



وزارة التعليم العالي والبحث العلمي
المركز الجامعي أحمد بن يحيى الونشريسي تيسمسيلت



مجلة الاقتصاد الحديث والتنمية المستدامة

مجلة علمية دولية محكمة سداسية ومتخصصة

تصدر عن

مختبر الاقتصاد الحديث والتنمية المستدامة
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الاقتصاد الحديث والتنمية المستدامة



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مجلة " الاقتصاد الحديث والتنمية المستدامة " مجلة أكاديمية علمية دولية محكمة سداسية ومتخصصة، تصدر عن مخبر الاقتصاد الحديث والتنمية المستدامة لمعهد العلوم الاقتصادية والتجارية وعلوم التسيير بالمركز الجامعي تسمسيت، وتتناول القضايا والموضوعات بمجال علوم التسيير والتجارية والدراسات الاقتصادية. ويأتي إطلاق المجلة في إطار الاهتمام المتزايد بالبحث العلمي والتعليم الجامعي بالمركز الجامعي تسمسيت، عن طريق نشر الدراسات الجادة والتميّزة ذات الطابع الاستراتيجي في مجال إدارة الأعمال والتسويق والدراسات الاستراتيجية بالإضافة إلى الدراسات الاقتصادية الكمية والمتخصصة، على أن تستند الدراسات المنشورة إلى معايير نشر علمية دقيقة وذلك بمشاركة أبرز الأكاديميين والباحثين في الجزائر والعالم العربي وباقي دول العالم.

ثانياً: أهداف المجلة.

- تسليط الضوء بشكل علمي على المواضيع والقضايا ذات الطابع الاقتصادي البحت الخاص بالجزائر وباقي دول العالم.
- تشجيع البحث العلمي في الجامعات الجزائرية وباقي الجامعات في دول العالم، وإتاحة الفرصة للباحثين لنشر بحوثهم وإنتاجهم العلمي.
- الإسهام في إثراء البحث العلمي في مجالات علوم التسيير والعلوم التجارية والاقتصادية، من خلال نشر البحوث والدراسات النظرية، الكمية والميدانية.
- استشراف القضايا المستقبلية المرتبطة بالجزائر، والدول العربية، وبقية دول العالم.
- التركيز على الدراسات الاستراتيجية الآتية، والمواضيع الحديثة المحتملة في مختلف اهتمامات الباحثين المنتمين للمجلة وغيرهم من الباحثين عبر مختلف أنحاء الوطن والعالم.
- الإسهام في نهضة التعليم الجامعي وتطويره في الجزائر والعالم العربي.
- إطلاق طاقات الإبداع والتنافس العلمي، وفتح المجال أمام البحوث الأكاديمية الحقيقية.
- دعم المكانة العلمية والأكاديمية للمركز الجامعي تسمسيت وتوسيع آفاق البث العلمي.

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Sustainable Tourism Marketing

التسويق السياحي المستديم

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Abstract:

Recently, tourism has become an important economic sector and a major contributing driver of economy in many countries of the world, especially developing countries that looking for income diversification. Although the positive economic impacts of tourism development however, negative economic impacts are also apparent and significant which cannot be ignored as a result of over-dependence on tourism, for that reason the need to develop tourism sustainability has become primary concern. This paper aims to find forward ways and approaches that can be applied ensure sustainable tourism through marketing strategies, as understanding market needs, designing more sustainable products and identifying more persuasive methods of communication to bring behaviors change of related parties in tourism Marketing

Keywords: : Sustainable Tourism; Marketing

JEL Classification Codes: L83, M31

الملخص:

في الآونة الأخيرة، أصبحت السياحة قطاعاً اقتصادياً مهماً ومحركاً رئيسياً مساهماً للاقتصاد في العديد من دول العالم، وخاصة البلدان النامية التي تبحث عن تنويع الدخل. على الرغم من الآثار الاقتصادية الإيجابية لتنمية السياحة، إلا أن آثارها الاقتصادية السلبية واضحة أيضاً ولا يمكن تجاهلها كنتيجة للإفراط في الاعتماد على السياحة، ولهذا السبب أصبحت الحاجة إلى تطوير الاستدامة السياحية مصدر قلق رئيسي. تهدف هذه الورقة إلى البحث عن الطرق والمناهج التي يمكن تطبيقها لضمان السياحة المستدامة من خلال استراتيجيات التسويق، وفهم احتياجات السوق، وتصميم منتجات أكثر استدامة وتحديد طرق اتصال أكثر إقناعاً لإحداث تغيير في الاطراف ذات الصلة بتسويق السياحة.

