

Economics and Business Quarterly Reviews

Amoiradis, C., Velissariou, E., & Poullos, T. (2023). Overview of Sustainable Development and Promotion in Tourism. *Economics and Business Quarterly Reviews*, 6(3), 14-26.

ISSN 2775-9237

DOI: 10.31014/aior.1992.06.03.516

The online version of this article can be found at:
<https://www.asianinstituteofresearch.org/>

Published by:
The Asian Institute of Research

The *Economics and Business Quarterly Reviews* is an Open Access publication. It may be read, copied, and distributed free of charge according to the conditions of the Creative Commons Attribution 4.0 International license.

The Asian Institute of Research *Economics and Business Quarterly Reviews* is a peer-reviewed International Journal. The journal covers scholarly articles in the fields of Economics and Business, which includes, but is not limited to, Business Economics (Micro and Macro), Finance, Management, Marketing, Business Law, Entrepreneurship, Behavioral and Health Economics, Government Taxation and Regulations, Financial Markets, International Economics, Investment, and Economic Development. As the journal is Open Access, it ensures high visibility and the increase of citations for all research articles published. The *Economics and Business Quarterly Reviews* aims to facilitate scholarly work on recent theoretical and practical aspects of Economics and Business.



ASIAN INSTITUTE OF RESEARCH
Connecting Scholars Worldwide

Overview of Sustainable Development and Promotion in Tourism

Christos Amoiradis¹, Efstathios Velissariou², Thomas Poulis³

¹ University of Thessaly, Volos, Greece, amic@teilar.gr

² University of Thessaly, Volos, Greece, belissar@uth.gr

³ University of Thessaly, Volos, Greece, thomaspoulis@uth.gr

Correspondence: Christos Amoiradis, University of Thessaly, Volos, Greece, amic@teilar.gr

Abstract

The concept of sustainable tourism has evolved over the years, emphasizing the need to balance the requirements of tourism with the responsible use of resources. This paper provides an overview of sustainable development in tourism, focusing on its importance and the impacts it has on the environment, society, and the economy. The article explores the environmental, social, and economic needs that drive sustainable development in tourism. It discusses various dimensions of sustainable development, including global governance, infrastructure management, biodiversity management, supply chain management, waste management, natural resource management, and socio-cultural management. The article also highlights the promotion of sustainable development in different sectors of tourism, such as destination management, tour operators, accommodation, transport, and visitor attractions. Finally, it presents frameworks for promoting sustainable development, including encouraging sustainable consumer behavior and implementing sustainable tourism certifications. Overall, the paper emphasizes the significance of sustainable development in tourism and provides insights into its various aspects and implementation strategies.

Keywords: Sustainable Development in Tourism, Sustainable Tourism Promotion

1. Introduction and Overview

The concept of sustainable tourism has evolved over the past 50 years and continues to develop. The incorporation of sustainability and sustainable development principles in tourism has allowed destinations to better meet developmental demands. This integration involves balancing the necessary requirements of tourism, such as improved accommodations and infrastructure, with the sustainable utilization of available resources (Weaver, 2006). However, tourist needs are diverse, and it is essential for each destination to understand the different groups or segments of tourists and their specific requirements in order to promote tourism effectively (Vijayanand, 2013). The need for sustainable development in tourism can be understood by examining its impacts on the environment, society, and the economy, as outlined below.

2. The Importance of Sustainable Development in Tourism

Tourism infrastructure plays a crucial role in the success of a region's tourism industry. It encompasses the development and utilization of existing resources at tourist destinations. Sustainable development of tourism involves the responsible use of these resources to meet the current and future needs of tourists (Jovanovic & Ilic, 2016). Bin, Suocheng, & Mei (2008) emphasize that sustainable development in the tourism industry is a driving force that can contribute to the socio-economic development of a region. It transforms traditional growth patterns to achieve a harmonious relationship between tourism expansion and an environmentally friendly society. The need for sustainable development in tourism can be understood by examining its impacts on the environment, society, and the economy, as outlined below:

2.1 Environmental Needs

Sustainable development in tourism is based on a strategy of supply-led growth. The United Nations Conference on Trade and Development (UNCTAD, 2013) reported that this approach facilitates the sustainable growth of tourist destinations while prioritizing the integrity of the ecosystem. Sustainable development ensures that the ecosystem's capacity is not compromised by the demands of tourism. Instead of pursuing commercial exploitation, destinations focus on their carrying capacity to control environmental damage and ensure long-term sustainability. Chiutsi, Mukoroverwa, Karigambe, and Mudzengi (2011) suggest that sustainable tourism development is crucial for adhering to national environmental conservation standards, which encompass factors such as air quality, drinking water, noise control, and proper wastewater treatment. Furthermore, sustainable development safeguards the environment and protects unique species that are native to tourist regions. It enables local communities to derive economic benefits from these natural resources while also preventing the invasion of alien species resulting from unsustainable tourism growth.

2.2 Social Needs

Unsustainable tourism growth creates challenges in terms of providing opportunities for local community members. Sustainable development in tourism is necessary to foster healthy families with access to employment, improved health, recreational activities, and educational opportunities (Carr, Ruhanen, & Whitford, 2016). It also helps address potential conflicts between the influence of foreign cultures brought by tourists and local traditions (Bin et al., 2008). Positive impacts of sustainable tourism practices include the promotion of cultural ecotourism, where tourists can experience traditional hospitality alongside modern regional growth (Mowforth & Munt, 2015). Sustainable development ensures that tourism planning aligns with the existing culture and political conditions of the region. This enables policymakers to develop cautious approaches when organizing cultural tours within different communities, thus promoting social stability and harmony (Reggers, Grabowski, Wearing, Chatterton, & Schweinsberg, 2016).

