Dubai Tourism And Destination Branding

This handbook provides a comprehensive overview of Partial Least Squares (PLS) methods with specific reference to their use in marketing and with a discussion of the directions of current research and perspectives. It covers the broad area of PLS methods, from regression to structural equation modeling applications, software and interpretation of results. The handbook serves both as an introduction for those without prior knowledge of PLS and as a comprehensive reference for researchers and practitioners interested in the most recent advances in PLS methodology.

This textbook shows how cities, regions and countries adopt branding strategies similar to those of leading household brand names in an effort to differentiate themselves and emotionally connect with potential tourists. It asks whether tourist destinations get the reputations they deserve and uses topical case studies to discuss brand concepts and challenges. It tackles how place perceptions are formed, how cities, regions and countries can enhance their reputations as creative, competitive destinations, and the link between competitive identity and strategic tourism policy making.

Presents a different approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism. This book highlights the ongoing threats from terrorism and health scares faced by the tourism industry, and discusses the related security and risk management strategies.

This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter-organisational collaboration.

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

Hospitality is an industry characterised by its complex nature and numerous sectors including hotels, hostels, B&Bs, restaurants, pubs, nightclubs and contract catering. However, despite its segmentation, there are key issues that are pertinent to all subsectors. The Routledge Handbook of Hospitality Management adopts a strategic approach and explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry’s past mistakes as well as future opportunities. Especially relevant at a time when many sectors of the industry have to re-evaluate and reinvent themselves in response to the economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state-of-the-art theoretical reflection and empirical research. Each of the five inter-related sections explores and evaluates issues that are of extreme importance to hospitality organisations, many of which have not been adequately explored before: external and internal customers, debates surrounding finance, uncertainty risk and conflict, sustainability, and e-Hospitality and Technology. This book is an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. It is essential reading for students, researchers & academics and managers of Hospitality as well as those of Tourism, Events, Marketing, and Business Management.

Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism.

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the
global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

Impressed with the economic performance of Malaysia, triggered an interest in examining how Malaysia (then under PM Mahathir) managed to pull out of the financial crisis of 1997, that gripped much of South East Asia. Years later, Malaysia managed to pull itself out of the financial crisis, and to be a rising Asian tiger. This early interest has turned into love and affection to a country with unique history, resources, and marvelous people. The deeper my research of Malaysia, the more my frustration grew with the lack of ability of a nation to move into a unique socio-economic position. That is, to equalize with Singapore, or compete at the global level with Korea. I chose 2020 to publish this body of work, because I was waiting to confirm my hypothesis that Malaysia will not manage to achieve Wawasan 2020 (vision 2020), which is to be amongst 1st world nations. Failing to achieve vision 2020 is no coincidence. Malaysia is stuck in the middle between cheap production countries such as Vietnam and Korea, and services-based economies such as Singapore. The first essay that follows the introduction is called The Phenomenon of Economic Inertia. The premise for this research paper is that Malaysia is suffering from a phenomenon of inertia, economically however, that it is incapable of pulling itself out of its current position like many developing nations) for number of reasons. With corruption being deeply rooted in the varying layers of society, and a leadership that failed to control corruption (as in the case of Singapore) and move the country into globally competitive position. This is what is meant by a “Phenomenon of Inertia” that is a conscious self-inflicted condition. The human factor in the hypothesis of “Phenomenon of Inertia” does comprise of society at large; people, leadership, and institutions. Managerial practices in Malaysia are still hierarchical and power based. Such hierarchy and power bases, are an evident participant in the inner-play of socio-economics of the Malaysian nation. The Malaysian current state of affairs (as of 2020) is self-inflicted condition. With the Malaysia education system being deeply flawed. This naturally led into the state of Malaysian lack of industrial competitiveness, which is not breaking through its global competitors. With so much to offer, Malaysia still has a great chance to make the leap forward to achieve its Wawasan to be realized in a later date, as long as it gets there. This will entirely depend on the will of the Malaysian people collectively.
As the event management field expands, there has been an emergence of a distinctive ‘events’ policy field of study and a need for more advanced texts that look at this subject with a multidisciplinary research and theoretical orientation. Events Policy: From Theory to Strategy is the first text to embrace this new direction in the field of events management. Its main aim is to locate the phenomena of events (and festivity) within a theoretical and strategic framework and, in doing so, demonstrate the links between the development of events in policy-making and the theoretical exploration of the role of events as policy. Building on a strong coherent framework, the book explores the conceptual terrain in which events and festivities are located, evaluates the range of theoretical perspectives pertinent to the study of events policy, appraises the socio-economic and socio-cultural implications of event-led policies internationally and draws together the main theoretical and event policy issues for the future. It utilizes a good range of international cases, from Dubai, Singapore, New Orleans and Glasgow, to help demonstrate the relationships between theory and strategy, and includes useful features to help students understand the subject and deepen their knowledge of the events policy terrain. This groundbreaking volume will be essential reading for students, researchers and academics of events and other related disciplines.

