shinkiari, Mansehra, under PARC in 2013, covering 50 acres. This initiative aims for tea self-sufficiency and tackles cultivation challenges. Dr. Abdul Waheed noted a 1982 survey with China, identifying key regions and conditions for tea cultivation. The PARC institution supports farmers with seedlings, training, and facilities for green and black tea production. The tea is marketed under NARC or PARC TEA in Islamabad. The program aligns with the Prime Minister's agricultural transformation goals, encouraging tea estate development and supporting existing garden owners.

Table 19:Shoaib Ahmed

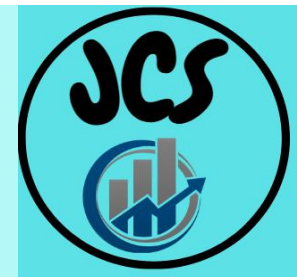
Channel Name	Shoaib Ahmed
Video views	851
Total comments	23
Video duration	04 minutes and 59 seconds
Likes	33
Dislikes	0
Subscribers	841
Upload year	2022
Video link	https://youtu.be/CbaeyP8xad0?si=1wgW7JxTB29xcukv

Table 20:Shoaib Ahmed

Affirmation (abbreviated AFF)	Most common phrases	Negation (NEG)
Good work, keep it up; Good to see this; numerous benefits; No Pakistani starts their morning without tea wander around; Numerous benefits agriculturally and economically; employment opportunities; Very nice; Love it; Great work; Keep it up; Good work; Masha Allah; Great; Masha Allah; Nice; Good job; Masha Allah; good work.	Numerous benefits; Good work; keep it up; Masha Allah; Great; Keep it up; employment opportunities; Very nice; agriculturally and economically.	No negative statements

ii.Video comment (Reviews) Analysis

The video highlights PARC-NTHRI's efforts in Shinkiari, Mansehra, focusing on tea research and promotion. The institute manages research on



various tea types and oversees processing in two plants for black and green tea. The documentary aims to showcase the institute's work and encourage more farmers to enter tea farming, addressing Pakistan's position as a major tea importer. The video has received 23 comments. Analysis includes 20 initial codes, 10 focused codes, and 2 tree node categories are:

Key themes Identified: Benefits, like video,

Discussion & Conclusion

The ten selected videos is based on the most viewed contents. Among them the most viewed video was from Urdu point with 108 k, on agriculture online is second most viewed video of 106k, arshad Mughal video is 3rd most view video contents with 25k. Par Pakistan Agriculture Research posted a video timing of 4:41 minutes with the 7k views, discover Pakistan channel video is viewed by 3.8k potential visitors, Aqeel Pathan channel video is viewed by the 2k potential visitors, 9X Fathehpur channel video is viewed by the 1.5k potential visitors, Info Biodiversity posted a video of timing 3.24 and viewed by 989, Rising World channel posted a video, which is viewed by the 950 potential visitors and Shoaib Ahmed channel video is viewed by the 851 potential visitors. Moving forward, there may be increases in subscribers, viewership, and comments on You Tube videos. Majority of video are less than 5 minutes while the longest video documentary was uploaded by Discover Pakistan of total video length of 34:5 minutes. The data mentioned was last updated on April 5th, 2024.

Table 21: Video Content Analysis

Video	Comments	Initial code	Focused code	Tree nodes	Tree node words
1	120	22	10	03	Amazing, nice information, employment great idea
2	228	32	06	03	Good decision, interesting, encouraging
3	108	53	10	05	informative, beautiful place, benefiting economy, cultural exchange, generate employment
4	10	10	6	2	Serene place for visitors, profitable
5	19	28	12	3	Beautiful destination, promote local culture, good opportunity
6	27	10	07	03	Beautiful, benefits, access
7	11	07	04	03	benefits, like video,
8	43	28	07	03	Economic and therapeutic benefits, landscape, intention of visit



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9	9	10	07	02	Agri-tourisms, benefits
10	23	20	10	02	benefits, like video,
All	598	220	79	29	Economic Benefits, promote culture, serene place, informative

To encrypt the ten short videos on the tea garden, tea tourism was selected through most viewing contents. The video 589 viewers comments are analysis for 220 initial coding, 79 focused coding. Among them, 29 tree node categories in ten video which reduce to 5 main words: **Economic Benefits, promote culture, serene place, informative** see table 21.

The video effectively highlights the pivotal role of PARC-NTHRI in advancing tea cultivation in Pakistan. By detailing the institute's comprehensive research and processing efforts, it underscores the importance of shifting from a major tea importer to a self-sufficient producer. The documentary not only demonstrates the potential benefits of domestic tea farming but also encourages more farmers to participate in this expanding industry. With a substantial number of comments reflecting viewer engagement, the video successfully conveys the significance of the institute's work and the broader implications for Pakistan's agricultural and economic landscape. The analysis of viewer feedback further reinforces the impact and relevance of the video's content, emphasizing its role in promoting tea tourism and fostering a thriving local tea industry.

Limitations of the Study

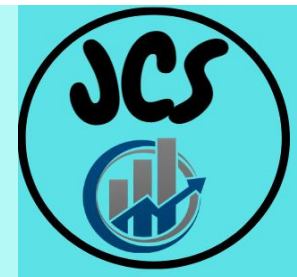
Acknowledging limitations is crucial for ensuring the credibility of the research. Potential limitations may include constraints in data availability, difficulties in accessing relevant stakeholders, and the inherent subjectivity associated with qualitative methods. These challenges will be addressed through transparent reporting and rigorous methodological approaches.

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