2.3 Economic Needs

Unsustainable tourism development can lead to environmental degradation and depletion of natural resources. These negative consequences hinder the region's ability to provide widespread economic benefits in the long run (Alarcón et al., 2013). When tourism grows beyond the region's capacity, it can have a significant impact on the economy, particularly on tourism-related activities such as trekking, mountaineering, and expeditions (Maikhuri, Rana, Rao, Nautiyal, & Saxena, 2000). Sustainable development in tourism is essential to manage excessive tourist activities that may negatively impact the region's resources (Eagles, 2002). By effectively managing sustainability, regions can conserve the environment and promote natural regeneration, thereby attracting more tourists. Furthermore, increased sustainable tourism development creates direct employment opportunities and enables local community members to benefit from rental accommodations, improved infrastructure, increased sales of handicrafts and local products, and overall economic growth. These economic benefits enhance living conditions and contribute to the rural sector's development (Law, De Lacy, Lipman, & Jiang, 2016; Tavallae, Asadi, Abya, & Ebrahimi, 2014).

3. Sustainable Development in Tourism

Sustainable development in tourism aims to ensure the long-term viability of tourism in a particular region. It involves the balanced consideration of economic operations, fair distribution of socio-economic benefits to all stakeholders, and the integration of four pillars: economic, social, environmental, and transversal sustainability (Laitamaki et al., 2016). Bruyn (2014) suggests that achieving sustainable development in tourism requires finding a balance among these pillars. The economic pillar focuses on the cost-effectiveness of economic activities, the socio-cultural pillar ensures equal growth opportunities for local communities, the environmental pillar seeks conservation and long-term resource management, and the transversal pillar provides support through infrastructure and governance. Sustainable development is pursued by addressing various dimensions, including the following:

3.1 Global Governance

Global governance refers to the establishment of rules and regulations that guide individuals and organizations involved in the tourism industry to adopt sustainable practices through knowledge, reason, and expertise. This aspect is observed through both formal institutions and informal arrangements that enforce compliance based on agreed-upon interests (Duffy, 2006; Neth, Rith, & Kner, 2008). The United Nations World Tourism Organization emphasizes global governance mechanisms, such as the Global Code of Ethics for Tourism (GCET), to promote sustainability in tourism. The GCET recognizes the positive impacts of tourism on social, cultural, economic, and educational sectors, while also addressing the need for sustainable development (Dangi & Jamal, 2016; Jamal, Camargo, & Wilson, 2013; Willson, 2015). Although not regulatory in nature, global governance measures like the GCET operate through self-regulation and voluntary efforts of tourist destinations, aiming to foster responsible practices and enhance international cooperation (UNWTO, 2019b).

3.2 Infrastructure Management

Tourism infrastructure refers to physical elements such as roads and hotels that are developed to cater to tourists. The management of infrastructure plays a crucial role in the sustainable development of tourism. The World Tourism Council highlights infrastructure management as a key factor for the growth and performance of the tourism industry (UNESCO, 2019). Significant investments in tourism-related services, such as accommodation, transportation, and retail, contribute to sustainable development. Sustainable infrastructure management involves planning tourism activities based on factors like carrying capacity and transportation capabilities (Boers and Cottrell, 2007; Jovanovic and Ilic, 2016; Kuşçu Şimşek, Türk, Ödül, and Çelik, 2018). Moreover, the utilization of Geographical Information Systems (GIS) in the planning of sustainable tourism infrastructure takes into account both the economic development requirements of the regions and the need for sustainability. The aspect of infrastructure management in sustainable tourism focuses on how resources are allocated in a temporal-spatial manner during the tourism process. This approach ensures that tourist activities are segmented and regulated based on sustainable land-use patterns, allowing for the identification of appropriate tourism development initiatives in the area. The overarching objective of infrastructure management is to reduce pollution impacts while simultaneously enhancing the efficiency of resource usage and the overall economy of the region (Adebayo & Iweka, 2014; Moore et al., 2018).

3.3 Biodiversity Management

The dimensions of the relationship between biodiversity and tourism are essential in defining sustainable development in the sector. These include increased pressure on habitats, which leads to biodiversity loss. Without biodiversity management, sustainability of tourist destination is challenged by poorly maintained sites and scattered development in terms of designing and management of tourist activities, developments, and operations. The dimension of biodiversity in sustainable development of tourism is also required to manage direct threats tourism poses to native species. For example, competition from invasive alien species brought to the region through tourism activity, excessive use of natural resources in a recreational activity, and their excessive use as souvenirs or food items (Figueroa & Rotarou, 2016; Postma, Cavagnaro, & Spruyt, 2017; UNEP, 2014).

Additionally, the dimension of biodiversity in sustainable development of tourism ensures increase developed accommodation projects for tourist through planned expansion to control sizeable footprint of tourism, especially on coasts and on islands of a tourist destination. Biodiversity management for sustainable development of tourism also focuses on increasing visitor awareness to enhance their interest in ethical and conservation issues of the region. This also helps the regions' preparedness in engaging the tourist, develop tourism around the year, and not based on season (Krüger, 2005; Teh & Cabanban, 2007).

3.4 Supply Chain Management

The concept of Supply Chain Management (SCM) in the context of tourism focuses on implementing sustainable practices and policies to promote sustainable development at tourism destinations. This aspect takes into account the environmental, social, and economic impacts of various business activities related to tourism. To achieve sustainable tourism development, it is crucial for major industry players in sectors such as forestry, automotive, and tourist-related services to incorporate key environmental considerations into their operational strategies. The SCM dimension of sustainable development in tourism ensures that both tourist producers and suppliers are committed to effectively implementing environmental, socio-economic, and cultural aspects (Adriana, 2009; Budeanu, 2009).

In SCM, environmental aspects are addressed by promoting the sustainable use of resources, preventing or minimizing pollution, and effectively managing waste. Additionally, the cultural and socio-economic components of SCM encompass various elements of sustainable tourism development. This includes contributing to the well-being of local communities and facilitating economic growth in the region. Furthermore, this dimension emphasizes the importance of respecting the rights of indigenous peoples and upholding human rights in the development of SCM practices (Font, Tapper, Schwartz, & Kornilaki, 2008; Schwartz, Tapper, & Font, 2008).

3.5 Waste Management

Efficient waste management plays a vital role in the sustainable development of tourism. Understanding the waste management process is crucial as it helps strike a critical balance between tourism and sustainability (Mateu-Sbert et al., 2013). Tourism activities generate a significant amount of waste, with tourists producing nearly double the solid waste per capita compared to local residents, as revealed in a study conducted on Langkawi Island in Malaysia by Shamshiry et al. (2011). The study also highlights that smaller or remote tourist destinations face challenges in managing waste sustainably.