كلمات مفتاحية: السياحة المستدامة، التسويق.

تصنيفات JEL: L83، M31

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1. INTRODUCTION

Recently, tourism has become an important sector around the world, it has an essential contributing in the economy for developing or developed countries at both. Although its vital role, it has subsequently raised several critical issues related to marketing of tourism. due to the over-developing on tourism marketing that focusing on raising tourists number for more benefit, tourism makers had an unbalanced review on marketing, this in turn has caused a many negative effects of tourism. what led to attract of harmful number of visitors. what draw attention to the need for balance in marketing and adapted it for create sustainable tourism , that has been affirmed as a new direction of tourism in the annual conference of UNWTO in 2017, but its application practice remains difficult. in this context, this issues open the discussion in how we improve marketing for achieving sustainable tourism despite the negative impacts of traditional marketing?, in other words, how we can adapted marketing with the principles of sustainable tourism? what should be in the mix? and what is the additional techniques and approaches can be used in the process? We will try to answer those questions through exploring literature reviews.

2. Tourism marketing; importance and impacts.

Tourism is an ancient phenomenon, when motivations to travel were related to religion, health and education. However, it was only after World War II that tourism started to spread and people started travelling for leisure¹. Today Tourism has become an important economic sector and a major contributing driver of economy in many parts of the world. Due to its important as an alternative economic has potential ability to activate the rest sectors. In addition it is also a resource of currency.

Figure 1: international tourist arivals by world region

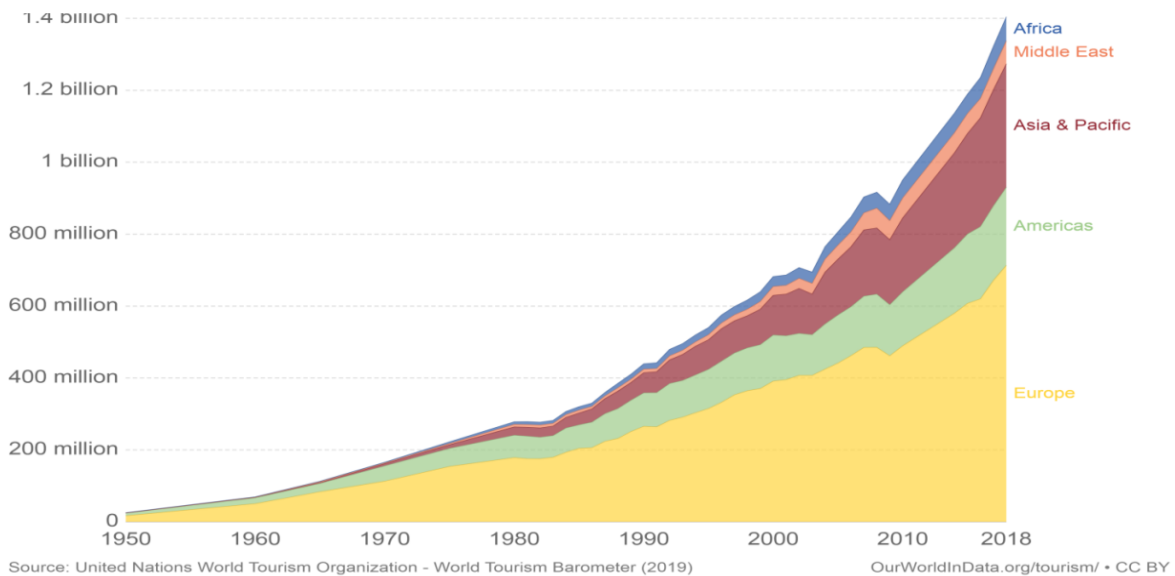
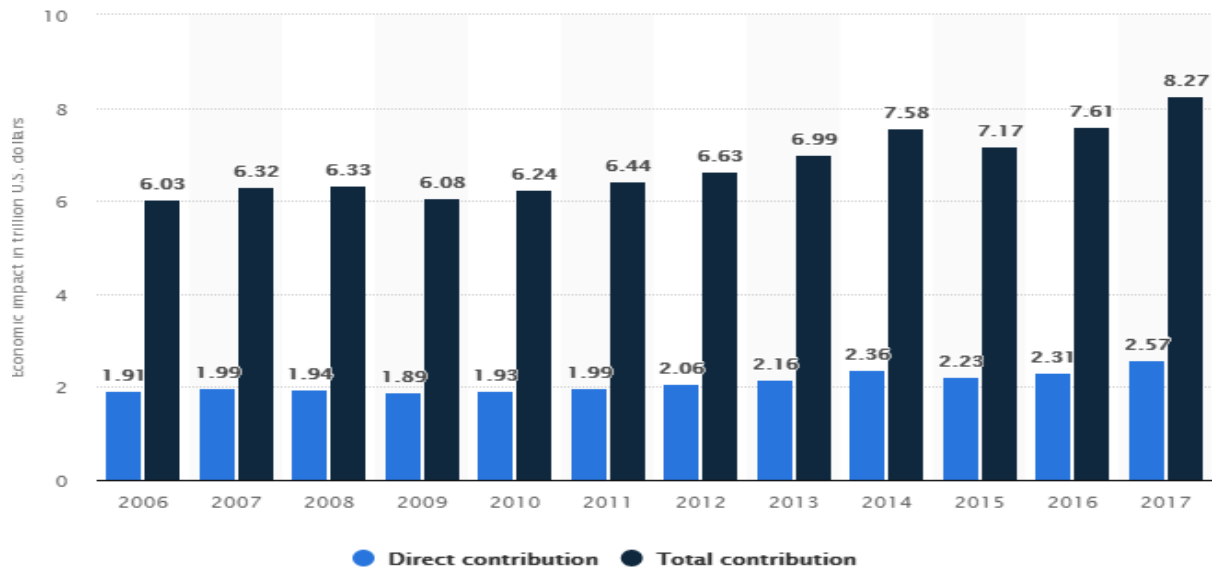


