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Sustainable Tourism Management: Policy for Planning Wetland Park Social Media Marketing Strategies

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Abstract. There is need to social media marketing strategies on wetland park management in order to increase number of visitors in Putrajaya. The purpose of this study is using social media promotion to increase number of visitors in wetland park in Putrajaya, Malaysia. This study uses Literature Review to explore the charactieristic of the wetland park. Then it uses literature review to analyse the measure of the wetland park by using social media promotion. Later it uses Literature Review to proposal the social media promotion to increase number of visitors in wetland park in Putrajaya, Malaysia. Results of the study would include space arrangement of wetland park, facility and activities of the wetland park., ecosystem policy of the wetland park., social media tool (e.g, Facebook, Twitter), types of social media promotion, method of social media promotion and theory for social media promotion for wetland park. After the introduction of the background problem, this paper will present the literature on wetland park, social media promotion and increase number of visitors and describe the research methodology before presenting the expected results. The study contributes in recommendation of use the social media promotion to increase number of visitors in the wetland park. It proposes in order to increase the number of visitors in Putrajaya wetland park by using social media.

Keywords: Ecosystem policy, Social media marketing strategies, Sustainable tourism management, Tourism planning, Wetland park.

1. INTRODUCTION

The core challenge faced by wetland parks lies in developing effective marketing strategies that not only attract visitors but also ensure sustainable management and conservation of these vital ecosystems. With increasing human pressures, particularly from tourism, wetland parks need to balance the promotion of visitation with the preservation of natural resources. The rise of social media platforms and online content has presented an opportunity to enhance the marketing efforts of wetland parks. By leveraging visitor-generated content, such as photos and reviews, park managers can identify the factors that most attract visitors, including scenic beauty, wildlife experiences, and recreational activities. This information can help craft targeted marketing campaigns that resonate with potential tourists, drawing them to the park while raising awareness of its ecological significance (Patrick & Marina, 2023; Alireza & Chris, 2023). However, the challenge remains in translating these marketing efforts into sustainable practices that do not overwhelm the park's resources (Jingbo et al., 2022).

Furthermore, optimizing the management of wetland parks involves a comprehensive understanding of the spatio-temporal distribution of tourists and the sentiment variations expressed through online reviews. Insights gained from these data can guide decisions regarding park infrastructure, visitor flow, and service offerings, ensuring that the visitor experience remains positive without compromising the environment. For instance, implementing alternative transport options, like shuttle buses, can help reduce the environmental footprint of tourists and improve accessibility (Petrus et al., 2019). By addressing both the marketing and management aspects, wetland parks can attract more visitors, increase engagement, and ensure the long-term sustainability of these valuable ecosystems. Effective marketing strategies combined with thoughtful management can thus contribute to both the growth of tourism and the preservation of wetland environments (Nitin et al., 2014; Louise et al., 2023). Therefore, the aim of this study is to analyse the usage of social media promotion to increase number of visitors in wetland park in Putrajaya, Malaysia.

2. RESEARCH METHODOLOGY

The present study employs the "Systematic Literature Review Synthesis Process" prescribed by Ibrahim and Mustafa Kamal (2018) in Masiran et al. (2020) to identify relevant literature and establish a theoretical basis for the generation of research ideas. This study's typology has been recognised in the field of literature review (Rousseau et al., 2008; Yu & Watson, 2019; Templier & Paré, 2015). It involves the categorisation of research questions into three constructs: "who," "what," and "how," which define the element being influenced, the knowledge required to solve the problem, and the anticipated impact of the study (Ibrahim, 2011 & 2020). The study commenced by defining keywords for local visitors, Wetland Park, and improving environmental awareness. Through exhaustive searches of the Google Scholar and Scopus databases, 105 articles were identified. After a comprehensive evaluation, 46 articles were selected for further examination and subjected to a comprehensive critical review. The study examined the abstracts of the selected articles, and the researchers used the Point of Departure (POD) Tree Diagram to synthesis and summaries selected articles with high potential for future utility (Ibrahim & Mustafa Kamal, 2018). Documentation of the synthesis process was conducted using the online EAGLE System.

