

Understanding the Sustainable Development of Tourism

4

Marketing for Sustainable Tourism

Contents

The role of marketing in sustainable tourism	4
Sustainable tourism marketing strategies for DMOs	8
Sustainable marketing strategies for tourism firms	12
Monitoring and evaluation by tourism firms	21

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

Copyright © Goodfellow Publishers 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

4

Marketing for Sustainable Tourism

Tracey Firth

Rationale

The aim of this chapter is to introduce and discuss sustainable tourism as applied to tourism and hospitality marketing. Students will explore the ways in which tourism and hospitality marketing can play a more responsible part in tourism sustainability. 'Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others' (Kotler et al., 2005: 13). It is concerned with determining consumer needs and preferences, creating appropriate products, communicating information about products to consumers and advertising their benefits, in a sustainable manner. The knowledge, ethics and attitudes of stakeholders can have a major effect on the achievement of sustainable tourism objectives within individual businesses and within the broader tourism destination.

For tourism development to have sustainable outcomes, business operations must be sustainable. Sustainable development for business means 'adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future' (IISD (Institute for Sustainable Development), 1994: 4). This chapter identifies how tourism marketing activities can contribute to the development of sustainable tourism.

Learning outcomes

After the completion of this chapter the student should be able to:

- ◆ Apply the principles of sustainable tourism to the marketing of tourism
- ◆ Identify sustainable tourism marketing practices from the destination management organisation perspective
- ◆ Identify sustainable tourism marketing practices from the tourism business perspective
- ◆ Understand how the principles of sustainable tourism can be incorporated into the Strategic Marketing Systems model
- ◆ Understand how market intelligence and market research can be used to monitor and evaluate destination and enterprise performance in progressing towards the achievement of sustainable tourism marketing objectives.

(Luger, 2001). This means that businesses must identify which segments are most appropriate based on their travel behaviour including the types of products and services they demand, the timing of their visit and the duration of their stay. These factors must correspond with the resources available at the destination.

Industry insight – The Green Passport Campaign

The Green Passport Campaign is an initiative of the International Task Force on Sustainable Tourism Development aimed at accelerating the global shift towards sustainable consumption and production. The Green Passport website introduces travellers to some of the things they can do to help make tourism a more sustainable activity.

(<http://www.unep.fr/greenpassport/>)

Product strategy

Product 'comprises the designed shape or form of a service offer, or product characteristics, that a business offers to targeted customers' (Middleton and Hawkins, 1998: 111). In travel and tourism, products have to be understood at two levels: first, the overall tourism product comprising all of the product/service elements a visitor consumes from the time they leave home to when they return; and second, specific, mainly commercial products, which are components of the overall tourism experience and which may include accommodation, transport, food and beverage, and attractions.

The essence of marketing is to design a product to fit the market. A product strategy is 'concerned with the offering of a range of different products and services to satisfy market needs' (Lewis *et al.*, 1995: 79). The growing number of green and ethical traveller websites suggests that there is a growing demand for quality tourism products that are sensitive to their surrounding cultural and physical environments. This in turn has led to the emergence of a variety of green tourism accreditation schemes for tour operators and accommodation providers such as Green Globe, the Green Tourism Business Scheme, Ecolabel and the Green Key programmes. These schemes aim to formally recognise those tourism organisations that are actively committed to the protection of the environment. Tourism organisations should consider how their product strategies can lead to the development of more sustainable tourism products that meet the criteria of these accreditation schemes so that they can achieve the benefits that come with a positive environmental image allowing them to capitalise on growing consumer demand for sustainable tourism products.

Chapter extract

**To buy the full file, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=234)

[oryID=234](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=234)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com