As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical foundations and its contribution to development and to re-assert its future. This important new book advances understanding of place branding through its holistic, critical and evidence-based approach. Contributions by world-leading specialists explore a series of crucially significant issues and demonstrate how place branding will contribute more to cultural, economic and social development in the future. The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for anyone involved in the field.?

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.
"This book focuses on the current state of the global healthcare and medical tourism sector. It explores recent trends and issues impacting healthcare services, healthcare service providers, government policies and initiatives for health reforms, emerging medical tourism destinations, world class health services, health insurance, medical visas, chartered flights, cashless treatment, and technological advancements"--Provided by publisher.

Many of us feel uneasy with the lack of recognition that our community, city, region or country receives internationally and with the stereotypes and outdated clichés by which “outsiders” define us. This has probably been the case for as long as man exists, but in today’s world with its global connections and social media, it is becoming more apparent, more relevant and more frustrating; to citizens generally, but in particular to policy makers, public administrators, leaders and representatives in public, private and civil society sectors. Why this is so and what to do about it is the topic of this book. It is the first book to discuss the issue of community reputation in a manner that is accessible to all; free from any use of jargon, management terminology or unnecessary complexity. It argues that for communities to be admired, they need a sense of belonging and purpose in order to do amazing imaginative things befitting their character while captivating others. Imaginative initiatives are recognisably from somewhere and hence cut through the clutter in order to create community profile. The book contains examples from Austin, Barcelona, Bhutan, Den Bosch, Dubai, Egypt, Eindhoven, Estonia, Finland, Firenze (Florence), Kazakhstan, Lanzarote, Limburg (Maastricht Region), Oslo, Rome, The Hague, the United States of America and other communities. The book primarily aims to inspire readers and offer them a broad overview of an issue in modern society that is of interest and relevance to all of us: the reputation of our communities. ‘It has been said that countries should measure their gross national imagination, a critical resource for success in the twenty-first century. This important new book shows why this is crucial in an age of fractured identity – and how so many places have forged initiatives that put themselves on the map but also inspire the rest of the world.’

Dr Parag Khanna, Author of Connectography: Mapping the Future of Global Civilization

‘I am a big believer in the power of purpose: that companies and individuals should have a meaningful purpose that guides their thinking, decisions, and actions. But until I read Robert Govers’ Imaginative Communities, the thought of applying purpose at the community level never occurred to me. Read this brilliant book and you, too, will see how to bring a sense of belonging and meaningful purpose to your communities, no matter their size.’

B. Joseph Pine II, Co-author, The Experience Economy

‘Robert Govers has written a terrific book. With miraculous clarity he guides the reader on a world tour of the subject of community reputation and its management. He presents a breathtaking range of places and kinds of actors – cities, regions and nation states – from the Americas to Central Asia and on to the Pacific. His examples are new, thought provoking and illuminated by his personal experience as a researcher and
consultant. Best of all, his conclusion underlines the need for citizens to focus not on presenting a better image but on building for a better reality.’ Nicholas J. Cull, Author of Public Diplomacy: Global Engagement in the Era of Social Media ‘A really important addition to our understanding of people, places and their purpose. Govers’ book is a refreshing and highly readable departure from “practitioner” texts that simply apply tired marketing principles to the management and promotion of places. Incisive and genuinely thought provoking, this book deserves a place on the desk of every senior policy-maker in national, regional and city governments worldwide.’ Simon Anholt, Founder of Good Country