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3. WETLAND PARK TOURISM PLANNING

This section presents the results of selected literature review on wetland park, social media promotion, and increase number of visitors.

3.1. Wetland Park

Michael, Andrea A., and Sabu (2019) explored how social media data can be used to analyze the recreation and environmental quality of tropical wetlands. Their study, titled "Wetland parks' recreation and environmental quality, National Park Visitors' Judgements and Spatio-temporal Patterns of Visitors in Urban Green Parks," emphasizes the potential of social media-based spatial analysis. They found that enhancing water quality to support wildlife and fisheries could lead to a 13% increase (350,000 visits annually) in recreational visits to wetlands across the state, a figure derived from geotagged photographs shared on social media. However, Michael et al. (2019) concentrated on the application of social media data to improve ecosystem service assessments and environmental management, rather than exploring the use of social media promotions to boost visitor numbers to wetland parks.

Hidayat et al. (2020) explored the spatio-temporal patterns of visitors in urban green parks using social media big data, referencing WHO reports. Their study focused on (i) the spatial and temporal variations of park users and (ii) gender-based differences in space and time in relation to urban green parks, using social media data. The findings provided valuable insights for policymakers, demonstrating the benefits of providing urban citizens with access to green spaces and offering a framework for cities to enhance access to these areas in order to improve public health. However, Hidayat et al. (2020) concentrated solely on analyzing the spatio-temporal variations and gender differences in park usage through social media data, without addressing visitor perceptions or strategies for promoting green spaces via social media.

Carlotta, Dijana, Alessandro, Elena, and Claudio (2022) conducted a study on national park visitors' opinions, using social media data from Plitvice Lakes National Park as a case study. They identified key topics related to park management and assessed the strengths and weaknesses based on both highly positive and distinctly negative reviews. The methodology used in the study is versatile and can be applied to analyze other natural areas and protected parks across different countries, thanks to the use of translated reviews. Their findings revealed that visitors to protected natural areas are not only concerned with natural and scenic features but also with factors such as accessibility and the management of park routes and visits. However, Carlotta et al. (2022) focused solely on the primary topics concerning park management and the strengths and weaknesses based on social media reviews, emphasizing visitors' interest in natural, landscape aspects, as well as park accessibility and route management.

Xinying, Vishnu, and B. (2022) conducted a study examining public perceptions of wetlands and visitors' preferences for facilities and communication methods in Australian Ramsar wetlands. Their research revealed that fewer than half of the 326 survey participants had any familiarity with wetlands. The study also found that non-extractive recreational activities, such as trail walking and photography, were more popular among visitors compared to extractive activities like fishing and duck hunting, as well as other activities such as boat cruises and guided tours. However, the study primarily focused on the preferences of visitors regarding on-site activities and communication strategies, without delving into the broader implications of increasing public awareness or the role of educational outreach in enhancing wetland conservation efforts.

Sitong, Tian, Lingge, Lingzhi, and Yue (2023) explored the dynamic changes in wetland cultural ecosystem services by integrating annual social media data into the Solves framework. Their study emphasized the trend towards average values, which may be influenced by social media promotions, improvements in park facilities, and visitors' psychological tendencies to seek new and varied experiences. However, the research primarily focused on analyzing these patterns through social media data and did not address the broader impact of these trends on overall visitor behavior or specific strategies for increasing public engagement with wetland conservation.

Amir, Valiollah, Parisa, and Hossein (2015) conducted a case study on ecotourism sustainable development strategies using the SWOT and QSPM models at Kaji Namakzar Wetland in South Khorasan Province, Iran. Their findings indicated that strengthening management and sustainable strategies at the Kaji Namakzar Wetland is essential for enhancing existing ecotourism activities while minimizing environmental impacts, ensuring alignment with sustainability goals. However, the study primarily focused on identifying strategies for improving ecotourism and environmental sustainability without delving into the specific implementation challenges or long-term monitoring of these strategies.