Figure2: Direct and total contribution of travel and tourism to the global economy from 2006 to 2017 (in trillion U.S. dollars)



Source: United national world tourism organization, from <https://www.statista.com>

According to the World Tourism Organization: ‘Tourism comprises the activities of persons –visitors - travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. This definition focuses on three basic concepts, travel, visitors and tourism, which is the result of interaction between travel and visitors².

Tourism has been developing over the past three decades due to in part to the marketer activities (the application of marketing in tourism), but in the recent years one of the key problems has been the narrow perspective of marketing adopted by the travel and the tourism sector, because they focus to equating marketing with promotion and to resolutely concentrate solely on the expansion of overall visitor numbers³. This in turn has caused environmental, social, cultural and economic negative impact. There is no little doubt that overzealous marketing by tourism organizations can result in the attraction of potentially harmful numbers in visitors⁴. In this context we must note that, tourism marketing is a result of marketing theories development⁵, it is represent the application of marketing techniques on the marketing tourism services to achieve profit focusing on further flows between the tourism industry and tourists, while neglecting some of the external factors of the social, cultural and political environment⁶.

The domain of tourism impact studies has evolved since the second world war, echoing the development of tourism, its characteristics and its perception. During the first phase (1960-1970) the emphasis of tourism impact studies was on the positive economic impacts of tourism. Tourism was mainly seen as a means to strengthen economies. In the 1970s and 1980s, the focus gradually shifted to the negative social, cultural and environmental impacts⁷, Earlier only a small segment of the world population was involved in tourism related activities but now tourism has emerged as a globally popular human activity with considerable social, cultural, political and economic consequences. Mass tourism bringing negative impacts to tourism⁸.

The negative economic impacts are also apparent and significant which cannot be ignored as a result of over-dependence on tourism.

2.1 Negative Environmental impacts on ecosystems:

The ecological impact of tourism usually effect ecosystems as a whole not only one entity⁹, we show the main of those impacts as fallow:

- a. **Depletion of natural resources:** In addition to pressure on the availability and prices of resources consumed by local residents such as energy, food and basic raw materials¹⁰. The main natural resources at risk from tourism development are¹¹:
 - Water resources: Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water, as well as generating a greater volume of waste water.
 - Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season than in the low season. High demand is placed upon these resources to meet the high expectations tourists often have.
 - Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing.
- b. **Pollution:** the tourism industry also generates considerable waste and pollution. Disposal of liquid and solid waste generated by the tourism industry has become a particular problem for many developing countries and regions that lack the capacity to treat these waste materials. Disposal of such untreated waste has, in turn, contributed to reducing the availability of natural resources¹². Apart from the contamination of freshwater from pollution by untreated sewage, tourist activities can also lead to land contamination from solid waste and the contamination of marine waters and coastal areas from pollution generated by hotels and marinas, as well as cruise ships. sewerage, solid waste, sediments and untreated chemicals often leads to the deterioration of coastal ecosystems, notably coral reefs, and thus degrades their value to tourism. Local air and noise pollution, as well as urban congestion linked to intensive tourism development, can sometimes even discourage tourists from visiting some destinations, including many natural world heritage sites¹³.

