

Green Marketing The best Tool To Promote a Green Tourism

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Abstract:

Algerian incomes have collapsed as a result to the recent oil crisis, which necessitates an urgent compensation for these losses by giving the appropriate attention to the possible alternatives, one of which is tourism . We believe that the best method to enhance the quality, the image, and status of the Algerian tourism in both local and foreign markets is by pursuing the green trend and adopting green marketing in this field. This paper, will focus on the fact that green marketing is a necessary prerequisite for the functioning of green tourism , as well as on its impact on the rationalization of the activities and outputs, with more attention to its expanded role of social development and sustainable development , to show that green marketing and green tourism are indeed interdependent, having a reciprocal and correspondent mutual impact. At the end of the study , we will lay a number of statistics that we consider necessary to show that tourism and green tourism are markedly underdeveloped in our country comparing to others to emphasize on the need to adopt them in Algeria .

Keywords: Green Marketing, Green tourism , Sustainable tourism, Sustainable Development .

المخلص

بعد تهاوي مداخيل الاقتصاد الجزائري نتيجة الازمة البترولية الاخيرة يستلزم و بشكل مستعجل تعويض هذه الخسائر عن طريق الاهتمام بالبدائل الممكنة و التي من اهمها السياحة . و نعتقد أن أفضل طريقة لتحسين جودة، صورة، ووضعية السياحة الجزائرية تتمثل في توجيهها نحو الشق الأخضر . و عليه سنهتم في هذه الدراسة بإبراز حقيقة أن التسويق الأخضر هو شرط مسبق و ضروري لتفعيل السياحة الخضراء ، فضلا على انعكاساته على رشادة نشاطاتها و مخرجاتها ، مع التركيز على دوره الموسع في التنمية الاجتماعية والتنمية المستدامة . في نهاية الورقة تم التطرق الى جملة من الاحصائيات التي تبرز مدى الاهتمام الي تعرفه السياحة و السياحة الخضراء في العالم للبحث على ضرورة نهج ذات السبيل و ترقيتها في الجزائر .

الكلمات المفتاحية: التسويق الأخضر، السياحة الخضراء، السياحة المستدامة، التنمية المستدامة.

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Introduction

As a discipline, marketing always runs parallel to socio-economic development, and it reflects existing socio-economic relations. The increase of environmental issues and the resulting awareness of the need for environmental conservation and sustainable development have, among other things, lead to a rethinking of the basic principles of marketing. The conventional marketing concept contains three major elements that pertain to consumer orientation, the integration of marketing principles within the entire business entity, and profit maximisation. The new environmental paradigm, however, has called in question the focus on meeting only consumer wants, if, in doing so, the interests of society and the environment are neglected in the long range. This reconsideration has led to the rise of a social marketing concept, in which social well-being has been added as the fourth marketing principle.

Accordingly, green marketing has emerged in conditions of growing environmental awareness across all levels of society and of the rise of the segment of green consumers. In terms of time, green marketing can be placed in the period from the 1970s up to date, while conceptually it belongs to socially responsible marketing. Seen as a strategy, green marketing implies cooperation between suppliers and sellers, partners as well as rivals, in order to achieve environmentally sustainable development throughout the entire value chain, while at the same time, it internally calls for the cooperation of all business functions in finding the best possible solutions for two major guiding principles: profit and long-term, positive contributions to the environment (society and the natural surrounding). Hence, green marketing has emerged as a natural result of the social marketing concept.¹

On the other hand, tourism is increasingly being used as an economic development tool by many third world countries, thereby helping to generate employment as well as improve the local infrastructure. The problem arises when development is rushed, taking little or no consideration of the product's life cycle or the environment.

Research' Problematic: we can formulate the problematic of this research in the following question:

**How to successfully apply green marketing in the tourism field
for a more sustainable approach?**

And for answering this problematic we chose to build this paper on two main axes as follows :

- 1- Green Marketing in the service field ;
- 2- Green Tourism.

Objective and Methodology

The importance of this research lies in the importance of the green trend in the global arena. We seek to show the most important features of the approach to encourage national economic institutions to adopt it in the tourism field. So the purpose of the present paper was to clarify the concept of green marketing in the service industry and more specifically tourism, indicating its importance, and the necessary requirements

for its habilitation and development in Algeria as an alternative solution to improve the national economy in the light of the current crisis.

To conduct this paper we used the descriptive analytical approach, the main emphasis has been made on the green concept, the need and the importance of green marketing and green tourism. Data has been collected from multiple sources: books, journals, and websites which helped us to analyze the ideas, and connect them logically and scientifically.