William Gueraiche’s work is the first scholarly study of the UAE’s campaign to establish itself on the international stage and to explore the impact that its economic transformation has had on the country. Emirati society remains at core conservative and the preservation of Arab-Islamic identity remains important, yet the UAE has the highest proportion of foreigners of any country in the world. What does this mean for the identity of Emiratis living there and what are the implications for foreigners working there? The author also explores the environmental costs of the Dubai lifestyle, its 'Look East' policy and increasing volume of trade with eastern Asia, and the ways in which the UAE has sought to challenge the traditional hegemony of Saudi Arabia in the region. In a final chapter the author examines the impact of the economic depression that called the whole representation of Dubai into question.

The Routledge Companion to Media and Tourism provides a comprehensive overview of the research into the convergence of media and tourism and specifically investigates the concept of mediatized tourism. This Companion offers a holistic look at the relationship between media and tourism by drawing from a global range of contributions by scholars from disciplines across the humanities and social sciences. The book is divided into five parts, covering diverse aspects of mediatization of tourism including place and space, representation, cultural production, and transmedia. It features a comprehensive theoretical introduction and an afterword by leading scholars in this emerging field, delving into the ways in which different forms of media content and consumption converge, and the consequential effects on tourism and tourists. The collection is an invaluable resource for students and scholars of tourism studies, cultural studies, and media and communication, as well as those with a particular interest in mediatization, convergence culture, and contemporary culture.

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, The Routledge Handbook
of Destination Marketing aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing. Place branding as a field of research is still in a state of infancy. This book seeks to address this, offering a theory of place branding based on the tourist experience, keeping in mind the roles of stakeholders, both public and private organisations and DMOs in managing the place brand. Place Branding: Connecting Tourist Experiences to Places seeks to build a customer-based view of place branding through focusing on the individual as a tourist who travels to undertake a memorable experience. The place is the key creator of this experience, which begins well before the travel-to and ends well after the travel-back. Individuals choose the places where to go, collect information on them, ask for advice and suggestions from fellow travellers, give feedback when they come back and talk a lot about their experience, spreading word-of-mouth. The book enables readers to understand how the tourist experience can be managed as a brand. Readers are exposed to a variety of problems, methodological approaches, and geographical areas, which allows them to adapt frames to different contexts and situations. This book is recommended reading for students and scholars of business, marketing, tourism, urban studies and public diplomacy, as well as practitioners, business consultants and people working in public administration and politics. Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism such as community based, accessible, film, agricultural and cultural-heritage tourism entail unique issues for development. Definitely Dubai: Destination Branding in ActionGoodfellow Publishers Ltd This book advances the current literature on destination marketing by using innovative up-to-date case studies from a wide geographical representation. The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image, branding, attractions and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism and film-induced tourism. Presenting detailed findings and a range of methodologies, ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars and practitioners in the fields of tourism and marketing. This book aims to apply a framework that can be used to explain how tourism and destination branding in Dubai has had a great impact on the national economies of the nations surrounding the city and also the horn of Arabia. The book analyses how effective the various new developments created by the government really are, when discussing the effect of tourism on the UAE economy. It should be mentioned that not only do these developments have an impact on tourism but also on UAE’s real estate
market, construction, financial markets, media and I.T, business, trade and investments. Showing that the progress in marketing for Dubai city as a holiday destination has dramatically changed development in many areas of life in the city, inspiring its neighbouring states and countries such as, Oman, Qatar and Bahrain to consider new way to promote their country as a holiday destination.

Tourism has attracted increasing interest from not only scholars with a background in the subject, but also those studying in a number of other fields, given the growing relevance of areas such as psychology, sociology, planning and marketing. As such, this book brings together twelve chapters addressing various aspects of tourism development, from sustainability and ecotourism to cases of developing alternative tourism products. The contributions are enriched through selected practical case studies from a wide range of countries, including the United Arab Emirates, Slovenia, Vietnam, Malaysia, Mexico, South Africa, France, Turkey, and Argentina. The book, systematic in structure and thorough in content, will be useful for people from academic and practical backgrounds seeking to update their current knowledge of tourism development.