Clearly tourism can cause the same forms of pollution as any other industry¹⁴:

- Air pollution an noise as a result of all types of transport (air, roads, rail).

- Solid Waste and Littering due to the concentrations of tourist activities.
- Sewage; tourism equipment and constructions often leads to increased sewage pollution and infect seas and lakes in tourist attractions, damaging the flora and fauna.
- Aesthetic Pollution, often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large resorts of disparate design may look out of place in a natural environment and may clash with the indigenous structural design.

2.2 Negative socio-cultural impacts:

The historic and cultural heritage represent a main element in tourism industry, the degradation or destroying of them create obstacles to tourism attraction. Thus need more aware of tourism stakeholders including fundamentally communities¹⁵. Tourism has major effects on the cultural development of a society. The sudden and forced changes that it often brings can cause the complete breakdown of a society and may consequentially cause the loss of entire cultural tradition. It brings about changes in value systems and behavior of the people and cause changes in the structure of communities, family relationships, collective traditional life styles, ceremonies and morality¹⁶.

This implies a rapid loss of cultural identity and degradation of traditional values. It could lead to far-reaching negative impacts such as the breaking up of family and social cohesion. Destinations may lose its tourist appeal if there are social problems such as the commercialization of local cultures which lead to the lowering of that culture's authenticity¹⁷.

2.3 Negative socio-economic impacts:

The assessment of socio-economic impacts has become an important aspects in tourism specially when promoting tourism in rural and culturally sensitive areas¹⁸. The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Economic improvement is the primary motivation to promote a region as a tourism destination, because tourism can cause massive economic development. But it also has hidden costs with unfavorable economic effects. Rich countries usually profit more from tourism than poorer countries. Least developed countries are at least able to realize the benefits of tourism. Large-scale transfer of tourism revenues out of the host country and the exclusion of local businesses and products reduce the revenues of tourism which could otherwise benefit the local population¹⁹.

Tourism stakeholders should aware those impact and their responsibility on protect tourism through pursuing and adjust their activities accordingly²⁰.

The role of tourism, both the industry and tourists as consumers, in shaping or responding to competing global forces is important for a number of reasons, including on the negative side, tourism's contribution to global carbon emissions, its impact on Indigenous and heritage cultures, its impacts on nature, "traditional" landscapes and townscapes and, on the positive side, its role in fostering peace, transferring wealth, creating jobs and developing stronger inter cultural relations²¹. In this context Marketing is generally associated with competitive business strategy, short-termism, and a profit imperative, promoting consumer choice in a way that advocates the benefits of self-gratification and instant satisfaction, which seems at odds with the ideals of sustainability²².

3. Sustainable Tourism:

The sustainable tourism concept were evolved during the late 1980s and early 1990s in the line with growing



interest of sustainable development issues, and with growing recognition of the potential for tourism to have a negative impact on the environment and social fabric of destinations²³. Sustainable development is incorporated as an important starting point in contemporary policy and planning worldwide. This also applies to tourism, where the basic ideas of sustainable development were gradually translated into the concept of sustainable tourism development. The first ideas were introduced by Krippendorf (1984), and they were elaborated in the Brundtland report (World Commission on Environment and Development, 1987)²⁴.

At the beginning of XXIst century the idea of sustainable tourism has become more popular among public sector which is responsible for planning and strategy and also private, i.e. travelling and touristic enterprises²⁵.

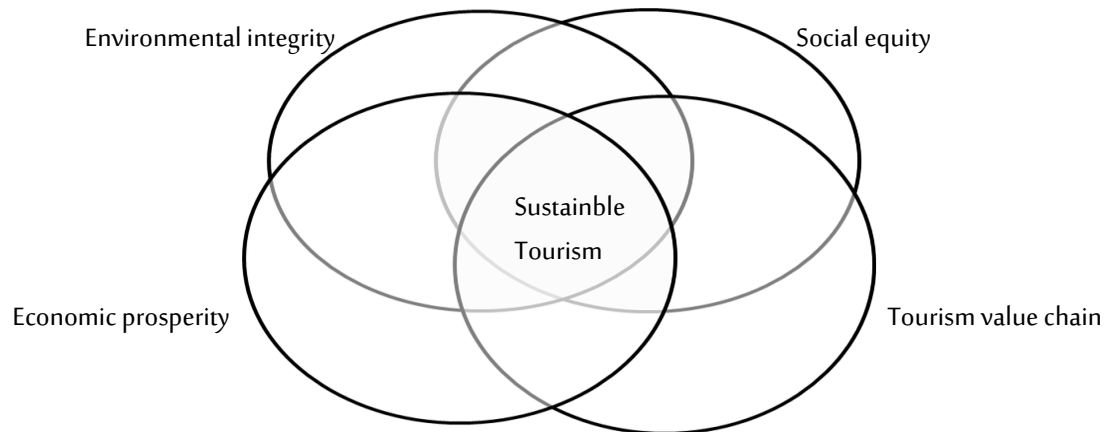
The journal of Sustainable Tourism defines the concept of sustainability in its simplest form as ‘a positive approach intended to reduce the tension and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers²⁶. The World Tourism Organization (WTO) prefers the following definition of sustainable development: Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems²⁷. While The opening editorial of the first edition of the Journal of Sustainable Tourism defines the concept of sustainability in its simplest form as ‘a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers²⁸.

