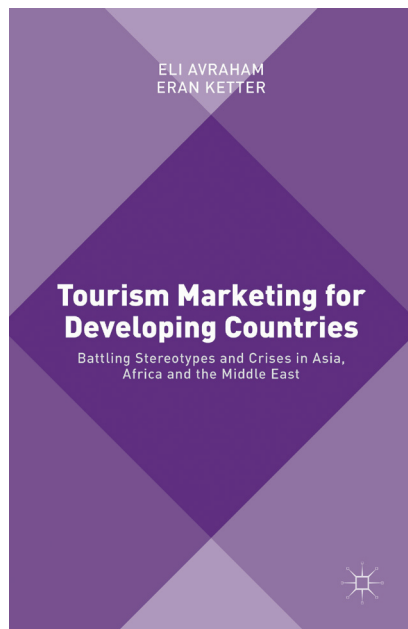# Tourism Marketing for Developing Countries

Battling Stereotypes and Crises in Asia, Africa and the Middle East

Eli Avraham and Eran Ketter (Palgrave Macmillan, 2016)

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. The book is based on the analysis of dozens of case studies, revealing 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

From the reviews

"The book is well structured, easy to read, and achieves its central goal... this book extends the literature by focusing on practical insights into developing destinations that continuously suffer (or have suffered) from image problems, an area that has been characterized by scattered attention; the book is a worthwhile read for practitioners, academics, students, and policy-makers"

Gunness, A. (2016). Tourism marketing for developing countries: battling stereotypes and crises in Asia, Africa and the Middle East. Current Issues in Tourism, 1-3.

"Avraham and Ketter's mix of academic and professional experience helps to flesh out the book, providing both analytical and strategical perspectives. Their accumulated knowledge in place image and branding helps in providing in-depth understanding, many examples and a differing outlook on the subject."

Shaheer, I. (2016). Tourism marketing for developing countries: battling stereotypes and crises in Asia, Africa and the Middle East. Place Branding and Public Diplomacy.