In today’s highly competitive market, many destinations - from individual resorts to countries - are adopting branding techniques similar to those used by ‘Coca Cola’, ‘Nike’ and ‘Sony’ in an effort to differentiate their identities and to emphasize the uniqueness of their product. By focusing on a range of global case studies, Destination Branding demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time.

This book is the first to explore Arabic tourism from a business viewpoint, rather than taking a sociological, anthropological or political stance. It focuses on business planning, management and marketing destinations in the Arab World, which are topics crucial for industry stakeholders and which have previously been neglected in the tourism literature. The book examines similarities and differences in the emergence and development of the tourism industry in countries across the Arab world as well as its inbound and outbound travel flows. It analyses several different aspects of Arabic tourism including tourism policy, organisation and planning, tourism product development, destination marketing and consumer behaviour. This volume will be of interest to postgraduate students and researchers of tourism studies, business and Middle Eastern studies.

Surveys the world of place branding and marketing and offers readers an illuminating overview of the state-of-the-art of place branding principles, practices and processes. ASIA’S STAR BRANDS Asian brands have come of age, and no longer can be seen as "also rans" to their Western competitors. The problem is, very little has been know about them. Paul Temporal's book fills this gap, with a series of practical 'brand biographies' which chart both the growing pains and the growth potential of the new contenders from the East. It's vital reading for anyone committed to doing business in Asia. - Miles Young, Chairman, Ogilvy & Mather, Asia Pacific China and Japan, as well as India and the Emirates, suggest remarkable achievements by local companies in the field of branding and brands. Such a revolution shall impact not only the regional markets but also the world economy and non-Asian firms. Paul Temporal's book provides spectacular business cases and broader key lessons. it should become a major reference for any practitioner and scholar, whether Asian or not. I rank it in my
short list of relevant texts about competition and success in the coming years. - Professor Jean-Claude Thoenig, INSEAD A well-managed brand is the lifeline of any successful company. This helpful book explains how Asian companies have built their brands to create sustainable competitive advantage. Using up-to-date Asian case studies, it will help readers have a better understanding of the creation, management and evolution of brands. - Professor John Quelch, Harvard Business School It is often said that the 21st Century is Asia’s. It is very encouraging to see many Asian brands succeeding, as wonderfully showcased by Paul Temporal, both regionally and globally. Branding is investment for the future.

Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new third edition has been revised and updated to include: 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant topics such as the Australian bushfires and the threat of COVID-19 Brand-new pedagogical features such as in-chapter class activities, key term definitions, and highlighted critical points New content on cross-sector consortia marketing for meetings and events, social media influencer marketing, the role of technology, resource consumption and climate change, creativity and innovation in developing destination branding, experiential destination marketing and the influence of culture and sustainability on destination marketing Links to free access of the author’s journal articles on destination marketing Updated additional online resources for lecturers and students including PowerPoint slides, quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level by using topical examples.

This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include ‘Halal Tourism in Southeast Asia’, and ‘Marketing and Branding Rwanda’. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

This text provides an innovative approach to the pedagogy of contemporary planning processes within different cultural contexts globally. It adopts an innovative multi-disciplinary social science approach and through the inclusion of international case studies, considers the extent to which intelligent design has enabled the needs of disabled residents and visitors to have universal access to social spaces and facilities.
In incorporating the consideration into the fabric of the book it will encourage the mainstreaming of universal design and accessible tourism, as keystones of planning processes within the 21st.

Tourism has become a booming industry within the last few decades, and with the help of many new unique destinations and activities, creative tourism will continue this upward trajectory for the foreseeable future. Tourism helps stimulate economies, decrease unemployment, promote cultural diversity, and is overall a positive impact on the world. Driving Tourism through Creative Destinations and Activities provides a comprehensive discussion on the most unique, emerging tourism topics and trends.

Featuring engaging topics such as social networking, destination management organizations, tourists’ motivations, and service development, this publication is a pivotal resource of academic material for managers, practitioners, students, and researchers actively involved in the hospitality and tourism industry.

The topic of place branding is moving from infancy to adolescence. Many cities, and nations have already established their place brand and this well documented new book brings the fundamentals of place branding together in an academic format but is at the same time useful for practice.