Xun, Yaqian, and Wei (2020) investigated the differences in how various types of tourists acquire environmental information in urban green spaces, using Qunli National Wetland Park in Harbin, China, as a case study. Their findings revealed that eco-society-hedonic tourists, who prioritize parent-child activities, tend to focus more on wetland plants and prefer exploratory paths. In contrast, eco-hedonic tourists, whose main goals are relaxation and exercise, are more interested in explanatory signs and favor flat scenic paths. Additionally, social tourists, who visit for social interactions, show a greater interest in bird-watching structures. However, the study primarily concentrated on understanding tourists' information acquisition preferences and did not explore strategies for enhancing engagement or promoting sustainable tourism practices in wetland parks.

Yaodong, Norzaidahwati, and Yibei (2022) examined the role of local residents becoming tourists in Chinese wetland parks during the COVID-19 pandemic, focusing on value co-creation. Their study highlighted how factors such as social norms, awareness of the destination, experience expectations, and facilitating conditions can influence local tourists' attitudes, which in turn affect their intention to co-create value. Additionally, the study found that social norms, destination awareness, and experience expectations also shaped local tourists' perceived value of wetland parks, influencing their co-creation intentions. This research provided valuable insights and implications for promoting ecotourism at the local level. However, the study primarily focused on the psychological and social factors influencing local tourists' behavior, without exploring broader strategies for sustainable tourism development in wetland parks.

Formation of visitors' destination awareness (naturalistic, landscape aspects, accessibility and management of routes and visits, strengths and weaknesses on positive and negative reviews) through social media promotion(social norms, Social Media Big Data, the spatial and temporal variations of users in urban green parks (ii) the gender differences in space and time with relation to urban green parks,wetland's management strategies, sustainable and the gender differences in space and time with relation to urban green parks,wetland's management strategies, sustainable strategies,policy framework of management, geotagged photographs,anthropogenic pressures,public policy effect visitors attitudes to improve promotion and support management of wetland park (Nitin et al., 2014; Amir et al., 2015; Michael et al., 2019; Hidayat et al., 2020; Yaodong et al., 2022; Carlotta et al., 2022; Sitong et al., 2023;).

Demography (Residence, traveling style and age),imorive recreational visitors,eco-society-hedonic tourists (child activities), eco-hedonic tourists (relax and exercise) and social tourists (social activities), these visitors attitudes and perceived （ visitors' play psychology， individual's comfort, environment satisfaction attitudes, experience expectations） , attentions (wetland plants, exploratory paths, explanatory signs, flat scenic paths and bird watching structures) effect local visitor's perceptions and behavior to increase number of visitors' perceptions (Michael et al., 2019; Xun et al., 2020; Li et al., 2020; Jue, 2021;Yaodong et al., 2022; Li et al., 2020; Yaodong et al., 2022; Hongyan et al., 2022).

Ecosystem services (provisioning(Biodiversity protection), regulating (water purification and conservatione,Urban Microclimate Regulation), supporting (Substance production),cultural services (Entertainment and education) , cultural ecosystem service supported facilitating condition (information-related facilities,cultural facilities) within within activities (non-extractive,non-commodified recreational activities (trail walking and photography), ecotourism activities) effect perceived quality of wetland park for local visitor(Amir et al., 2015; Alexandros, 2019;Xun et al., 2020; Xinying et al., 2022 ; Sitong et al., 2023) .

Protection strategies (consideration social, economic, and ecological issues) aim to conservation of types of wetlands (constructed wetland,original wetlands （bogs and fens) ,Riverine wetlands and Freshwater tidal wetlands), types of functions (ecological (biodiversity improvement (water quality ,preserve wildlife and fisheries)), recreational, educational), wetland resources (Plant sample in wetland's educational space,building materials,reeds for paper making,edible products,peat for fertilizer.) effect loss of wetlands (agriculture , urbanization, aquaculture and industry,disconnection of drainage networks, groundwater-lowering, embankment of rivers, extension of infrastructure) to improve management of wetland park (Siyuan et al., (2022; Antonio et al., 2022; Lu et al.,2023).