I. GREEN MARKETING IN THE SERVICE FIELD

I-1-WHAT DIFFERENTIATES GREEN MARKETING FROM CONVENTIONAL MARKETING

Conventional marketing refers to developing products to meet customer needs at acceptable prices, and communicating the advantages of these products in a convincing way . On the other hand, Green marketing is far more complex and serves two purposes:²

- 1) To develop products which strike a balance between the requirements of consumers for quality, practicality, performance and affordable prices, and ecological acceptability in terms of minimum environmental impact ;
- 2) To create an image of high quality, including environment friendliness, which relates to the properties of the product, as well as to the manufacturer and its achievements in the field of environmental protection.

I-2- GREEN MARKETING DEFFINITION

We can conclude that there is no generally accepted definition of green marketing which is often the case when it comes to subject matters that have a wide coverage and interdisciplinary approach. A number of authors and institutions contribute to the attempt to define the idea and meaning of the concept and its components. Some are thereby concentrating on the differences in relation to classical marketing, while others use the basic principles of the concept of sustainable development, which is in the basis of the idea.

- The American Marketing Association (AMA) definition : it comes from their workshop on the topic of environmental marketing in 1975, namely as: The study of positive and negative aspects of marketing activities on pollution, energy depletion, and depletion of non-energy resources.³

And according to Polonsky we can highlight three key determinants of this definition:

- Green marketing is a part of the overall marketing activities ;
- Both positive and negative activities are taken into account ;
- The relatively narrow range of environmental issues is taken into account.

As much as this definition is a useful at a starting point, Polonsky argues that green marketing should be defined more widely and suggests the following definition :

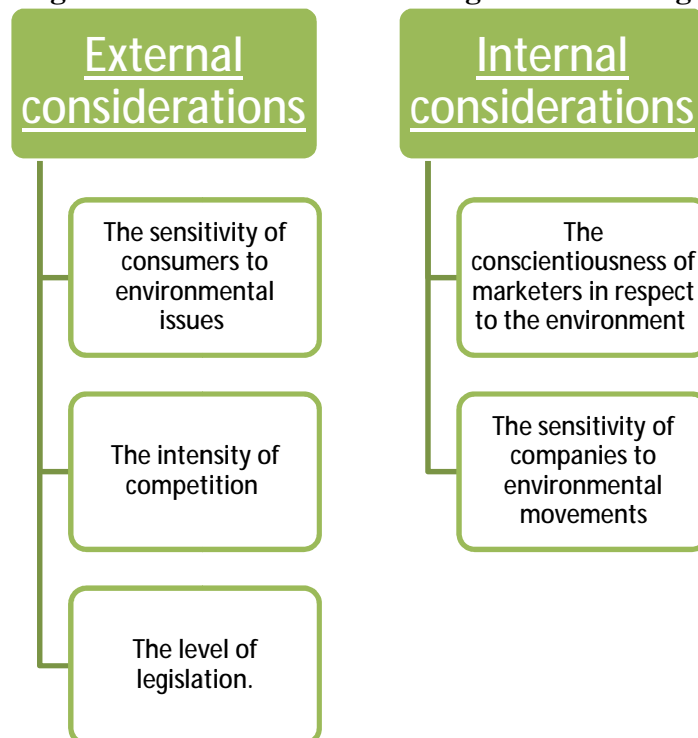
- Polonsky's definition :⁴ Green or environmental marketing is a set of activities designed to generate and facilitate any exchange intended to satisfy human needs or desires in a way that meeting those needs and desires causes minimal negative impact on the natural environment.

And we think that the last definition is one of the most comprehensive and accurate definitions when describing the advantages of green marketing.

I-3-THE CONDITIONS OF GOING GREEN

For green marketing to be applied in practise, it is necessary to meet certain preconditions. Langerak et al.⁵ point out two groups of considerations to correctly implement green marketing, and these considerations are shown in the (Figure 1) below:

Figure 1 : The considerations of green marketing



Source : Authors treatment.

Further researche showed that the degree to which green marketing is applied depends, foremost, on the legal regulations prescribing the procedures businesses must adhere to that are ultimately aimed at environmental protection. Research results also suggest that those businesses that voluntarily embrace green marketing have a better opportunity of making the most of the advantages to be derived from green marketing and enhancing their performance.