Moreover, incorporating sustainable waste management practices in tourism brings about equity between tourists and residents and promotes health benefits by minimizing waste production in tourist destinations. Additionally, effective waste removal is essential for the sustainable development of tourism, emphasizing the importance of waste management. Prioritizing the waste management dimension contributes to safeguarding both environmental sustainability and quality. By ensuring cost efficiency, efficient waste management further enhances sustainability, resulting in increased benefits (Matete & Trois, 2008; Yusof & Jamaludin, 2013).

3.6 Natural Resource Management

The aspect of maintaining sustainability in tourism through natural resource management revolves around eco-development. This entails ensuring that the depletion of natural resources and the impact on the ecological surroundings are minimized to an acceptable level. By focusing on eco-development, a balance is achieved between the growing needs of tourism in a region and the preservation of nature (Bianco and Marcianò, 2019). To regulate the growth of tourism in an area, environmental protection programs are implemented, which establish limits and suggest measures to address situations where the sustainable threshold of resources is exceeded (Kisi, 2019).

Furthermore, the community-based dimension of natural resource management in sustainable tourism contributes to the diversification of livelihood options, as highlighted by Lepper and Goebel (2010). Involving the local community in sustainable tourism through natural resource management also leads to poverty reduction. Additionally, natural resource management plays a role in ensuring tourist satisfaction by focusing on various

factors. These factors include managerial insight, environmental interpretation, water quality, and the health of the ecosystem. The outcomes of natural resource management programs are evaluated based on water quality and the prevailing conditions of biodiversity in the region. When tourists' experiences align with their expectations and they perceive the value of their tours to be higher than the money spent, it enhances their satisfaction and promotes further tourism in the region (Coghlan, 2012).

3.7 Socio-Cultural Management

The Socio-Cultural Management aspect plays a crucial role in ensuring the efficiency of sustainability in the hospitality and tourism industry, benefiting both society and the national economy. By focusing on sustainability in socio-cultural management, tourism can contribute to job creation and the preservation of natural and cultural resources. This dimension also aims to promote sustainable development by increasing positive economic impacts through improved access to external resources that benefit the local community. One way to achieve this is through experiential learning, where tourist trips are organized in culturally significant locations, and tourists are educated about sustainability issues at each site (Archer, Cooper, & Ruhanen, 2009; Baum et al., 2016).

The strategies involved in the socio-cultural management dimension of sustainable tourism development include supporting activities that preserve local culture and the design of high-quality trail systems. These approaches facilitate tourism development with the consent of the community and help manage conflicts related to resource sharing between tourists and the local population. Additionally, socio-cultural management seeks to integrate local cultures and images into tourism, contributing to the promotion and preservation of cultural heritage through tourism initiatives (Almeida García, Balbuena Vázquez, & Cortés Macías, 2015; Ho, 2011).

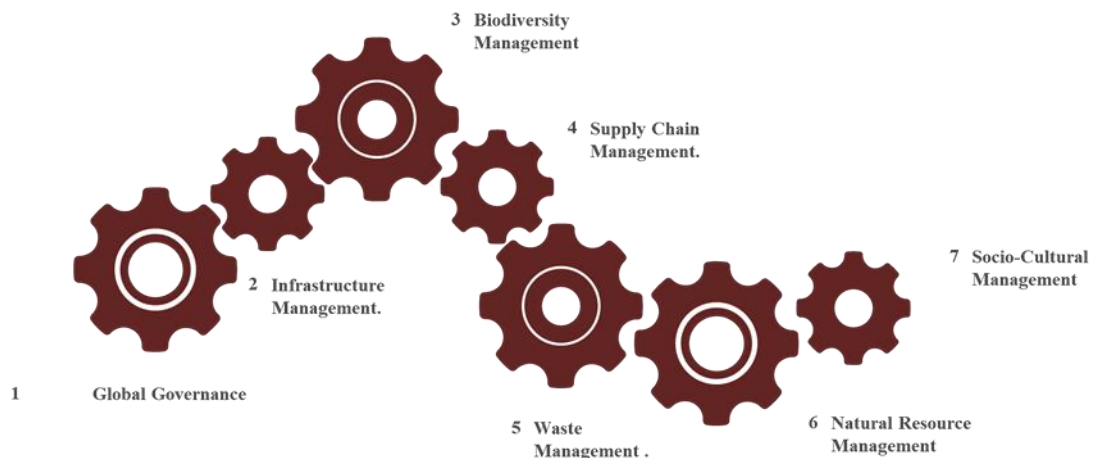


Figure 1: Dimensions of sustainable development of tourism

Source: Compiled by Author

4. Tourism Sectors promoting Sustainable Development

Various sectors within the realm of sustainable development in tourism employ different strategies to promote sustainability. The following sections outline these sectors and their respective promotion methods:

4.1 Destination Management Sector

The effective management of tourism destinations is crucial for mitigating the environmental impacts associated with tourism and fostering the long-term sustainability of the region. This involves the implementation of land use planning and economic development strategies by the public sector, with the aim of boosting tourism while minimizing harm to the local ecology. To promote sustainable development, various measures such as zoning controls and business permits are employed to shape the growth of tourism-related activities (Hari Srinivas, 2006). According to UNWTO (2019a), sustainable tourism promotion can be achieved by addressing the entire tourism

value chain within the destination. This entails careful planning and execution of economic activities related to tourism to maximize their positive impact on the local economy. Government intervention, such as offering subsidies to the tourism industry, can further facilitate income generation and create opportunities for the local communities.