3.2. Social Media Promotion

Mazlina, Azlizam, Manohar, and Ain (2018) investigated the trustworthiness of social media content among travelers. Their study found that 74.8% of the variance in trust towards social media was explained by platforms such as Instagram, Google, Facebook, online travel guides, TripAdvisor, and Twitter. The regression model used in the study was statistically significant, with $F(6,125) = 61.770$, $p < .001$, and $R^2 = .748$. This finding emphasized the importance of Destination Marketing Organizations (DMOs) using a variety of social media platforms collectively to effectively promote destinations and strengthen destination branding. However, the study mainly focused on social media trust and did not explore the broader implications of integrating social media into long-term tourism marketing strategies.

Krishna et al. (2019) investigated the factors influencing undergraduate students' intentions and behaviors when using Facebook at private universities in Malaysia. The study revealed that all determinants, except for perceived usefulness, had significant positive relationships with students' intentions and behaviors regarding Facebook usage. The findings provide valuable insights and practical implications for universities, educators, and academic developers on how to effectively incorporate Facebook as a tool for learning.

Satoru (2021) explored the impact of travel episodes on the number of likes received by image posts on social networking services. The study found that posts which garnered more likes often featured text with episodic language, alongside images that conveyed the poster's personal experiences and emotions. The results, supported by autobiographical memory theory, demonstrated how episodic content enhances the likelihood of receiving likes. This finding highlights the significance of episodic imagery in social media posts and its implications for destination management.

Eswara et al. (2021) conducted a comparative study on social media usage among dental undergraduate

students. The study found that Whats App, YouTube, Instagram, Facebook, and Snap chat were the most familiar platforms to students in both Malaysia and Finland. However, preferences for specific platforms varied between the two countries. Whats App was the most frequently used application, with 91.1% of Malaysian students and 96.1% of Finnish students using it regularly, while Instagram was also popular, with 74.3% of Malaysian students and 70.0% of Finnish students reporting frequent use. Malaysian students spent significantly more time each week using social media as study tools compared to their Finnish counterparts. Additionally, over 80% of Finnish dental students stated that lack of knowledge did not hinder their social media usage, whereas 85% of Malaysian students felt that insufficient knowledge limited their engagement with social media platforms. The study provides strong evidence of the extensive use of social media by dental students.

Calvin, Qiping, and Stella (2021) explored users' preferences and values in urban parks by analyzing social media data from Hong Kong. The study revealed that natural features were mentioned more often than non-natural elements. Among the six categories of identified values, aesthetic quality, feelings of happiness, and restorative experiences were the most frequently expressed. The analysis also identified significant associations between physical features and the values associated with them. Natural elements, such as lawns, water features, wildlife, and plants, were more commonly linked to happiness and restorative experiences, while artificial elements, flowers, and public art were primarily associated with aesthetic value.

Pragya and Marina (2022) examined the destination image of Chit wan National Park in Nepal through a content analysis of online photographs. They found common themes, such as the popularity of wildlife and landscapes in the photos, but also notable differences in the representation of cultural attributes, which were more frequently featured in images shared by tourists than those focusing on tourism promotion. By mapping the geolocations of Flickr photographs across the park, the study identified spatial and temporal hotspots that related to specific content. The analysis also revealed that the most popular photos among Flickr users suggested that future tourists may place high value on both wildlife and culture in the park. The study emphasizes the potential for destination marketing to align more closely with what tourists share online, highlighting the locations and times they value. It also suggests that other nature-based tourism destinations with limited resources could leverage freely available social media content to enhance marketing and management strategies, despite some inherent limitations in social media data.

Masliza, Shaista, and Zaki (2016) conducted a study examining the influence of TikTok influencers on youth travel motivation. Their findings suggest a strong correlation between the content shared by influencers on TikTok and the travel motivations of young individuals. The study revealed that the visually appealing content, featuring travel destinations, exciting activities, and unique cultural experiences, significantly shapes the travel decisions of youth. By utilizing TikTok influencers, travel businesses, organizations, and entrepreneurs can refine their marketing strategies to better connect with and engage the youth audience. The research underscores the importance of understanding the power of TikTok influencers in motivating young travelers, offering insights for developing more effective marketing campaigns targeted at this demographic. However, the study mainly focused on the role of TikTok influencers in shaping travel motivations, without addressing other potential factors that may also influence young people's travel decisions, such as social media platforms beyond TikTok or external real-world factors.