Tourism is both desired and required by developed and by many developing nations to enable development and to achieve sustainable economic growth. Tourism is often cited as a “green” industry, and rightly so in the context of extraction-based alternatives. It is these paradoxes and contrasts particularly that pose an important set of challenges and opportunities for debate on sustainability issues in tourism marketing. The idea that tourism marketing and sustainability can perhaps learn from each other may appear counter-intuitive²⁹.

We define sustainability marketing as the application of marketing functions, processes and techniques to a destination, resource or offering, which serves the needs of the visitor and stakeholder community today and ensures the opportunities of future visitors and stakeholders to meet their needs in the future³⁰.

If a natural tourist attraction is to exist and be economically viable, it must embrace economic and social objectives and also incorporate the environmental issues in the context of economic and social wellbeing. From a marketing management viewpoint, environmental objectives should not dictate the agenda for tourism attraction provision and perspectives. Delivering a sustainable tourism service product will depend upon interactive management, planning and decision making and the implementation of a consistent service product to large groups of people in a well-managed way³¹.

Figure 3. Dimensions of sustainable tourism.



Source: A. Pomeroy, G. Noble & L.W.Johnson, Conceptualising a contemporary marketing mix for sustainable tourism, *Journal of Sustainable Tourism*, Vol.19, No.8, November 2011, P956.

As social cultural and economic forces affect in sustainable tourism as well as does the human elements has fundamental role in the process . in turn, will seem clearly in the tourism value chain provided, which has been intersect with the three sustainable development domains like we shown before³². The notion of value should be weighed in terms of not only its contribution to the individual consumer but also to overall environmental integrity, social equity and economic prosperity. Sustainable tourism must seek to reduce the harm that is simultaneously created along with value for the tourist³³.

Sustainable tourism should be³⁴:

- a. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- b. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- c. Ensure viable, long-term economic operations, providing socio economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

In addition the aim of sustainable tourism can be achieved Also by³⁵:

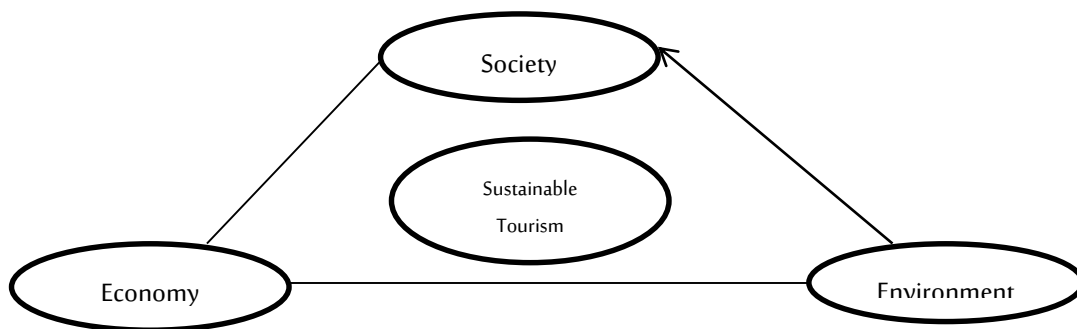
- a. coordination of all parties interested in developing of tourism in the region;
- b. inventory of area tourism product;
- c. consideration of the interests of local communities and the environment in shaping the tourism product and marketing activities;
- d. assessment of marketing and product perception by potential buyers;
- e. developing a vision, mission and framework marketing plan activities for the duration of the strategy;
- f. developing a common brand of region;
- g. developing tools to evaluate progress in implementing the strategy.