4.2 Tour Operators

The tour operator sector plays a significant role in promoting sustainable development by incorporating sustainability criteria into their tourism activities. These businesses prioritize sustainability by avoiding destinations that have suffered from significant environmental damage due to tourism. Additionally, they utilize advertising to promote sustainable destinations, aiming to attract new customers who value sustainability. Tour operators also play a role in raising awareness about the values and etiquette of a region, as well as emphasizing the significance of historical and cultural sites to encourage culture-based tourism in the area (Xin & Chan, 2014). One notable initiative in promoting sustainability is the Global Sustainable Tourism Council's Tour Operators Initiative. This initiative recognizes the tour operator's position within the value chain and aims to implement credible standards and best practices in travel and tourism that are economically viable while fostering harmony between communities and the environment (GSTC, 2019).

4.3 Accommodation Sector

Considerations for promoting sustainable development in the accommodation sector of tourism involve addressing the long-term environmental impacts of both new buildings and operational practices. According to Erdogan & Tosun (2009), sustainable development promotion should extend beyond mere eco-labeling of hotels for marketing purposes. Instead, it should encompass accommodations that prioritize the environmental, socio-cultural, health, and safety needs of guests and employees. Additionally, properties should be designed in a manner that aligns with local styles, skills, and materials, thereby ensuring local appropriateness. To foster sustainable tourism development through the accommodation sector, emphasis is placed on employing members of local communities, particularly in managerial roles, and providing training opportunities as needed to support their professional growth (Ministry of Tourism, 2011).

4.4 Transport Section

The growth of the transportation sector has played a significant role in the success of tourism. However, this has led to a challenge in the form of greenhouse gas (GHG) emissions, particularly from transportation within the tourism industry, which contradicts the principles of sustainable tourism (Sorupia, 2005). To promote sustainable development in tourism, it is crucial to prioritize the efficient utilization of fuels and minimize emissions. Additionally, service providers in the tourism sector should consider the land use requirements for transportation infrastructure such as airports, highways, and roads (Carlo, 2014). Pojani & Stead (2015) propose various approaches to encourage sustainable tourism practices, involving collaboration among tourism providers, stakeholders, and governments to expand on-demand transportation options for tourists. The authors emphasize that this would create employment opportunities for the low-skilled workforce while simultaneously addressing issues of unsustainable traffic congestion, air pollution, and noise pollution in the area.

4.5 Visitor Attractions

Managing visitor demand and controlling attractions are crucial elements of sustainable tourism. According to Liu (2003), promoting sustainable development can be achieved by employing visitor management techniques and alternative tourism. The author proposes that, considering the carrying capacity of a tourist destination, these techniques can be utilized to regulate tourist flow and encourage sustainable behavior through education and promotion. Carrying capacity refers to the maximum limit a destination can sustain without depleting its resources in an unsustainable manner. Implementing effective marketing strategies can redirect tourist demand towards more resilient attractions, such as urban areas and theme parks (Hu & Wall, 2005).

5. Promotion of Sustainable Development

The promotion of sustainable development involves utilizing various communication tools with the shared goal of persuasion. Its objective is to not only inform, but also persuade and remind stakeholders about specific ways of conducting tasks in a desired manner (Kotler & Keller, 2012). Promotion serves as an external motivator that takes into account environmental and social factors, aiming to attract individuals towards adopting particular behaviors (Kim & Trail, 2016). According to Schultz (2011), human activities contribute to numerous unsustainable phenomena such as climate change, habitat loss, and ocean acidification. These issues are consequences of human lifestyle choices, necessitating a shift in behavior through the "promotion" of sustainable development.

Promoting sustainable development involves encouraging practices of environmental ethics within society, leading to the spread of environmental literacy among people. It also involves fostering persistent and inclusive economic growth in the sector, ensuring the full and productive utilization of available resources. This includes the development of resilient infrastructure and the promotion of viable and inclusive industrialization in all sectors, while also fostering innovation (Crespo, Míguez-álvarez, Arce, Cuevas, & Míguez, 2017).

6. Encouraging Sustainable Consumer Behavior

The process of consumption involves several stages, starting with the recognition of a need or desire by the consumer. The consumer then evaluates different alternatives that can satisfy their specific need. This is followed by product selection, the decision to make a purchase, and post-purchase behavior. Throughout these steps, consumer choices are influenced by both social and environmental sustainability goals. Factors such as investments, infrastructure, trade and production practices, cultural institutions, and the balance between the economy and sustainability all impact consumer decisions (Chakori, 2018). Consequently, consumer behavior can be seen as a decision-making approach that leads to the purchase of a product. This behavior is observed when a consumer engages in the evaluation, acquisition, usage, or disposal of goods and services. The consumer's decision-making process depends on two crucial factors: the level of satisfaction expected from the consumption process and the available resources that can be spent on it (Hoyer & MacInnis, 2010).

Furthermore, understanding specific consumer behavior requires a multilevel perspective that considers various factors, including socio-psychological variables like environmental attitudes. It also takes into account variables such as household income, community regulations, government policies, and the consumer's beliefs related to consumption. Krantz (2010) suggests that sustainable consumption arises from the combination of contextual and individual drivers of consumer behavior. Previous studies (Sachdeva, Jordan, & Mazar, 2015; Waring et al., 2015) also indicate that the impact of sustainability on consumer behavior extends beyond individual factors. Positive ecological effects resulting from consumption choices can also be influenced by contextual constraints related to supply and demand. The authors argue that concepts of sustainable development have the potential to shape consumer behavior within a community.

Moreover, Milfont & Markowitz (2016) suggest that sustainable consumer behavior is a complex process that occurs within a multifaceted framework and requires the inclusion of diverse perspectives. This includes considering situational and social factors, in addition to consumer needs, such as cultural norms, environmental concerns, and product availability. These multilevel predictors of sustainable consumption behavior can be classified into distinct levels, as illustrated in Figure 2.

