

البحث الثانى - مشترك
عنوان البحث

Revealing Internal Stakeholders' Perceptions of Developing 'Brand Alexandria'

Sally Khalil, Osama Ibrahim

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Abstract

In today's extremely competitive global tourism market environment, it is crucial to differentiate tourism destinations to encourage and inform potential visitors. In terms of Alexandria's competitive position, this chapter aims to investigate Alexandria's branding initiatives and reveal official internal stakeholders' (OIS's) perceptions. The study applies collage technique to explore stakeholder perceptions and develop 'Brand Alexandria' accordingly. The findings show that different OIS's perceptions reveal different identities in relation to 'Brand Alexandria'. The paper presents the perception of OISs in Alexandria as posters which are integrated into a single composite poster.