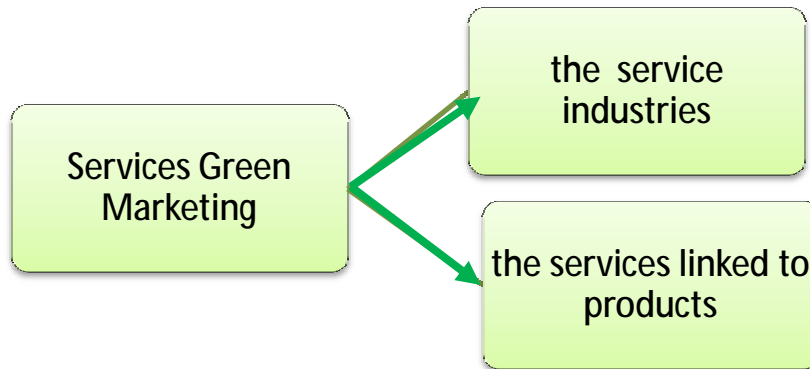
I-4-THE IMPORTANCE OF GREENING THE SERVICE FIELD

Numerous professionals agree that there is no doubt in the growing acceptance of green initiatives in the service sector, as more and more service businesses are

beginning to see how cost-effective such initiatives are in terms of cost control, greater profitability and investment in building customer loyalty.

When it comes to services in green marketing, we can distinguish between two main applications, as we see in (figure2) :

Figure 2: Types of Services influenced by green marketing



Source : Authors treatment.

- The application of green marketing in the service industries, e.g, the health care field ;
- The application of green marketing in the services linked to products that businesses offer as a complement to, or substitute for, certain tangible products within the context of reducing the consumption of material products and, in turn, reducing the use of resources and the generation of waste , e.g , theafter sales services .

Regardless of the fact that services are basically a process, intangible and cannot be stored, the service industries can nevertheless have a great impact on the environment. This results from the fact that the provision of most services involves physical components, uses resources and generates waste. If we add to this the fact that the service industry accounts for a very large share of the GDP of advanced economies, it becomes evident that green marketing deserves a special place in the service trades, « TOURISM » included.

I-5-HOW TO GREEN THE SERVICE FIELD

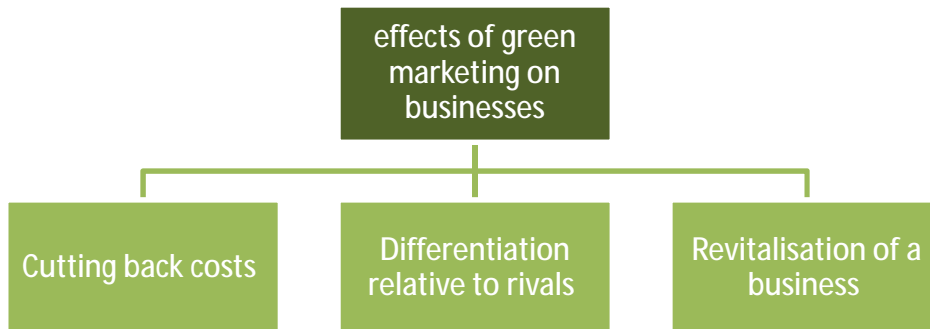
Green marketing is generally implemented in practice through the application of environmentally acceptable strategies, the key components of which are:⁶

- Creating and developing environmentally sensitive market segments;
- Systematically monitoring, evaluating and auditing all market activities and all product lines, based on the latest environmental requirements and standards;
- Redefining quality strategies and product packaging;
- Redefining strategies of promotional activities and communication with market and the public at large, with environmental groups and organisations, with individual countries, etc ;

- Creating new environmental standards and launching new environmental initiatives;
- Embracing environmental forms of product labelling.

For the most part, the above strategies can also be applied to tourism, that is, to tourism-supply providers, as can the three major effects of green marketing on businesses as reported by Polonsky and Rosenberg:⁷

Figure 3 : The Green Marketing Effects .



Source : Authors treatment.

1. Cutting back costs : The greening of production processes often results in the more effective use of resources and, through this, to changes in cost patterns.
2. Differentiation relative to rivals : By offering new products on new markets and/or creating value added for existing products, a business may gain access to new market segments, enhance customer loyalty, and increase profitability – in other words, improve its relative position on the market.
3. Revitalisation of a business : A business can use the greening process as an opportunity to revitalise its product, as well as its overall corporate strategy, culture, mission, vision, etc. by applying the guidelines and rules of green marketing.

The application of green marketing calls for a pro-active approach towards :

- ü customers ;
- ü stakeholders in tourisme ;
- ü legislator.

To gain all the strategic advantages that green marketing has to offer requires the willingness to rethink the very foundations on which the mission, vision, strategy and goals of a business are based. This entails commitment and focus not only from top management but also from each individual within a business. This applies equally to all businesses within the aggregate that comprises tourism supply, considering that the tourism product offering is based on the principle of aggregate supply referring to individual partial products with regard to both material and immaterial integral tourism products, thus implying the level of a spatially encompassed tourist destination, i.e., a locality, place, area or a region.