4. Sustainable tourism marketing;

Generally, marketing is the only proven management strategy “for influencing customer behavior, designing and communicating product benefits, and ensuring high quality and value for money in the delivery of products”. The tourism industry’s well-established global marketing channels offer an unprecedented opportunity for reorienting demand towards more sustainable forms of tourism, and possibly radically altering tourists’ consumption patterns³⁶. It is both despite and because of the inherent difficulties in reconciling sustainability issues with marketing theories, strategies and practices in a tourism context, but the wider literature attests to the potential role of marketing to understand and encourage consumer behaviour that is more sustainable, create and promote more sustainable tourism offerings, and ensure that tourism businesses operate in a more ethical way, congruent with the concerns of all stakeholders³⁷. In order to assign the appropriate role for marketing in sustainable tourism then, it is necessary to review the marketing applies and the new concept of it.

Kotler defined sustainability in marketing as: “the organization’s task is to determine the needs, wants and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the customers’ and the society’s wellbeing”³⁸. Sustainable marketing tourism is the improvement in the traditional techniques of marketing for adapted them with the sustainable development principles. Simply, it is the practice of traditional marketing with taking in consideration the cultural, social, environmental and economic factors in the process, while the human power represent a dynamic element creates the spirit of the sustainable in the tourism marketing toward sustainable development as a whole.

Figure 4: Sustainable Marketing Tourism Model.



Source: Ute Jamrozky, marketing in tourism: a paradigm shift to sustainability, international journal of culture, tourism and hospitably research, vol1, no2, 2007, P124

As the figure above shows, sustainable marketing depend to three basic pillar have a strong harmony among them. For sustainable tourism marketing, the process should be started from society through more promotion efforts for creating awareness in community (local community or visitors community) about sustainable ideas in marketing, this helps also in raising the demand of sustainable products, protect the society, Preserve its culture and identity as well heritage sites, this will led to provide a convenient climate to deal with the economic practices of tourism marketing, that must took in consideration protect environment, which is create balance between all stakeholders in tourism industry. This process achieve sustainability in tourism if it focusing on expansion sustainable marketing mix, new developed techniques and approach in marketing as we will explain in fallow.

4.1 Sustainable tourism marketing mix:

Marketing mix is satisfied tool to influences customer demand of purchasing products or goods³⁹. Although the traditional four P's consist of product, price, place and promotion, the mainstay of general marketing texts since the 1960s, was designed with manufactured products in mind⁴⁰ by McCarthy, As tourism typically consists of a product/service mix of tangible and intangible components, they can not be adapted with it. three more elements were added, people, process and physical evidence, proposed by Booms and Bitner in 1981 and later on Morrison in 2009 added three more partnership, packaging and programming⁴¹.

a. Product:

Considers how marketers have a responsibility to design products that are more sustainable, but that are sold to consumers based on other decision-making attributes. One example is the difference between selling travel by train instead of flying, based not on its smaller carbon footprint but on convenience. The purpose here is for businesses to take responsibility to normalize the consumption of products with more sustainable features, through a better understanding of market needs and the marketing skills required to survive in a market-based economy. This approach is driven by customer-relevant sustainable product design and places the responsibility for sustainable tourism marketing with the producer and not the market. Many consumers feel it is the responsibility of tour operators and destinations to become more active in ensuring sustainability. As such this approach focuses on finding methods to make sustainable products more appealing to the marketplace, or to introduce sustainability features to the products currently bought by the market, without negatively affecting demand. This requires a greater commitment from suppliers, as the business case cannot often be made internally on the basis of accessing new target markets, and instead the focus is on business resilience and reputational risk management⁴².

It is becoming more apparent that while tourists may not yet be demanding green tourism products en-mass, they do not return to destinations that fail to offer environmental quality as part of the tourism experience. As the presence of destinations with outstanding environmental quality diminish on a global scale, those places incorporating sound environmental practices into their management systems will most certainly have a competitive advantage in the tourist marketplace⁴³. In response to this challenge, a growing number of tourism associations are promoting customized programs to their members. These collective programs are designed to fit within the economic thresholds needed for their feasible implementation. Initiatives such as sector-based codes of sustainable conduct, as well as environmentally friendly product purchasing programs are tangible examples of the industry's commitment to creating more sustainable forms of tourism⁴⁴.

The product dimension to achieve more sustainable tourism involves both⁴⁵:

- developing products which are more sustainable in nature trough encourage innovations.
- conservation holidays.
- vacation packages using public transport rather than private cars.
- small-scale rural community-based tourism initiatives -moving away from offering products which are intrinsically not sustainable.
- Destinations with poor environmental standards where inappropriate development is taking place holidays on which tourists consume too many local resources which may be in short supply, such as water, wood etc.



