



## Dr. Eran Ketter

Eran Ketter (PhD) is a tourism trainer, advisor and keynote speaker, and a former marketing advisor of the Israeli Ministry of Tourism. He is the author of numerous technical reports and of the world-renowned books: "Tourism marketing for Developing Countries", "Marketing the Impossible" and "Media Strategies for Marketing Places in Crisis".

Dr. Ketter is a professional and engaging keynote speaker, presenting in TEDx Tourism Tel Aviv, UNWTO Seminar on mobile technologies and the ITB & IPK World Travel Monitor Forum, and leading tourism events in over 20 countries.

His vast practical experience includes training, research and consulting projects for the OECD Tourism Committee, Philippines Tourism Promotion Board, Tanzania Tourism Board, Jerusalem Development Corporation, City of Acre (UNESCO World Heritage Site), and the Israeli Ministry of Economy.

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## Event

### [Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures](#)

Friday, March 6, 2020, 12.00 - 12.45

CityCube Berlin, Hall A4/A5

Official Partner Country  
ITB Berlin 2020



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Kurzfristige Änderungen vorbehalten.

# SPEAKERS



**ITB**  
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