

# Branding Botswana

Botswana promotes own tourist attractions in a bid to keep more money at home.

Most of the information on tourism opportunities in developing countries like Botswana is generated, updated and marketed online by major international service providers based in the developed North. With their obvious technological advantage, these providers carry out most of the sales transactions and absorb a larger share of the profits which could be as much as 80 percent.

Global Media Corporation chief executive officer (CEO) David Kapaletswe has observed that this has resulted in Botswana losing billions of Pula and the tourism industry not contributing as much as it should to job creation, poverty alleviation, gross domestic product (GDP) and the economic diversification drive.

Read the rest of the article [here](#)

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