This case study is part of the Contemporary Cases Online series. The series provides critical case studies that are original, flexible, challenging, controversial and research-informed, driven by the needs of teaching and learning.

Travellers are now spoilt by choice of available holiday destinations. In today’s crowded tourism market place, destination competitiveness demands an effective marketing organisation. Two themes underpin Destination Marketing Organisations. The first is the challenges associated with promoting multi-attributed destinations in dynamic and heterogeneous markets, and the second is the divide between tourism ‘practitioners’ and academics. Written by a former ‘practitioner’, Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of practical value to DMOs. Key learning outcomes are to enhance understanding of the fundamental issues relating to: The rationale for the establishment of DMOs The structure, roles, goals and functions of DMOs The key opportunities, challenges and constraints facing DMOs The complexities of marketing destinations as tourism brands

The Author Dr Steven Pike (PhD) spent 17 years in the tourism industry, working in destination marketing organisations, before joining academia. He is currently a Visiting Scholar with the School of Advertising, Marketing and Public Relations at Queensland University of Technology, and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University.

All products require a branding effort to successfully complete for customers, and places are no exception. Destination Branding is all about discovering the true essence of a place (city, state, nation), developing it into core competency by incorporating all the attributes associated and communicating the same to the target audience in a favourable manner. Most of the destinations in this world have no idea as to how they are perceived outside their little world. This eventually calls for a strategic branding initiative, in order to portray the image of a city, state or a country, in such a manner that the world perceives their image the way they want them to. This helps them to garner global attention and carve out a niche that expresses a unique identity and personality of the destination and differentiates it from its competitors. Nowadays, an
intense competition among the nation-states can be witnessed in order to position themselves as perfect destinations for tourism and investment. Place are creating their brand identity around do reputations and attitudes in the same way as the corporate does. Nevertheless, evaluating the brand building measures and interpreting the perception and response of the target audience are uphill tasks. Some of the major aspects of Place Branding, covered in this book are: Conceptual understanding of the destination branding process; How to structure, implement, and manage it; Comparative analysis of a product brand and a nation brand; Unmanageable dimensions of a Destination Brand; Case studies of India, Dubai, Kerala, Singapore, and Malaysia.

This timely and significant book explores the characteristics and complexities of Asian urban tourism, considering the extent to which Western paradigms can be transferred to Asian settings and the striking contrasts that exist within the region. In an era of unprecedented urban expansion in Asian cities, this book comes at a time of great urgency, illuminating the possible problems and opportunities that arise when a destination emerges as a tourism hotspot. Split into three parts; introducing Asian urban tourism and urbanization, the management and marketing of Asian cities, and emerging trends and issues associated with Asian urban tourism, the book offers a range of varying and vibrant perspectives from international and interdisciplinary experts in the field. Chapters include studies on a wide range of destinations such as Hong Kong, Macau, Cambodia, Phuket, Kolkata, Busan, Delhi, and Sri Lanka among many others, and explore crucial contemporary themes such as overtourism, urbanization and administrative challenges, world heritage, smart cities and the use of technologies such as VR in urban tourism experience creation. It will be a vital resource for upper-level students, researchers, and academics in tourism, city tourism, Asian studies, development studies, cultural studies, and sustainability, as well as professionals in the field of tourism management.

An authentic, unique and memorable destination image is of crucial importance to be competitive in the long-term. Verena Schwaighofer analyses the currently transferred image of the United Arab Emirates as a tourist destination and to what extent the traditional Arabian culture is integrated into the image strategies of image developers in this country. First of all, a detailed theoretical overview referring to various image types, the current image transfer including critical topics related to the religion of Islam, women’s role in society, behaviour, body language and dress code and the open-mindedness of the United Arab Emirates regarding local traditions related to the religion of Islam, is given. In the empirical part, a mixed method, including a qualitative media analysis (focusing on print and new media of image developers as well as newspaper articles published by journalists in the United Arab Emirates and the surrounding countries) and qualitative expert interviews are selected as appropriate research methodology.

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area’s population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being
utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policymakers, students, and professionals.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4,000 and 20,000 words. Major research articles of between 10,000 and 20,000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1,500 – 2,000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism Complete, CABI Leisure, Recreation and Tourism, ProQuest Research Library. Individual articles can be rented via the journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

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