Patrick and Marina (2023) explored the discourse surrounding national parks on social media, specifically through insights from Twitter. Their study revealed that over a six-month period, more than two million tweets were made about national parks, with 264 parks receiving more than 100 tweets. The majority of tweets focused on national parks in the United States (62.5%), and were primarily sent by North American (59.4%) and European (18.0%) users. These tweets often referenced specific events, landscapes, tourism, and park management, with many users discussing their domestic national parks. The popularity of national parks on Twitter closely correlated with visitation patterns, suggesting that Twitter can offer valuable insights into public engagement with national parks. However, the study also highlighted several limitations, including the exclusion of certain voices, languages, and locations, as well as the volatility of social media platforms, which present ongoing challenges for research and monitoring.

Destination management (visitor profiles (Indifference, Recreation and Preservation), autobiographical memory (image posts and episodic words in the text) , actionable insights , destination awareness, park management (naturalistic, landscape aspects, accessibility and management of routes and visits), through popularity social media databases (WhatsApp, YouTube, Instagram, Facebook, Snapchat,Online travel guide, TripAdvisor andTwitter) with main topics of tourists' phrases (tweets (specific events, landscapes, tourism and/or management in the tweets, and their domestic national parks),context, voices, languages and places, TikTok influencers' posts (visually appealing travel destinations and exciting activities, and one-of-a-kind cultural experiences, posts, dates, locations, text, comments, and URLs,) and facial expressions (photos), tourists's shared (photographs (wildlife, landscape, cultural attributes, geotagged photographs),tourist sentiment cold/hot spots effect tourist sentiment variation sand visitation to supports marketing strategies of stakeholders (Masliza et al., 2016; Satoru ,2021; Calvin et al., 2021; Pragya & Marina , 2022 ;Jingbo et al., 2022;Yaquan et al., 2023; Bixia, 2023).

Facilitating conditions (Outdoor Gym Facilities, Recreational Facilities,Outdoor Sports Facilities,Indoor Sports Facilities ,Water Activity Facilities) within non-extractive and non-commodified recreational activities

(trail walking and photography) enjoyed cultural ecosystem service and physical features (Natural elements(lawns, water features, wildlife and plants) and artificial elements (flowers, and public art)) ,facilities designed (cultural meanings and iconic significance) effect visitor's perception (visitors' play psychology, individual's comfort,environment satisfaction, perceived quality,positive emotions,expectation and demand)public concern, attention and awareness to perceived quality of wetland park for local visitor (Zhifang et al., 2018 ; Li et al., 2020;Calvin et al., 2021;Yaodong et al., 2022; Sitong et al., 2023 ;Yaquan et al., 2023)

3.3. Increase Number of Visitors

Maruthaveeran (2017) explored the use, preferences, and behaviors of urban park visitors in Kuala Lumpur, Malaysia. The study found that Malaysians utilized urban parks for various purposes, including both active and recreational activities. A majority of respondents preferred to visit parks with family members or friends rather than alone. The most common reason for park visits, stated by 74.7% of participants, was to "get fresh air," followed by the desire to reduce stress and relax (69.7%), and to engage in physical activities like exercising or playing games (61.4%). Over 80% of respondents felt that the parks in Kuala Lumpur were safe to visit, which is consistent with the fact that most visitors frequented parks with groups for added security and comfort. Additionally, weekends were the most popular time for park visits, allowing residents to enjoy a day out in a safe and relaxing environment.

Josep,Xavier,Anna & M. (2018) states that to evaluate the socioeconomic value of the ecological restoration of a coastal wetland at a mass tourism destination on Costa Brava (Spain).Josep et al., (2018) highlighted on that wetland recreational value is not significantly affected by restoration. The cluster analysis identified three visitor profiles (Indifference, Recreation and Preservation) with unique attitudes toward the wetland and its ecological restoration. These visitor profiles exhibit differences between actual and contingent visiting rates. Notably, the wetland's recreational value will be altered in opposite directions by ecological restoration. Visitors attracted by the natural setting will visit more often, whereas visitors who use the wetland for recreational purposes will tend to visit less often.

