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Call for Book Chapters

Agritourism Marketing in Africa: Exploring Digital and Social Media Strategy

Editors

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Book Description
Given the multi-faceted and multi-layered nature of agritourism digital and social media marketing, how the antecedents have framed and contoured past related research generations and societies might not be comparable, and transposable to how they will curve the current and future generations and societies. Readers are expected to engage with a wide range of topics covering agritourism digital and social media marketing as they apply to business and societal contexts. The volume will show that there are some provocative exceptions, which arose from it, as the conclusions seemed to be different from the widely available conclusions related to agritourism digital and social media marketing. The nature and scope of agritourism digital and social media marketing will be addressed and reasons for its existence are explored. Another gap is that prior research studies have applied different methodological applications, which are quite distinctive from the currently applied methodology in the current volume. Drawing on a multi-pronged approach covering institutional lens, the edited volume will harness agritourism digital and social media marketing in Africa as heuristics for developing an understanding of the complex dynamics of agritourism brands development by graduate and postgraduate students, academic practitioners and practicing professionals. This distinctive approach separates itself from other volumes that tend to explore these issues independently and selectively, denying the reader a panoramic view of the confluence of these agritourism digital and social media marketing concepts. Readers of this volume will benefit from novel findings, and insights arising from transitional issues

that have brought great paradigm shifts, based on a combination of academic and practical insights. In order to examine the proposal's objectives and filling the literature gap(s), the researchers drew theoretical insights from a variety of academic and professional fields of agritourism digital and social media marketing. Majority of agritourism digital and social media marketing access research with an African context mainly applied qualitative or mixed research methodology, yet the current volume integrates output with all the methodologies. This paves room for a new line of thinking, which diverges from the conventional approaches to agritourism digital and social media marketing. The volume will show that the literature and/or theoretical frameworks that will be applied are fit for the purpose and may prove to be more superior in terms of its relevancy, practicality and reality, as compared to other past research inquiries that have used different theories from agritourism digital and social media marketing. The effective application of agritourism digital and social media marketing drivers of corporate development in African economies is poised to stimulate higher professional levels of business productivity, greater forms of diversification, technological upgradation, and production of high-value added products (goods and services). This is forecasted to provide more decent work opportunities, increase social empowerment and wider choices of diverse people in meeting their life necessities and capabilities.

Proposed Chapter Themes:
The outlined proposed chapter themes do not constitute a closed list for purposes of this volume. Any other contributions developed on the basis of related themes suitably identified by contributors in the context of this volume will be more than welcome.

- Potentials and challenges of digital and social media marketing in development of African agritourism.
- Effect of customers' incivility in digital and social media marketing platforms: implications for agritourism business growth in Africa.
- Anthropomorphic chatbots for conversational agritourism digital and social media marketing revolution in Africa.
- Use of Artificial Intelligence (AI) enabled chatbots in the conversational agritourism digital and social media marketing for enhanced interactive Customer Experience (CX).
- Adoption of agritourism digital marketing technology as a strategy for enhancing sustainable development of African economy.
- Exploring how disruptive digital and social media marketing innovation can positively impact agritourism in Africa.
- Negative emotions role in agritourism customer-business organisations engagement on digital platforms and social media marketing networks.
- Augmented Reality (AR) in agritourism digital and social media marketing: Africa are we yet there?
- Digital technological innovations in agritourism digital and social media marketing in Africa.
- How to enhance Customer Experience (CX) for African agritourism in the new digital age.
- How African agritourism corporate brands are driving electronic-word-of-mouth (eWOM) in a conversational digital and social media marketing environment.
- Enhancing African agritourism Customer-Brand Engagement (CBE) on social media platforms.
- Artificial Intelligence (AI) importance in agritourism digital and social media marketing for Customer-Brand Relationship (CBR) improvement.
- Theory and practice of agritourism digital and social media marketing in Africa.
- Importance of Artificial Intelligence (AI) in digital and social media marketing for sustainable agritourism development in Africa.
- Ethical considerations in the digital and social media marketing of agritourism in Africa.
- Predictive analytics application in digital and social media marketing for agritourism market prediction and targeting in Africa.

