



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

By Eli Avraham, Eran Ketter

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Tourism Marketing for Developing Countries examines media strategies used by destinations in Asia, the Middle East and Africa to battle stereotypes, negative images and crises in order to attract tourists .

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Editorial Review

Review

“An obvious strength of this book is the diversity and breadth of examples across three continents. The book is well structured, easy to read, and achieves its central goal of examining how developing nations ‘try to cope with their prolonged negative image, stereotypes, and generalisations as well as the efforts by marketers to bring back tourists after a crisis’ ... the book is a worthwhile read for practitioners, academics, students, and policy-makers.” (Aneeshta Gunness, Current Issues in Tourism, Vol. 19, June, 2016)

'How the developing world is portrayed in the global media, how this negatively impacts public perceptions and how governments can deal with this, particularly in the context of tourism marketing, is a major issue and I warmly recommend this book as an introduction to the topic.'

- Robert Govers, Co-Editor of The Journal of Place Branding and Public Diplomacy

About the Author

Prof. Eli Avraham is Associate Professor at the Department of Communication, University of Haifa, Israel. He specializes in destination branding, crisis communication, PR and advertising. He is the author and co-author of numerous articles and 8 award-winning books and monographs.

Dr. Eran Ketter is a senior advisor and trainer in tourism marketing, and a researcher at Kinneret College on the Sea of Galilee. His vast practical experience includes training and consulting projects for governments and tourism destinations in both developed and developing countries.

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