Alireza and Chris (2023) emphasize the importance of service quality in enhancing visitor satisfaction at Canadian national parks. They argue that maintaining a minimum level of service quality is essential to prevent visitor dissatisfaction. For example, park managers must ensure basic amenities, such as clean restrooms, well-maintained trails, and clear signage, to avoid negative feedback. To exceed visitors' expectations, park managers should provide high-value experiences, including guided tours, educational programs, or interactive exhibits, which contribute to a memorable and positive experience. Additionally, identifying and addressing the gaps between visitor expectations and park efforts is crucial. For instance, if cleanliness is a concern but staff capacity is insufficient, hiring additional personnel or allocating more resources to maintenance could address the issue. Similarly, to meet the demand for diverse activities, park managers may need to invest in new attractions. The key is for park managers to optimize limited resources, focusing on high-traffic areas or investing in programs that appeal to a broad audience. By doing so, they can enhance the overall visitor experience, fostering repeat visits and encouraging positive word-of-mouth.

Louise et al. (2023) conducted a study to assess the impact of urban park renewal in Belgium on park use, park-based physical activity, and social interaction. Their findings revealed that urban park renewal significantly increased the number of visitors across various age categories, suggesting a positive effect on park attendance. However, the study did not find any evidence that the renewal led to an increase in the visitors' mean physical activity (PA) levels. Similarly, the level of social interaction among park visitors did not show any significant difference between the renewed park and the pre-renewal park. Despite the increase in park visits, these aspects of visitor behavior remained largely unaffected by the renewal process.

George, Aikaterini, and Eleni (2021) conducted a study examining the activities, motivations, and satisfaction of urban park visitors using structural equation modeling. The study found that latent variables, such as the desire for relaxation and the experience of nature, were positively associated with higher levels of visitor satisfaction. However, the pursuit of educational and cultural activities, as well as activities for children, did not have a significant impact on overall visitor satisfaction. This suggests that while visitors value relaxation and immersion in nature during their park visits, other activities may not be as influential in shaping their overall experience.

Zamru, Azlizam, and Sheena (2023) explored the characteristics of visitors' attachment to ecotourism destinations, specifically at Pantai Kerachut in Penang National Park (PNP). They found that 23.3% of respondents belonged to the high attachment group, primarily consisting of repeat visitors engaged in nature-based activities. These individuals were motivated to visit the park for its natural settings, relaxation, tension reduction, and immersive experiences. In contrast, the medium and low attachment groups comprised 50.4% and 26.3% of respondents, respectively. These visitors were typically first-time guests, traveling with family or friends, and participating in activities like hiking and picnicking. Their motivations revolved around enjoying outdoor activities with their companions and experiencing the park's attractions. These findings offer valuable insights for park managers, enabling them to design targeted programs and activities for different visitor segments and minimize potential negative impacts of visitor behavior at PNP.

Petrus, Melville, and Elricke (2019) examined the diverse interpretation needs of visitors to the Kgalagadi

Transfrontier Park, revealing that park visitors vary significantly in their preferences for interpretation. As a result, park management and marketing strategies must be tailored to address these differences in visitor needs. Similarly, L. et al. (2018) observed that visitors at Sequoia & Kings Canyon National Parks (SEKI) had differing views on the shuttle system. While many appreciated the shuttle as a convenient alternative to using their own vehicles or walking, some preferred the freedom of driving their own cars, enabling them to stop wherever they chose. Interestingly, other respondents saw the shuttle as offering even more freedom by providing various travel options within the park. Parks could potentially increase shuttle ridership, especially among the baby boomer generation, by effectively communicating the benefits of the shuttle, such as enhancing the park experience, promoting more physical activity like hiking, increasing safety, and saving money.

