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Nota di contenuto	Potentials and Challenges of Social Media Marketing Among Agritourism Operators in Nyanyadzi -- Adoption of Agritourism and Technology as a Strategy for Enhancing Sustainable Development of Developing Countries -- Ethical Considerations in the Social Media Marketing of Agritourism in a Pandemic World -- Digital Technologies for Sustainable Agritourism and Human Development in Zimbabwe -- Re-branding African Continent Through Agritourism. A Case of Sustainable Agriculture in Zimbabwe -- A Broad Conceptualization of Social Change: An Examination of How Mobile Phone Technology Usage in Africa is Making Agritourism Possible -- ICTs and Their Influence on Agritourism -- Agritourism Through Digital and Social Media Marketing: Rebranding in Africa -- Internet of Things (IoT) for Sustainable Agritourism and Human Development in Africa -- Using Social Media Marketing Strategy to Solve Agritourism Business

Challenges post-COVID-19 Pandemic -- Digital Technologies and Sustainable Agritourism in Nigeria: Reflections, Challenges and Responses for Decent Employment -- Exploring How Disruptive Technological Innovation Can Positively Impact Tourism in Zimbabwe -- Artificial Intelligence and Sustainable Agritourism for Human Development in Africa -- Agritourism Digital and Social Media Marketing in Africa.

Sommario/riassunto

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 theoretical and practical implications of how agritourism's marketing strategies could benefit business communities and fuel tourism development in under-researched African contexts. With empirical case studies, this book balances theory and experimentation, providing a thorough explication of the tools and techniques of agritourism digital and social media marketing, corporate communications and corporate reputation management. Brighton Nyagadza is a Digital Marketing academic currently with the York St. John University (YSJU), London Campus, England, United Kingdom, full member of the Marketers Association of Zimbabwe (MAZ), an Associate of The Chartered Institute of Marketing (CIM), United Kingdom and Power Member of the Digital Marketing Institute (DMI), Dublin, Ireland. Farai Chigora holds a Doctorate in Business Administration from University of KwaZulu-Natal (South Africa), and is Senior Lecturer in Business Science in the College of Business, Peace Leadership and Governance, Africa University in Zimbabwe. Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Dr. Hassan has been working for the tourism industry as a consultant, academic, and researcher for over 20 years. Abu Bashar is currently working as a software consultant in a leading IT firm in the Kingdom of Bahrain. He is also associated with the MTC (Micro Training Centre) as an instructor for Digital marketing and allied subjects.