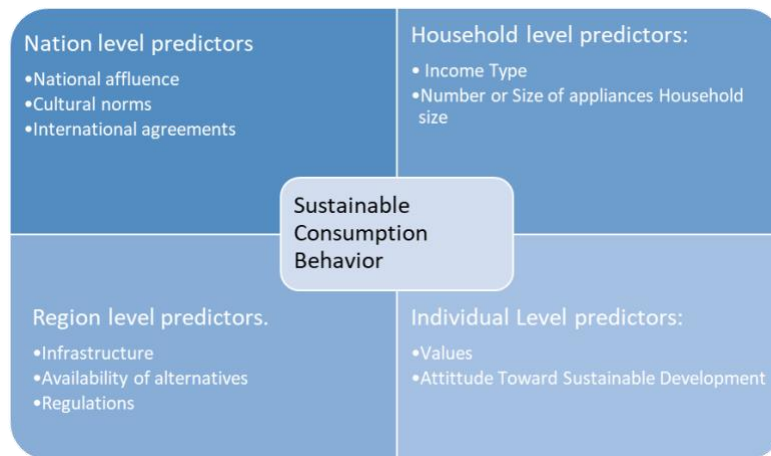


Figure 2: Framework for Sustainable Consumer Behavior

Source: Compiled by Author

At an individual level, Franzen and Vogl (2013) and Gelissen (2007) conducted research on the relationship between eco-friendly behavior, pro-environmental attitudes, and the formation of sustainable consumption behavior. They found that factors such as the income level, education level, and trust in government decisions that benefit the people positively influence these behaviors.

At a country level, organizations can promote sustainable consumer behavior by endorsing post-materialist values, which involve being willing to prioritize environmental protection over profits.

Additionally, Tso and Guan (2014) emphasized the significance of household characteristics in determining sustainable consumption behavior. They stated that factors such as location, number of residents, and number of appliances play a significant role in shaping an individual's consumption patterns. For instance, households in colder regions may prioritize energy efficiency even when faced with lower costs. Furthermore, Hong and Park (2018) highlighted that regional factors, such as effective administrative enforcement, have a positive impact on driving sustainable consumption behavior, while environmental pollution in the region has a negative effect.

The framework for sustainable consumption behavior recognizes that the sustainability of consumer choices depends on multiple levels, including the individual, household, regional, and national levels. This approach allows for the identification and examination of socio-psychological, structural, institutional, and cultural factors that contribute to sustainable consumption. Moreover, the framework enables an analysis of the interactions between each level and their influence on shaping sustainable consumption patterns within a country.

7. Sustainable Marketing Framework

In a study by Meler and Magaš (2014), sustainable marketing is defined as an all-encompassing approach that aims to fulfill customers' wants and needs while equally prioritizing environmental and social issues, ultimately generating profit in a responsible manner. This concept promotes alternative marketing practices that incorporate environmental considerations, urging businesses to consider the social and ecological limitations of conventional corporate marketing philosophies (Baker, 2013; Belz & Peattie, 2012).

Gordon, Carrigan, and Hastings (2011) further propose three models for analyzing the sustainability marketing framework, based on the integration of sustainability and marketing: green marketing, social marketing, and critical marketing.

7.1 Green Marketing

Green marketing revolves around adopting a sustainable mindset throughout the entire business process, from production to post-purchase services. It involves product modifications, changes in the production process, adjustments to advertising, and alterations in packaging, among other strategies. The benefits of green marketing include long-term profitability through reduced production and operating costs, particularly by minimizing energy consumption (Cronin et al., 2011; Dangelico & Vocalelli, 2017; Grant, 2008). Additionally, consumer behavior can be influenced by a firm's eco-performance, as highlighted by Peattie (1999), who suggests that consumers may consider a company's environmental practices when choosing among similar products. However, Rejikumar (2016) cautions that some companies engage in "greenwash," limiting their green marketing efforts to mere advertising and public relations.

7.2 Social Marketing

The principles of social marketing revolve around promoting the well-being of individuals and society as a whole by aiming to positively influence consumer behavior through sustainable marketing approaches. Social marketing focuses on guiding consumers towards adopting activities that benefit both themselves and the communities they belong to (Emery, 2012). The advantages of social marketing encompass not only immediate changes in consumer behavior towards sustainability but also shifts in their values, resulting in attitude adjustments. On the other hand, consumer marketing aimed at increasing demand for environmentally sustainable products primarily targets individual-level interventions (Gordon et al., 2011). Nevertheless, the absence of structural and sustainable initiatives, such as long-term branding strategies based on sustainability, poses a limitation to the effectiveness of social marketing endeavors (Evans & Hastings, 2008).

7.3 Critical Marketing

Critical marketing endeavors to reconcile the social and economic aspects of business while critiquing existing sustainability practices. It emphasizes the need for systemic changes to balance economic gain with concepts like self-sufficiency, sustainable development, and quality of life. Critical marketing takes a holistic approach, viewing consumers not merely as a means for profit but as individuals whose well-being should be prioritized (Hastings & Saren, 2003; Lee & Sirgy, 2004). The benefits of critical marketing include delivering consumer benefits while addressing sustainability concerns, thereby fostering lasting consumer satisfaction and steering society away from excessive materialism and disposability that could lead to unsustainability in the future (Bauman, 2007; Cooper, 2005). However, implementing critical reflexivity within the marketing discipline requires significant changes within organizations (Gordon et al., 2011).

7.4 Relevance to 'green marketing'

The concept of "green marketing" can be defined as the development and promotion of products and services that meet customers' desires for quality, performance, affordability, and convenience while minimizing negative impacts on the environment (Saini, 2014). Green marketing encompasses various activities, such as product modifications, changes in production processes, and sustainable advertising, with the aim of promoting environmental preferences. In the tourism sector, green marketing encourages individuals to engage in leisure activities that benefit the ecological well-being of the area. Its relevance lies in fostering a proactive approach among customers, tourism stakeholders, and the government to rethink the foundations of their businesses and gain strategic advantages (Van Amerom, 2006). By incorporating environmentally conscious practices into their mission, vision, goals, and business strategies, tourism providers can attract and cater to a niche of environmentally conscious tourists (Munyai et al., 2012).

Green marketing is also crucial for sustainable tourism development as it requires commitment from top management to focus on the holistic sustainability of tourism supply. Government-promoted green marketing policies enable tourist providers to address the changing economic needs of communities while promoting ecological conservation (Meler & Ham, 2012). By being environmentally responsible, tourist providers ensure the

preservation of natural habitats and associated species for future generations. Moreover, effective green marketing strategies can empower less competitive tourism-related companies to differentiate their products, stay competitive, and even outperform their rivals. Implementing green marketing practices also sets the stage for responsible social behaviors within the supply-side tourist firms. Over time, the active adoption of green marketing strategies can lead to market expansion and increased profitability for these firms.

