

## Perceived and Projected Images of Algeria: A Comparison Study

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**Abstract :** Destination image is one of the main factors that influence potential visitors' decision choice. This study aims to explore the pre-visit perception of prior British tourists and compare them to the actual projected images of the Algerian tourism suppliers. Semi-structured interviews are conducted with both prior British tourists to Algeria and the Algerian tourism suppliers in 2019. The findings of this study suggest how the Algerian tourism suppliers might benefit from understanding the perceived image of prior tourists to match tourists' expectations and better plan their projected images.

**Keywords :** Algeria, destination choice, destination image, perceived image, projected image

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