- Digital and social media marketing for sustainable agritourism development in Africa.
- Rebranding tourism in the African continent through agritourism digital and social media marketing.
- Exploring the effect of agritourism consumers' interaction with African social media influencers on various digital platforms.
- How mobile technology usage in Africa is making agritourism digital and social media marketing possible.
- Digital and social media marketing technologies usage for sustainable agritourism in Africa: Reflections, challenges and responses for decent development.
- Information and Communication Technologies (ICTs) and their influence on agritourism development in Africa.
- Using digital and social media marketing strategy to solve agritourism business challenges in Africa.
- How Internet of Things (IoT) is influencing sustainable agritourism digital and social media marketing development in Africa.

Submission Guidelines:
Chapters must not exceed **10 000 words** including references. Each chapter should include an abstract not exceeding **500 words** and not more than **five (5) key words** (to be presented below the abstract). Manuscripts should be submitted in **12 point Time Roman** font for text. Prospective contributor(s) can email not later than **15th of March, 2024** their full manuscripts to any of the editors:

- Dr. Brighton Nyagadza (CIM, Ph.D): *brightonnyagadza@gmail.com/ bnyagadza@muast.ac.zw*
- Dr. Farai Chigora (DBA): *fchigora@yahoo.com*; *chigoraf@africau.edu*
- Dr. Azizul Hassan (Ph.D): *azizulhassan00@gmail.com*
- Dr. Abu Bashar (Ph.D): *abu.bashars@gmail.com*

The chapter abstract should include:
a) Details such as the Chapter title, Author title, Research Problem, Research Questions, Research Significance, Methods, Frameworks And Findings, and

b) Author(s)' short biography (maximum of 100 words) and contact information (name, affiliation, address, and email). **Submission of both abstract and short biography are mandatory**.

Spellings:
Please follow the Oxford English Dictionary style.

Proposed Writing Schedule:
- Extended chapter abstracts of up to **500 words**, including sufficient details on the methodology and proposed chapter outline: **15 March, 2024.**
- Feedback on abstracts and chapter outlines to authors: **30 April, 2024.**
- Draft Chapters: **30 May, 2024.**
- Blind peer review feedback: **30 June, 2024.**
- Revised chapters back from authors: **30 July, 2024.**
- The book is ready for submitting to the publisher: **5 August, 2024.**

Use of Generative AI in Scientific Writing
All authors are wholly responsible for the originality, validity and integrity of the content of their submissions. Kindly take note that using AI-based tools and technologies for chapter/book content generation, e.g. large language models (LLMs), generative AI, and chatbots (e.g. ChatGPT), is not in line with our authorship criteria. Therefore, LLMs and other similar types of tools do not meet the criteria for authorship. Any assistance from AI tools for content generation and other similar types of technical tools which generate text content, must be clearly acknowledged within their chapters. It is

the responsibility of authors to ensure the validity, originality and integrity of their chapter content. Authors are expected to use these types of tools responsibly and in accordance with our editorial policies on authorship and principles of publishing ethics.

References
APA 7th Edition reference style.

Spellings
Please follow the Oxford English Dictionary style.

Use of Inclusive Language
Authors are encouraged to use inclusive language which acknowledges diversity, conveys respect to all people, sensitive to differences, and promotes equal opportunities. Any language or imagery which could be considered bigoted, prejudiced, or triggering, including racist, graphic, disturbing, or sexist language and imagery, may be challenged and recommended for removal or rejection.

Format
All contributions should be submitted in MS Word format and have to be original, unpublished, and not submitted elsewhere for publication.

There are no submission or acceptance fees for chapter submitted to this book publication.