8. Discussion

In order to foster the sustainable development of tourism, it is essential to integrate various aspects of sustainability and establish a shared goal of preserving the environment. The current article also presented frameworks for promoting sustainable development based on sustainable consumption patterns, which are influenced by factors at the national, household, regional, and individual levels. Additionally, there exists a theory of sustainable marketing that proposes three approaches to promoting sustainability in marketing: green marketing, critical marketing, and social marketing. The dimensions of global governance, infrastructure, biodiversity, supply-chain management, waste management, natural resource preservation, and socio-cultural management play a crucial role in driving behavioral changes necessary for achieving sustainability. These dimensions aim to educate, persuade, and remind stakeholders about sustainable practices in the tourism industry.

References

- Adebayo, A. K., & Iweka, A. C. O. (2014). Optimizing the Sustainability of Tourism Infrastructure in Nigeria through Design for Deconstruction Framework. *American Journal of Tourism Management*, 3. <https://doi.org/10.5923/s.tourism.201401.03>
- Adriana, B. (2009). Environmental supply chain management in tourism: The case of large tour operators. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2009.06.010>
- Ahmad Mir, T. (2016). Green Marketing: A Pathway towards Sustainability of Tourism Products. *IOSR Journal of Business and Management*, 18(11), 86–90. <https://doi.org/10.9790/487X-1811018690>
- Alarcón, D., Hunt, N., Islam, S. N., Julca, A., Sánchez, M. V., Schwank, O., ... Zepeda., E. (2013). *World Economic and Social Survey 2013: Sustainable Development Challenges*. United Nations, Department for Economic and Social Affairs. <https://doi.org/10.1016/j.urolonc.2009.06.002>
- Almeida García, F., Balbuena Vázquez, A., & Cortés Macías, R. (2015). Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*. <https://doi.org/10.1016/j.tmp.2014.11.002>
- Archer, B., Cooper, C., & Ruhanen, L. (2009). The positive and negative impacts of tourism. In W. F. Theobald (Ed.), *Global Tourism* (pp. 79–102). Elsevier: New York, NY, USA. <https://doi.org/10.1016/b978-0-7506-7789-9.50011-x>
- Baker, M. J. (2013). Sustainability Marketing: A Global Perspective. *Social Business*.
- Baum, T., Cheung, C., Kong, H., Kralj, A., Mooney, S., Thi Thanh, H. N., ... Siow, M. L. (2016). Sustainability and the tourism and hospitality workforce: A thematic analysis. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su8080809>
- Bauman, Z. (2007). Collateral casualties of consumerism. *Journal of Consumer Culture*. <https://doi.org/10.1177/1469540507073507>
- Belz, F. M., & Peattie, K. (2012). Sustainability Marketing Strategies. *Sustainability Marketing: A Global Perspective*. <https://doi.org/10.1186/s12913-018-3359-4>
- Bianco, S., & Marcianò, C. (2019). Using an hybrid AHP-SWOT method to build participatory ecotourism development strategies: The case study of the Cupe Valley Natural Reserve in Southern Italy. In *Smart Innovation, Systems and Technologies*. https://doi.org/10.1007/978-3-319-92102-0_35
- Bin, L., Suocheng, D., & Mei, X. (2008). Ecotourism model and benefits of periphery regions in Western Sichuan Province. *Chinese Journal of Population Resources and Environment*. <https://doi.org/10.1080/10042857.2008.10684873>
- Boers, B., & Cottrell, S. (2007). Sustainable tourism infrastructure planning: A GIS-supported approach. *Tourism Geographies*. <https://doi.org/10.1080/14616680601092824>
- Bruyn, C. de. (2014). *Sustainable Development of Tourism Destinations* (No. TWG 03 11A). Singapore.
- Budeanu, A. (2009). Environmental supply chain management in tourism: The case of large tour operators. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2009.06.010>
- Carlo, A. (2014). Sustainable tourism in practice: Promoting or perverting the quest for a sustainable development? *Sustainability (Switzerland)*, 6, 2562–2583. <https://doi.org/10.3390/su6052562>