To achieve the objectives of green marketing it is necessary to encourage changes with a wide range of people that is, to create a critical mass, because it's mainly about the small individual contribution that, with creating a synergistic effect, leads to major changes. Carefully designed and credible environmentally oriented marketing communication has the key role therein.

In view of the specific issues that are at the core of green marketing, as well as specific goals, strategies and characteristics of the primary target segment that its activities are oriented at, we can state that green marketing represents a variant of marketing that should be implemented in green tourism. The role of green marketing in green tourism is primarily derived from the fact that green marketing has at its disposal the knowledge referring to environmental awareness, ways of enticing and raising this awareness, as well as its operationalization in terms of relevant environmentally oriented behaviour. Such environmentally oriented behaviour refers both to the choice of destination and type of tourism, and the behaviour during one's stay and travel to the tourist destination.

II. GREEN TOURISM

II-1-WHAT IS GREEN TOURISM ?

Climate change and environmental problems have become one of the most important challenges on a global scale. This can be noticed also in tourism. Tourists' behaviour is rapidly changing, tourists have been increasingly seeking green, responsible destinations. Therefore, the role of Green Tourism is becoming more and more important. Embraced in the sustainable-green story, Green Tourism offers a responsible approach to nature and environment where tourists can admire unique landscapes and cultural heritage and at the same time enjoy in relaxation enabled by the beautiful nature and outdoor activities.⁸

Tourism in the green economy has many names such as : Responsible, Ethical, Environmental, Eco-Friendly Eco-tourism, ...etc , and it refers to tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural, and environmental contexts in other word it's a "sustainable tourism".

- ✓ Definition of Sustainable Tourism ;According to (UNEP, UNWTO 2005) : Sustainable tourism is tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. It is not a special form of tourism; rather, all forms of tourism may strive to be more sustainable.⁹
- ✓ Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

II-2-THE DIFFERENCE BETWEEN « ECOTOURISM » AND « SUSTAINABLE TOURISM »

As mentioned above, there are multiple names to refer to green tourism , but as much as they have a huge overlap , a clear distinction should be made between the concepts of « ecotourism » and « sustainable tourism »:

- ü “ The term ecotourism itself refers to a segment within the tourism sector with focus on environmental sustainability, while the sustainability principles should apply to all types of tourism activities, operations, establishments and projects, including conventional and alternative forms”.¹⁰
- ü The term sustainable tourism describes policies, practices and programmes that take into account not only the expectations of tourists about responsible natural resource management (demand), but also the needs of communities that support or are affected by tourist projects and the environment (supply).

II-3-THE GREEN TOURISM PRINCIPLES

Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

And we can summarize these aspects as follows:

1) The Environmental Aspects :

- Make optimal use of environmental resources that constitute a key element in tourism development ;
- Maintaining essential ecological processes ;
- Helping to conserve natural resources and biodiversity.

2) The Socio-Cultural Aspects :

- Respect the socio-cultural authenticity of host communities ;
- Conserve the communities built and living cultural heritage and traditional values ;
- Contributing to inter-cultural understanding and tolerance.

3) The Economical Aspects :

- Ensure viable, long-term economic operations ;
- Providing socio-economic benefits that are fairly distributed to all stakeholders;
- Providing stable employment and income-earning opportunities and social services to host communities ;
- Contributing to poverty alleviation.

II-4- THE GREEN TOURISM REQUIREMENTS

To successfully go green in the tourism field some basic requirements must be adhered to :¹¹

- 1) Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building.

- 2) Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.
- 3) Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

II-5-THE BENEFITS OF GREEN TOURISM

Travel and tourism are human resource intensive, employing directly and indirectly 8% of the global workforce, It is estimated that one job in the core tourism industry creates about one and a half additional or indirect jobs in the tourism related economy. The greening of tourism, which involves efficiency improvements in energy, water and waste systems, is expected to reinforce the employment potential of the sector with increased local hiring and sourcing and significant opportunities in tourism oriented toward local culture and the natural environment. ¹² And we can say that there are three main benefits of green tourism As follows (figure 4) :

Figure 4: Green tourism Benefits



Source : Authors treatment.

1) Managing Business Better :

- Resource Efficiency :energy efficient and more climate sound ,e.g using renewable energy ;
- Waste Management e.gconsume less water;
- Future-proofing the business.