- b. **Price:** a major factor to influence the demand, brand and image of a product⁴⁶. For sustainable tourism development, the price paid by the tourist should cover the full cost of their holiday. The cost must also be high enough to⁴⁷:
- Ensure a satisfactory experience for the tourist.
 - Provide a satisfactory level of profit for the tourism industry.
 - Generate an appropriate level of benefits for the host community.
 - Cover costs involved in putting right any damage caused by the tourist to the environment.
 - Pay for the resources consumed by the tourist.
 - The principles of sustainability also mean ensuring that the tourists feel they have received value for money, rather than leaving them with the idea that they have been exploited and the Premium pricing.
- c. **Place:** A range or independent organizations supportive to make product and service ready for consumption⁴⁸. It is distribution channel for tourism industry, products or services accessibility. Alternative transportation or traveling method would will reduce environmental impact for sustainable (place/distribution) such as walking, traveling by boat, using local bus or train⁴⁹. So, it refers to the location at which any service component the subject of the marketing campaign will be delivered. Place also refer to the channels of information that are used to disseminate the message⁵⁰.
- d. **Promotion:** Focuses on four key elements, Advertising, Sales promotion, Personal selling, Public relations⁵¹:
- Advertising: is any paid form of non-personal communication through the media which details product that has an identified sponsor. The media may include travel guides, newspapers, magazines, radio, tv, direct mail and billboards.
 - Sales promotion: involves any activity that offers an incentive to induce a desired result from potential customers, trade intermediaries or sales force.
 - Personal selling: is an attempt to gain benefit through face to face or telephone contact between the sellers representative and those people with whom the seller want to communicate.
 - Public relations: achieves coverage in mass medium and that is not paid for by the source, it is important not only in obtaining editorial coverage but also in suppressing potential bad coverage. An organization that has good links with the media is more likely to have the opportunity to stop or moderate news that could be damaging to their organization prior to its release .it can provide and enhance an organizations image.
- e. **People:** People include all human actors who play a part in the delivery of services and thus affect the perception of buyers. generally it cannot be separated them from the total service. So the appearance, skills, and attitude of all the persons involved in the tourist's experience requires a first class service since this impacts on the overall satisfaction of the customer and enhances the tangibility of the product-service combination⁵².
- f. **Process:** includes procedure that how activities and mechanism of product delivery takes place. Contemporary trends of digital booking, environmental accounting, use of solar energy, transport mode of

low carbon emission and recycling are some of examples. Motivating tourists to participate in activities which reduces environment footprints like reduction water usage and reusing linen can be useful for sustainability of tourism industry⁵³.

- g. **Physical evidence:** Consists of the “environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service”⁵⁴ . It provides ease for tourist as well as employee and ensure the efficient delivery and consumption of service. while sustainability is important component of destination image and significant tourist traffic trend is towards to more environmental friendly areas in contemporary⁵⁵ . Organization physical evidence management should reflect business purpose on natural resources conservation or natural resources consumption described local socialization and civilization such as using coconut lamp as interior decoration, using handmade textile covering table or decorate places, etc⁵⁶.
- h. **Packing:** Packaging is combination of element that related services and tourism which offer one price or bundling travel and tourism service. Packaging is proposed a convenience to tourists and services/businesses advantage competitive environment⁵⁷ .
- i. **Programming:** provides the provisions of events, programs and other activities to enhance tourist traffic and their spending at destination. These events can create infrastructural thrust on destination by implementation of carry capacity concept⁵⁸ .
- j. **Partnership:** Partnership is a component that is associated with the concept of collaboration and network development refers to the interaction between the various groups that have been involved in the travel business. Partners will influence the success of the design activities and tour packages. Alliance for sustainable development took place from the development of the tourism value. Partners helps to promote awareness of environmental and social such as airline business, credit card business, hotel, etc. This will cause accessibility to customer/ travelers database or information more potential⁵⁹ .

4.2 Marketing techniques and approaches for sustainable tourism:

a. Market segmentation:

Market segmentation is vital to the tourism industry by having market segmentation, proper marketing strategies can be established for the targeted segment, it allows tourism makers and stakeholders to study the opportunities for competitive advantage in the marketplace⁶⁰. While all tourists are different, some are more similar to each other than others: many people enjoy culture tourism, many tourists like to ski during their winter holiday and many tourists require entertainment facilities for children at the destination. Acknowledging that every tourist is different and that tourism industry cannot possibly cater for each individual separately forms the basis of market segmentation⁶¹ . Much effort has gone into identifying market segments that have pro sustainability values, beliefs and behavioral intentions, and finding persuasive methods to convince consumers in general to buy products identified as sustainable specifically because of such characteristics. Researchers are beginning to apply innovative psychological and sociological techniques to improve our understanding about the paradox between what consumer’s state as their preferences, attitudes and intentions, and their actual behavior as tourists, in order to identify market segments that are willing to purchase more sustainable products or behave in a more environmentally friendly way while on holiday⁶².