- Carr, A., Ruhanen, L., & Whitford, M. (2016). Indigenous peoples and tourism: the challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8–9), 1067–1079. <https://doi.org/10.1080/09669582.2016.1206112>
- Chakori, S. (2018). Building a Sustainable Society: The Necessity to Change the Term “Consumer.” *Interdisciplinary Journal of Partnership*. <https://doi.org/10.24926/ijps.v4i3.178>
- Chiutsi, S., Mukoroverwa, M., Karigambe, P., & Mudzengi, B. K. (2011). The theory and practice of ecotourism in Southern Africa. *Journal of Hospitality Management and Tourism*.
- Coghlan, A. (2012). Linking natural resource management to tourist satisfaction: A study of Australia’s Great Barrier Reef. *Journal of Sustainable Tourism*, 20(1), 41–58. <https://doi.org/10.1080/09669582.2011.614351>
- Cooper, T. (2005). Slower Consumption “Throwaway Society.” *Journal of Industrial Ecology*.
- Crespo, B., Míguez-álvarez, C., Arce, M. E., Cuevas, M., & Míguez, J. L. (2017). The sustainable development goals: An experience on higher education. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su9081353>
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-010-0227-0>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Dangi, T. B., & Jamal, T. (2016). An integrated approach to “sustainable community-based tourism.” *Sustainability (Switzerland)*. <https://doi.org/10.3390/su8050475>
- Duffy, R. (2006). Global environmental governance and the politics of ecotourism in Madagascar. *Journal of Ecotourism*, 5(1 and 2), 128–144. <https://doi.org/10.1080/14724040608668451>
- Eagles, P. F. J. (2002). Trends in park tourism: Economics, finance and management. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580208667158>
- Emery, B. (2012). *Sustainable marketing*. Pearson.
- Erdogan, N., & Tosun, C. (2009). Environmental performance of tourism accommodations in the protected areas: Case of Goreme Historical National Park. *International Journal of Hospitality Management*, 406–414. <https://doi.org/10.1016/j.ijhm.2009.01.005>
- Evans, W. D., & Hastings, G. (2008). *Public health branding: applying marketing for social change*. Oxford University Press.
- Figuroa, E. B., & Rotarou, E. S. (2016). Sustainable development or eco-collapse: Lessons for tourism and development from easter Island. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su8111093>
- Font, X., Tapper, R., Schwartz, K., & Kornilaki, M. (2008). Sustainable supply chain management in tourism. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.527>
- Franzen, A., & Vogl, D. (2013). Two decades of measuring environmental attitudes: A comparative analysis of 33 countries. *Global Environmental Change*. <https://doi.org/10.1016/j.gloenvcha.2013.03.009>
- Gelissen, J. (2007). Explaining popular support for environmental protection: A multilevel analysis of 50 nations. *Environment and Behavior*. <https://doi.org/10.1177/0013916506292014>
- Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. *Marketing Theory*. <https://doi.org/10.1177/1470593111403218>
- Grant, J. (2008). Green marketing. *Strategic Direction*. <https://doi.org/10.1108/02580540810868041>
- GSTC. (2019). Global Sustainable Tourism Council (GSTC) and Tour Operators’ Initiative (TOI) Join Forces | Global Sustainable Tourism Council (GSTC).
- Hari Srinivas. (2006). *Tourism Destination Management*.
- Hastings, G., & Saren, M. (2003). The critical contribution of social marketing: Theory and application. *Marketing Theory*. <https://doi.org/10.1177/147059310333005>
- Ho, P.-T. (2011). *An Empirical Study of Residents’ Attitudes to Tourism Impact Management Strategies*. *The Journal of American Academy of Business, Cambridge* * (Vol. 17).
- Hong, Z., & Park, I. (2018). The Effects of Regional Characteristics and Policies on Individual Pro-Environmental Behavior in China. *Sustainability*, 10(10), 3586. <https://doi.org/10.3390/su10103586>
- Hoyer, W. D., & MacInnis, D. J. (2010). *Consumer behavior*. Cengage (Vol. 1). <https://doi.org/10.1002/cb.84>
- Hu, W., & Wall, G. (2005). Environmental management, environmental image and the competitive tourist attraction. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580508668584>
- Jamal, T., Camargo, B. A., & Wilson, E. (2013). Critical omissions and new directions for sustainable tourism: A situated macro-micro approach. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su5114594>
- Jovanovic, S., & Ilic, I. (2016). Infrastructure as important determinant of tourism development in the countries of Southeast Europe. *Ecoforum Journal*.
- Kim, Y. K., & Trail, G. (2016). Constraints and Motivators: A New Model to Explain Sport Consumer Behavior. *Journal of Sport Management*, 24(1), 190–210. <https://doi.org/10.1123/jsm.24.2.190>
- Kisi, N. (2019). A Strategic Approach to Sustainable Tourism Development Using the A’WOT Hybrid Method: A Case Study of Zonguldak, Turkey. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su11040964>

- Kotler, P., & Keller, K. L. (2012). *Marketing Management. New Jersey* (14th ed.). Prentice-Hall. <https://doi.org/10.1080/08911760903022556>
- Krantz, R. (2010). A New Vision of Sustainable Consumption. *Journal of Industrial Ecology*. <https://doi.org/10.1111/j.1530-9290.2009.00220.x>
- Krüger, O. (2005). The role of ecotourism in conservation: Panacea or Pandora's box? *Biodiversity and Conservation*. <https://doi.org/10.1007/s10531-004-3917-4>
- KUŞÇU ŞİMŞEK, Ç., Türk, T., ÖDÜL, H., & ÇELİK, M. N. (2018). DETECTION OF PARAGLIDING FIELDS BY GIS. *International Journal of Engineering and Geosciences*. <https://doi.org/10.26833/ijeg.413833>
- Laitamaki, J., Torres Hechavarría, L., Tada, M., Liu, S., Setyady, N., Vatcharasontorn, N., & Zheng, F. (2016). Sustainable Tourism Development Frameworks and Best Practices: Implications for the Cuban Tourism Industry. *Managing Global Transitions International Research Journal Issn*.
- Law, A., De Lacy, T., Lipman, G., & Jiang, M. (2016). Transitioning to a green economy: The case of tourism in Bali, Indonesia. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2014.12.070>
- Lee, D. J., & Sirgy, M. J. (2004). Quality-of-Life (QOL) Marketing: Proposed Antecedents and Consequences. *Journal of Macromarketing*. <https://doi.org/10.1177/0276146704263922>
- Lepper, C. M., & Goebel, J. S. (2010). Community-based natural resource management, poverty alleviation and livelihood diversification: A case study from northern Botswana. *Development Southern Africa*. <https://doi.org/10.1080/0376835X.2010.522834>
- Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669580308667216>
- Maikhuri, R. K., Rana, U., Rao, K. S., Nautiyal, S., & Saxena, K. G. (2000). Promoting ecotourism in the buffer zone areas of Nanda Devi Biosphere Reserve: An option to resolve people—policy conflict. *International Journal of Sustainable Development and World Ecology*, 7(4), 333–342. <https://doi.org/10.1080/13504500009470052>
- Matete, N., & Trois, C. (2008). Towards Zero Waste in emerging countries - A South African experience. *Waste Management*. <https://doi.org/10.1016/j.wasman.2007.06.006>
- Mateu-Sbert, J., Ricci-Cabello, I., Villalonga-Olives, E., & Cabeza-Irigoyen, E. (2013). The impact of tourism on municipal solid waste generation: The case of Menorca Island (Spain). *Waste Management*. <https://doi.org/10.1016/j.wasman.2013.08.007>
- Meler, M., & Ham, M. (2012). Green Marketing for Green Tourism. *Tourism & Hospitality Management 2012*. <https://doi.org/10.13140/2.1.3701.5047>
- Meler, M., & Magaš, D. (2014). *SUSTAINABLE MARKETING FOR SUSTAINABLE DEVELOPMENT*. Reykjavik: 11th International Academic Conference.
- Milfont, T. L., & Markowitz, E. (2016). Sustainable consumer behavior: A multilevel perspective. *Current Opinion in Psychology*. <https://doi.org/10.1016/j.copsyc.2015.12.016>
- Ministry of Tourism. (2011). *CRITERIA AND INDICATORS APPLICABLE TO ACCOMMODATION SECTOR AND TOUR OPERATORS*.
- Moore, A., Johnson, M., Gbolagun, J., Miller, A., Rombouts, A., van der Ven, L., ... Hall, G. B. (2018). Integrating agroecology and sustainable tourism: applying geodesign to farm management in Aotearoa New Zealand. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2018.1484751>
- Mowforth, M., & Munt, I. (2015). *Tourism and sustainability: Development, globalisation and new tourism in the Third World: Fourth edition. Tourism and Sustainability: Development, globalisation and new tourism in the Third World: Fourth Edition*. <https://doi.org/10.4324/9781315795348>
- Munyai, A., Wilson, A., Knapman, C., Ecowatch, C. O., Godoy, E., Review, E., ... Wada, Y. (2012). *GREEN ECONOMY IN ACTION: Articles and Excerpts that Illustrate Green Economy and Sustainable Development Efforts*.
- Neth, B., Rith, O. S., & Kner, B. (2008). Global Environment Governance and Politics of Ecotourism: Case Study of Cambodia. In *EADI General Conference "Global Governance for Sustainable Development*.
- Peattie, K. (1999). Trappings versus substance in the greening of marketing planning. *Journal of Strategic Marketing*. <https://doi.org/10.1080/096525499346486>
- Pojani, D., & Stead, D. (2015). Sustainable urban transport in the developing world: Beyond megacities. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su7067784>
- Postma, A., Cavagnaro, E., & Spruyt, E. (2017). Sustainable tourism 2040. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-10-2015-0046>
- Reggers, A., Grabowski, S., Wearing, S. L., Chatterton, P., & Schweinsberg, S. (2016). Exploring outcomes of community-based tourism on the Kokoda Track, Papua New Guinea: a longitudinal study of Participatory Rural Appraisal techniques. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2016.1145229>
- Rejikumar, G. (2016). Antecedents of Green Purchase Behaviour: An Examination of Moderating Role of Green Wash Fear. *Global Business Review*. <https://doi.org/10.1177/0972150915619812>