Editors' Short Biographical Notes

Dr. Brighton Nyagadza (CIM, Ph.D) is currently heading the Department of Marketing at Marondera University of Agricultural Sciences and Technology (MUAST), Zimbabwe, Research Associate of Institute for the Future Knowledge (IFK), University of Johannesburg (UJ), South Africa, full member of the Marketers Association of Zimbabwe (MAZ), an Associate of The Chartered Institute of Marketing (ACIM), United Kingdom and Power Member of the Digital Marketing Institute (DMI), Dublin, Ireland. He has published several book chapters in Routledge books of Taylor & Francis Publishers, New York (USA), Emerald Insight, United Kingdom (UK), Lexington books of the Rowan & Littlefield Publishers, Maryland (USA) and in reputable international journals such as *Tourism Critiques: Practice & Theory* (Emerald), *Journal of Digital Media & Policy* (Intellect), *Sustainable Technology & Entrepreneurship* (Elsevier), *European Journal of Innovation Management* (Emerald), *The Marketing Review* (Westburn), *Africa Review* (Brill), *Journal of Asian & African Studies* (SAGE), *Journal of Entrepreneurship In Emerging Economies* (Emerald), *PSU Research Review* (Emerald), *Journal of Environmental Media* (Intellect), *Quality Assurance in Education* (Emerald), *International Journal of Public Sector Management* (Emerald), *Youth & Society* (SAGE), among others. Brighton sits on various international academic and national strategic boards including the editorial board membership of *Journal of Digital Media & Policy, The Retail and Marketing Review* and *Mashonaland East Province Zimbabwe National Development Strategy (NDS) Committee (2021-2025) – ICT & Human Capital Development* cohort.

Dr. Farai Chigora (DBA) holds a Doctorate in Business Administration (DBA) from University of KwaZulu-Natal (South Africa). Currently he is a Senior Lecturer and Head of Manangement and Entrepreneurship in the College of Business, Peace Leadership and Governance at Africa University in Zimbabwe. He is a branding expert and strategist with special interest in *destination branding, digital marketing, strategic marketing, agro-tourism marketing, business research and related business areas* which he has authored in various refereed international journals and books. Some of his High Impact DHET/SCOPUS indexed book chapters and refereed journals are found in *Tourism Critiques: Practice & Theory* (Emerald), *Procedia Manufacturing* (Elsevier), *Tourism and Hospitality in Conflict-Ridden Destinations (Routledge, Taylor & Francis Group)*, *Futorology of Ethical Tourism Digital & Social Media Marketing* (Routledge), *Handbook of Destination Recovery in Tourism and Hospitality* (Emerald Insight), *Values for a Post Pandemic Future* (Emerald Insight), *Digital Transformation and Innovation in Tourism Events* (Routledge),

Resilient and Sustainable Destinations after Disaster (Emerald Insight), *Agritourism for Sustainable Development: Reflections from Emerging African Economies* (CABI Press), *Perspectives in Education, African Journal of Hospitality, Tourism and Leisure , Gender & Behaviour (African Journals Online).* Also he has a high interest in entrepreneurial modelling and coaching of young businesses across all sectors of the global economy shairng ideas as a weekly columinist in the national Standard Newspaper on entrepreneurship related matters.

Dr. Azizul Hassan (Ph.D) 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. His research interest areas are technology-supported marketing for tourism and hospitality, immersive technology applications in the tourism and hospitality industry, and technology-influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Dr Hassan has authored over 150 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 25 book projects from *Routledge*, *Springer*, *CAB International*, and *Emerald Group Publishing Limited*. He is a regular reviewer of a number of international journals.

Dr. Abu Bashar (Ph.D) 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. His area of research is in digital marketing and online consumer behaviour – especially impulse buying behaviour; sustainable marketing practices and consumer behaviour. He has published several articles in international journals of repute such *International Journal of Sustainable Development and Planning*, *Review of Financial Economics*, *International Journal of Electronic Marketing and Retailing*, *International Journal of Business Information Systems*, *International Journal of Electronic Business*, *International Hospitality Review*, *Journal of Open Innovation Technology Market and Complexity*, *Qualitative Research in Financial Markets*, *Journal of Risk and Financial Management*, *Risks*, etc. He has presented several papers in international conferences organised by leading universities and institutions such as UoB (University of Bahrain), JMI (Jamia Millia Islamia), IEEE etc. School of management, IMS Unison University, Dehradun, India.

Looking forward to your valuable chapters