

## **(Re) Building Africa image: A continuous process**

*Organized by*

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### **SCOPE**

It is nowadays widely accepted in the tourism literature that destinations most likely to be considered in the decision-making process of potential visitors are those with strong and positive images. Therefore, the success of a tourism destination is related to its ability to identify and manage the strengths and weaknesses of the images perceived by visitors and non-visitors alike, to efficiently position itself in the market.

Many African tourism destinations have often been associated with negative and risky images, despite many African countries investment in tourism as an important tool for the development of the economy and the eradication of poverty. The outbreak of the pandemic SARS COV2, and the low vaccination rate in many African countries further intensified such poor image associations. The UNWTO via the recent "Brand Africa" initiative, highlights the urgency of building and promoting a strong destination image for Africa and its countries (UNWTO, 2021). This session aims to explore key areas of research in relation to the African countries that assist in their (re) building image process after the COVID-19 pandemic.

### **TOPICS OF INTERESTS**

- Destination image models
- Stakeholders' (e.g. tourists; residents and others) perceptions of place image
- Tourist-resident interactions
- Community involvement in tourism marketing
- Interactions between destination image components
- Destination image and branding
- Digital transformation and destination branding
- Destination marketing
- Destination Image recovering strategies
- Cultural heritage relevance in destination image
- Social media and destination image
- Place image and residents support for tourism
- Risk perception and destination image
- Destination Image and consumer behaviour

### **SUBMISSIONS OF PAPERS**

Abstracts of no more than 300 words should be submitted electronically by 13/05/2022 to Dr Mariamo Abdula ([mariamo.abdula@uem.ac.mz](mailto:mariamo.abdula@uem.ac.mz)). For further enquiries regarding the conference, please visit the conference's website: <http://iatour.org/icot2022/>