- Sachdeva, S., Jordan, J., & Mazar, N. (2015). Green consumerism: moral motivations to a sustainable future. *Current Opinion in Psychology*, 6, 60–65. <https://doi.org/10.1016/j.copsyc.2015.03.029>
- Saini, B. (2014). *Green Marketing In India: Emerging Opportunities And Challenges* (Vol. 15).
- Schultz, P. W. (2011). Conservation Means Behavior. *Conservation Biology*. <https://doi.org/10.1111/j.1523-1739.2011.01766.x>
- Schwartz, K., Tapper, R., & Font, X. (2008). A sustainable supply chain management framework for tour operators. *Journal of Sustainable Tourism*. <https://doi.org/10.2167/jost785.0>
- Shamshiry, E., Nadi, B., Bin Mokhtar, M., Komoo, I., Saadiah Hashim, H., & Yahaya, N. (2011). Integrated Models for Solid Waste Management in Tourism Regions: Langkawi Island, Malaysia. *Journal of Environmental and Public Health*. <https://doi.org/10.1155/2011/709549>
- Sorupia, E. (2005). Rethinking the role of transportation in tourism. *Eastern Asia Society for Transportation Studies*.
- Tavallae, S., Asadi, A., Abya, H., & Ebrahimi, M. (2014). Tourism planning: an integrated and sustainable development approach. *Management Science Letters*. <https://doi.org/10.5267/j.msl.2014.11.008>
- Teh, L., & Cabanban, A. S. (2007). Planning for sustainable tourism in southern Pulau Banggi: An assessment of biophysical conditions and their implications for future tourism development. *Journal of Environmental Management*. <https://doi.org/10.1016/j.jenvman.2006.11.005>
- Tso, G. K. F., & Guan, J. (2014). A multilevel regression approach to understand effects of environment indicators and household features on residential energy consumption. *Energy*. <https://doi.org/10.1016/j.energy.2014.01.056>
- UNCTAD. (2013). *Sustainable tourism: Contribution to economic growth and sustainable development*.
- UNEP. (2014). BIODIVERSITY AND TOURISM DEVELOPMENT. In *CONFERENCE OF THE PARTIES TO THE CONVENTION ON BIOLOGICAL DIVERSITY*. Pyeongchang, Republic of Korea.
- UNESCO. (2019). *Guide 6 Managing the development of tourism infrastructure*.
- UNWTO. (2019a). Destination Management Organizations | World Tourism Organization UNWTO.
- UNWTO. (2019b). Global Code of Ethics for Tourism | Ethics, Culture and Social Responsibility.
- Van Amerom, M. (2006). African foreign relations as a factor in ecotourism development: The case of South Africa. *Journal of Ecotourism*. <https://doi.org/10.1080/14724040608668450>
- Vijayanand, S. (2013). Stakeholders and public private partnerships role in tourism management. *International Journal of Scientific & Engineering Research*, 4(2).
- Waring, T. M., Kline, M. A., Brooks, J. S., Goff, S. H., Gowdy, J., Janssen, M. A., ... Jacquet, J. (2015). A multilevel evolutionary framework for sustainability analysis. *Ecology and Society*, 20(2), art34. <https://doi.org/10.5751/ES-07634-200234>
- Weaver, D. B. (David B. (2006). *Sustainable tourism : theory and practice*. Elsevier Butterworth-Heinemann.
- Willson, G. (2015). Taking responsibility for tourism. *Journal of Ecotourism*. <https://doi.org/10.1080/14724049.2015.1040263>
- Xin, T. K., & Chan, J. K. L. (2014). Tour Operator Perspectives on Responsible Tourism Indicators of Kinabalu National Park, Sabah. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2014.07.270>
- Yusof, Z. B., & Jamaludin, M. (2013). Green Approaches of Malaysian Green Hotels and Resorts. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2013.08.371>