Better communicating,interpretation preferences, managerial and marketing approaches effect park management to understand sensing the tourist distributions and their sentiment variations,strengths and weaknesses on positive and negative reviews and visitor's experience and conserve the environmentcould provide promotion support for the wetland park of management and make full requirements of wetland's sustainability in Malaysia. Such as using the shuttle bus as an alternative to using their car, spatio-temporal distribution of tourists, and tourist sentiment cold/hot spots, wetland's management strategies (naturalistic, landscape aspects, accessibility and management of routes and visits) (Amir et al., 2015;L. et al., 2018; Petrus et al., 2019; Jingbo et al., 2022; Carlotta et al., 2022; A. et al., 2023).

visitor' attentions (wetland plants, water bodies, exploratory paths, explanatory signs, flat scenic paths,natural scenery of the park, artificial attractions, bird watching structures and price reasonableness and renewal) on park service (facilities, pavements, and scale), park features (smell, sight,feel,activity and relaxation),park characteristics (high surrounding population density and family-oriented facilities (e.g., playgrounds) within common activities (physical recreation, interactions), accessibility (park proximity, trails and paths, and maintenance) effect visitors' physical health, mental well-being, and social relationships to fulfill visitors' happiness and demand of visitors across age categories and and increase their length of stay in wetland park (Michael et al., 2019;Xun et al., 2020; Xia et al.,2021; L. & V. 2021; Yuqing et al., 2022; Lingqiang et al., 2022; I-Ting et al., 2022; Xinying et al., 2022; Louise et al., 2023; Peng et al., 2023; Peijin et al., 2024).

visitors (first-time visitors, traveled with friends and family)' place attachment (High, medium, and low attachment groups) and experience (individual's comfort, environment satisfaction and attitudes, precise willingness to pay (WTP), visitor profiles) effect relationships between activities, motivations and visit satisfaction to understand visitors' characteristics and behaviors. Such as Malaysian's multiple purposes (to get fresh air, educing stress and relaxing, to exercise, play games or keep in shape and safe to be visited) within park's service quality (clean restrooms, well-maintained trails, and adequate signage, among other service quality attributes), park manager (value proposition (high levels of experience and quality attributes)) and park agencies (maintenance, variety of activities, new attractions or programs) effect park visitors' satisfiers and dissatisfiers to increase the likelihood of repeat visits and positive word-of-mouth recommendations (Maruthaveeran, 2017; Josep et al., 2018; Li et al., 2020; George et al., 2021; Jue, 2021; Liandi & Ann , 2021; Dambala & Jane, 2021; Zamru et al., 2023; Alireza & Chris, 2023).

theory of autobiographical memory and facial expressions (photos) on destination awareness and management, promotion through popularity social media databases from the platforms (WhatsApp, YouTube, Instagram, Facebook and Snapchat) on public concern, attention, social norms effect public concern and attention to created alternative tourist promotion could provide insights for stakeholders to enhance their marketing strategies and cater to the preferences of young travellers in wetland park(Masliza et al., 2016;Zhifang et al., 2018; Mazlina et al.,2018; Eswara et al., 2021; Calvin et al., 2021; Satoru, 2021; Yaodong et al., 2022; Hongyan et al., 2022; Siying et al., 2022; Pragya & Marina, 2022; Yaquan et al., 2023; Patrick & Marina, 2023; Sitong et al., 2023; Bixia, 2023).Such as tourists's shared (photographs (wildlife, landscape, cultural attributes),economically, socially, and ecologically valuable) with tweets (specific events, landscapes, tourism and/or management in the tweets, and their domestic national parks), TikTok influencers' posts (visually appealing travel destinations and exciting activities, and one-of-a-kind cultural experiences) and Instagram affect tourists' attitudes and tourists' perceived to support youth travel motivation could provide insights for stakeholders to enhance their marketing strategies and cater to the preferences of travellers in wetland park(Masliza et al., 2016; Patrick & Marina, 2023; Bixia, 2023).

4. DISCUSSIONS

This section discusses how the analyses of the literature review results for wetland park, social media promotion, and increase number of visitors

This study recommends visitors' destination awareness could be done through wetland park promotion strategies. The strategies include promoting visitors' attitudes toward enjoying ecosystem, cultural and recreational services within facilities and activities using the media promotion strategies. It shall include social media databases with tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts enjoyed physical features and artificial elements.