b. Social marketing:

The term social marketing was first coined (Kotler & Zaltman, 1971), it has been applied in various fields such as public health, family planning, driver safety smoking prevention, waste recycling, and environmental protection⁶³. Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society as well as the target audience⁶⁴. According ISMA/ESMA/ISMA⁶⁵ definition (2013): "Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good"⁶⁶. In essence social marketing approach requires tourism organizations to give greater consideration to segmenting their market with a view to concentrating on these categories of visitor that are not only economically attractive, but also likely to be susceptible to messages aimed at encouraging them to adopt sustainable behaviors. Social marketing can in addition help tourism organizations to frame these messages in the manner most likely to elicit the behavioral response required⁶⁷. The exploration of social marketing in the tourism field began with Bright's (2000) article published in the Journal of Leisure Research, he claimed that social marketing is consistent with the social welfare philosophy that drives the work of public recreation professionals, implying that there is a natural fit between tourism and social marketing, given that tourism is one form of recreation⁶⁸. In the same year Dinan and Sergeant proposed that could be used social marketing mix to influence behavior of the least segment sustainable tourists. Also, Buhalis argued that "if tourism is to survive by generating satisfaction among interacting tourists and hosts, it must adopt societal marketing strategies"⁶⁹. Colin Michael Hall shows that there is three approach (traditional, convergent, systems), to use social marketing, and he discussed what kind of social marketing can be used for sustainable tourism. If a "traditional" social marketing approach is adopted by organizations, including government agencies, commercial criteria such as brand awareness and reach, will likely be used as primary indicators of a successful intervention. In contrast, the "convergent" and "systems" approach tends to put much more emphasis on actual behavior change, as well as on indicators of intentionality⁷⁰.

c. Ethical marketing:

Introducing ethical values in communication strategies aims the consumer's higher needs and his post-purchase behavior. Thus, the effects that can be considered are brand recognition, valuing it and, ultimately, loyalty to the brand⁷¹.

d. Corporate Social responsibility(CSR):

CSR is the business' contribution to sustainable development. Through the five most common dimensions of CSR: stakeholder dimension, social dimension, economic dimension, voluntariness dimension and environmental dimension⁷². In essence, it is an approach to business administration where, in addition to the more traditional issues of profitability and other shareholder concerns, closer voluntary consideration of ethical, social and environmental issues as well as the organization's varied stakeholders is taken in operations and value creation. The implementation of CSR in tourism corporate and agencies helps on achieving good and right practices in marketing tourism toward sustainability. It is a necessary part in sustainable tourism industry⁷³.

e. Integrated marketing communication(IMC):

Integrated marketing communication represents the planning, creation, integration and implementation of all contact points which a consumer has with a certain brand, as potential distribution channels, for messages which

may influence directly or indirectly the purchasing process⁷⁴. It is one effective branding strategic tool heritage site administrators may use in building a brand image is through Integrated Marketing Communications (IMC). This communication strategic tool unifies a promotional mix to deliver maximum communication influences to target audiences⁷⁵. Communication provides source of information and largely influences visitors' behavior. Potential visitors receive messages from all sorts of sources such as the destination itself, mass media, and travel operators or exhibitions. They react to these messages by forming motivations, positive expectations, and finally a decision to travel⁷⁶. Because tourism industry composed of many complex interactions need more efforts to organized and making strong harmony to realise sustainability in tourism, it seems that IMC provide this concern, through using traditional and recent tools in tourism promotions, it gathering and uniting all those marketing efforts for get the final goal (sustainable tourism).

CONCLUSION

As a result, there is no little doubt that marketing represent main pillar in sustainable tourism industry, also it is the first responsible in the process success, not only that, it express the real sustainable practices, and embodies them in fact through the an sustainable mix (product, price, place, promotion, people, process, physical evidence, partnership, programming, packing). Finally, this research paper recommends the following:

- The importance of using tourism marketing to support the tourism sector.
- Using a sustainable marketing mix that supports the continuity of the tourism activity.
- Market segmentation in order to more regulate tourism activity and its requirements.
- Using the three basic pillars in sustainable marketing for sustainable tourism towards sustainable development that are should be harmonic which form sustainable tourism triangular (Social Marketing – Social Responsibility and Integrated Marketing communication).

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