



# Agritourism Marketing in Africa

**Exploring Digital and Social Media Strategy**

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**Herausgeber:** Bashar Abu, Chigora Farai, Hassan Azizul, Nyagadza Brighton

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## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/agritourism-marketing-in-africa-9783031786815.html>

## **Details**

This edited volume takes a multi-faceted approach, giving readers insights into the role of digital and social media marketing in the agritourism industry in Africa. Each chapter provides some theoretical, policy and practical implications for policy makers, educational practitioners, students and business communities on how agritourism's digital and social media marketing strategies could be of benefit to them. It considers macro, micro and firm-level analyses relating to how agritourism digital and social media marketing could be harnessed to fuel tourism corporate brands development in under-researched African contexts. Its empirical case studies provide scientific evidence-based approaches that inform understanding on the contribution of these antecedents to the realisation of tourism corporate brands development. The book balances theory and experimentation, providing a thorough explication of the tools and techniques of agritourism digital and social media marketing, marketing, corporate communications and corporate reputation management relevant to the tourism and agricultural organisations in the African continent in particular, and the globe at large. As we reach the point of no return in our destruction of the planet, we need to look at global solutions to 'reverse the traditional thinking' (by applying frugal transformative futuristic solutions) of putting economy before green ecological balance and instead look to new ways of changing our appetite for wealth to fit within the ecological cycles which naturally exist.