



Public Relations & Advertising Campaigns

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Impact of the Tourism Campaigns on the Country’s Image: The “Imagine” Campaign for the Riyadh Tourism Season as a Model

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Abstract

This study is considered one of the earliest studies conducted in regard to tourism in the Kingdom of Saudi Arabia which became implemented on tourism and entertainment activities, after establishment of the (General Authority of Entertainment). This study has examined the country's image and the extent of its impact on tourists; depending on the "imagine" campaign that sought to promote tourism in the Kingdom of Saudi Arabia. Amongst the most prominent findings in the study is the fulfillment of the campaign's aim, in addition to improving the image of the Kingdom of Saudi Arabia in the tourists' minds.

Keywords: Tourism Campaigns, Country’s Image: The “Imagine” Campaign, The Riyadh Tourism Season.