Table 1: Point of Departure (POD) Tree Diagram for Sustainable tourism management: Policy for Planning wetland park social media marketing strategies.

POD 1: Wetland Park Marketing	**POD 2: Social Media Promotion**	**POD 3: Management Strategies**	**POD 1: Wetland Park Marketing**
Tourism planning should Marketing visitors' attitudes.Formation of visitors' destination awareness need wetland park marketing strategies on social media shall include social media databases with tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts by using popularity social media databases from the platforms could enhance visitors' attitudes toward enjoying ecosystem, cultural and recreational services within facilities and activities.	To increase number of visitors by supporting wetland parks' marketing strategies and cater of wetland management provided better communicating, interpretation preferences, managerial and marketing on visitor' attentions by using social media promotion on visitors' destination awareness, marketing visitors' attitudes and attentions.	management should utilize Wetland park popularity promotion strategies.The marketing strategies should look into Better communication, interpretation preferences, managerial and marketing on visitor' attentions to enhance wetland parks' marketing strategies. The strategy should cater to the preferences of visitors need destination awareness promotion by using popularity social media databases from the platforms.	tourism planning should Marketing visitors' attitudes.Formation of visitors' destination awareness need wetland park marketing strategies on social media shall include social media databases with tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts by using popularity social media databases from the platforms could enhance visitors' attitudes toward enjoying ecosystem, cultural and recreational services within facilities and activities.
POD 4: Social media strategies The strategies of wetland park social media marketing could formation of visitors' destination awareness by using popularity social media databases from the platforms on tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts, marketing visitors' attitudes and attentions when they enjoyed ecosystem, cultural and recreational services within facilities and activities.	POD5: Visitors' destination awareness through wetland park promotion strategies Formation of visitors' destination awareness by promoting visitors' attitudes toward enjoying ecosystem, cultural and recreational services within facilities and activities, the media promotion strategies shall include social media databases with tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts enjoyed physical features and artificial elements.	POD 6: Wetland park popularity promotion strategies Better communicating, interpretation preferences, managerial and marketing on visitor' attentions could enhance wetland parks' marketing strategies and cater to the preferences of visitors need destination awareness promotion by using popularity social media databases from the platforms.	
POD 7: Formation of visitors' destination awareness need wetland park marketing strategies on social media shall include social media databases with tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts by using popularity social media databases from the platforms could enhance visitors' attitudes toward enjoying ecosystem, cultural and recreational services within facilities and activities.		POD8: Visitors' destination awareness marketing To increase number of visitors by supporting wetland parks' marketing strategies and cater of wetland management provided better communicating, interpretation preferences, managerial and marketing on visitor' attentions by using social media promotion on visitors' destination awareness, marketing visitors' attitudes and attentions.	
POD9: Marketing visitors' attitudes The strategies of wetland park social media marketing could formation of visitors' destination awareness by using popularity social media databases from the platforms on tourists' phrases, voices tourist sentiment cold/hot spots, facial expressions of influences' posts, marketing visitors' attitudes and attentions when they enjoyed ecosystem, cultural and recreational services within facilities and activities.			

Source: Ibrahim and Mustafa Kamal, 2018).

5. CONCLUSION

This paper proposes social media promotion to increase number of visitors in wetland park in Putrajaya, Malaysia. The strategies of wetland park social media marketing could formation of visitors' destination awareness by using popularity social media databases from the platforms on tourists' phrases, voices tourist sentiment cold hot spots, facial expressions of influences' posts, marketing visitors' attitudes and attentions when they enjoyed ecosystem, cultural and recreational services within facilities and activities. The conceptual framework proposes to the wetland park management a strategic offering of eco-heath recreational activity using social media to improve the environmental awareness of wetland park visitors. This study benefits wetland park management by synergizing available recreational facilities with strategic activities corresponding to visitors'

perceptions and concerns. Future studies include methods to utilize social media for marketing Wetland Park facilities through eco-health recreational activities.

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