2) Social Responsibility & Equality :

- conserve biodiversity, cultural heritage and traditional values;
- support intercultural understanding and tolerance;

- generate local income and integrate local communities with a view to improving livelihoods and reducing poverty.

3) Providing an enhanced Quality Experience

- Making tourism businesses more sustainable benefits local communities, and raises awareness and support for the sustainable use of natural resources ;
- maintaining a high level of tourist satisfaction and ensuring a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

II-6-THE GREEN TOURISM MARKET

According to the statistics the tourism economy represents 5% of world Gross Domestic Product (GDP), while it contributes to about 8% of total employment. Tourism is one of five top export earners in over 150 countries, while in 60 countries it is the number one export. It is also the main source of foreign exchange for 1/3 of developing countries and ½ of least developed countries (LDC).¹³

Forecasts to the year 2020 predict growth in tourism in all regions of the world, with the strongest relative growth occurring in parts of the developing world. Although Europe, the Americas, and East Asia and the Pacific will account for 80 per cent of total arrivals, and thus continue to dominate in terms of volume, international tourist arrivals to Africa are forecast to grow, on average, by 5.5 per cent per year during this period and those to South Asia by more than 6 per cent, compared with a world average of just over 4 per cent.¹⁴

And (table 1) below summarises some of key volume and value figures for Africa :

Table 1: tourism statistics for Africa

Key volume	Value figures
Tourist arrivals	48.8 mn (in 2010)
Tourism receipts	US\$ 29,105 mn (in 2009)
Global share of tourists	5.2% (in 2010)
Jobs	Travel and tourism is expected to support directly 7,806,000 jobs (3.0% of total employment) in 2011
GDP	The direct contribution of travel and tourism to GDP is expected to be US\$ 76.5 bn (4.0% of total GDP) in 2011
Exports	Travel and tourism visitor exports are expected to generate US\$ 53.4 bn (8.2% of total exports) in 2011
Trends and outlook	According to the latest UNWTO barometer “Certainly, Sub-Saharan Africa should continue to benefit from the worldwide exposure during the FIFA World Cup last year, which provided an invaluable boost to the image not only of the host country, but also to that of other destinations in Southern Africa and even the rest of the continent. South Africa now has to prove its ability to capitalise on its improved infrastructure, increased self-confidence and the momentum generated by the megaevent. However, the immediate challenge is the consolidation of the results achieved last year”. (UNWTO 2010)

Source: unwto (2011), wttc (2011).

In the same regard and according to other statistics of these later years, “Green tourism” is in a parallel growth as a more developed approach of tourism. This growth is underpinned by the increase demand pushed by the previously mentioned reasons. ¹⁵ and some of the numbers are as follows :

- ü **World Tourism Organisation (2014)** : Sustainable Tourism anticipated to grow by 25% globally in the next 5 years – worth £250 billion p.a ;
- ü **TripAdvisor (2013)** : 79% of US travellers place importance on properties implementing eco-friendly practices ;
- ü **VisitEngland (2010)** : >50% of UK travellers would choose accommodation with a Green Award ;
- ü **World Travel Market (2014)** :
 - 86% of the travel trade said they consider sustainability to be important to their company ;
 - 36% of UK holidaymakers consider the environment and sustainability when making a decision about booking a holiday .

Conclusion

As a business philosophy, green marketing thus represents a specific way of devising marketing activities and implementation of adequate marketing strategies, tools and models for achieving the objectives of green tourism. If one accepts the above stated claim, it then follows that the best option would be to develop them in parallel, with concerted efforts of all the stakeholders. Making strategic decisions and plans in this sense implies joint strategic marketing efforts at the level of ecotourism destination and at the national level alike. The movement toward more sustainable tourism implies significant changes in the performance of conventional tourism, as well as growth and improvements in smaller niche areas centred on natural, cultural and community resources. The growth of the latter, as a proportion of the industry as a whole, may have proportionately higher positive effects on biodiversity conservation and rural poverty reduction; whereas the greening of conventional and mass tourism is likely to have its largest effects on resource use and management, as well as on increased economic spillovers and inclusion of disadvantaged populations.

And we can summarize the main recommendations, reached through this study as follows:

- The need to respond to the international standards of tourism development and the trend towards the implementation of green tourism for more sustainability ;
- The importance of coordination among the various stakeholders to promote the objectives of green marketing and green tourism ;
- To achieve a better approach to green tourism, the decision-makers should be sensitized to its characteristics and establish regulations and guidelines for the tourism sector workers to improve their ability to implement it ;
- The business in the tourism field must be well organized to prevent unfair competition;
- Countries who seek sustainable development through the adoption of green tourism should set strict controls to implement green marketing in the tourism field properly.

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