



Tourism Marketing for Developing Countries: Battling Stereotypes and Crises in Asia, Africa and the Middle East

Eli Avraham, Eran Ketter

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Tourism Marketing for Developing Countries examines how tourist destinations in Asia, the Middle East and Sub-Saharan Africa battle stereotypes and negative images, overcome crises and attract tourists and visitors. The book provides real-life examples of strategies and techniques for altering the image of developing destinations and attracting international tourism, despite the challenges that stem from negative place images. Based on the analysis of dozens of case studies, it reveals the marketing and communication strategies used by developing countries. The analysis is conducted in relation to the accumulated theoretical and practical knowledge about media and public images, factors that affect image construction in the international media, image repair and destination marketing. Using a multi-step model, the book offers a proven toolbox for scholars and practitioners interested in attracting international tourism to developing countries.

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