

Tourism is regarded as a low cost industry with high level income for any country. Tourists' advocacy is an instrument in which a person spreads information about anything related to tourism (goods or services) to the potential tourists to attract them towards the destination. This study aimed to test a theoretical model for tourists' advocacy on the face of unique and identical severe risky situation, associated with the present tourists' destinations in Pakistan.

The research involved the tourists visiting natural tourism destination in Khyber Pakhtoonkhawa. Sample was selected through single stage cluster sampling method. The samples of 2457 tourists were administered with given the questionnaires to answer. The reliability and validity for the scale were checked through Cronbach Alpha and Confirmatory factor analysis. The relationship between Independent variables (Perceived destination awareness, Perceived destination Image, Perceived destination quality and Perceived destination price) and dependent variable (Tourist advocacy) were found significant and positive. The process of bootstrapping method proposed by Preacher and Hayes (2016) was used to check the mediation and moderation in the model. The researcher found out that tourists' satisfaction is a mediator between destination branding and tourist advocacy. It was found out that all types of risks were significant and negative moderators between the destination branding and tourist satisfaction except few e.g. HR ER PSR SR were insignificant between PDI and TS, TR, PSR were insignificant between PDA and TS, and HR, TR, ER were insignificant between PDQ and TS. Personality type (Extraversion) was found to be significant and positive moderator between the tourist satisfaction and tourist advocacy.

The results of this study are expected to have significant contribution in shaping the direction of tourism marketing plans and strategies the study recommends.