

GREEN MARKETING STRATEGY FOR GREEN TOURISM DESTINATION

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ABSTRACT

The role of green marketing in green tourism is primarily derived from the fact that green marketing has at its disposal the knowledge referring to environmental awareness, ways of enticing and raising this awareness, as well as its operationalization in terms of relevant environmentally oriented behavior. Such environmentally oriented behavior refers both to the choice of destination and type of tourism, and the behavior during one's stay and travel to the tourist destination. Consumers are increasingly taking into account a destination's reputation for social and environment responsibility when they make their travel choices. This conceptual paper attempts to discuss green marketing concept toward green tourism destination and its processes as well explain the tourism marketing mix. This marketing mix consist from 8P which traditional concept such that product, price, place, promotion and additional concept packaging, programming, people partnership. Tourism marketing should not only be regarded as a tool for attracting more visitors, as it has been the case for most destinations. Instead, marketing should be used as a strategic mechanism in coordination with planning and management rather than a sales tool, to achieve strategic objectives that ensure the sustainability of the destination.

Keywords: Green, Marketing, Strategy, Green Tourism

INTRODUCTION

The increase of environmental issues and the resulting awareness of the need for environmental conservation and sustainable development have, among other things, lead to a rethinking of the basic principles of marketing. Nowadays, green marketing is being popular around the world. This current concept of green marketing is affecting tourist industry in recent years. Green tourism has been increasingly promoted over recent years due to growing concerns about environmental sustainability in many different industries worldwide. Meler and Ham (2012) argued that tourism is increasingly being used as an economic development tool by many developing countries, thereby helping to generate employment as well as improve the local infrastructure.

The damaging impacts of tourism development in developing countries have been well discussed in past research. Recognizing the natural environment as a vital tourism resource, public and private sectors of the tourism industry are increasingly adopting and implementing environmentally compatible development measures in order to limit the negative environmental

impacts associated with tourism development. Key elements of environmentally sensitive tourism development, in general, include restricting and regulating new development, preserving and protecting areas of outstanding natural beauty and biological diversity, and rehabilitating older resorts and destinations (Lockhart, 1997).

From an organizational point of view, the importance of the environment should be integrated in all the aspects of marketing – from the development to the manner of promoting new products. The holistic nature of all that is “green” suggests that, besides suppliers and traders, the other stakeholders should be listed, like teachers, local authorities, mediators, etc. The environmental problems should be balanced with the essential needs of the society. (Ottman, 1998). This conceptual paper try to figure out combine the tourism marketing mix consist from traditional marketing mix such that product, price, place and promotion, thus additional marketing mix such that packaging, programming, people and partnership.

LITERATUREVREVIEW

Green Marketing

The misconception of green marketing by majority of people makes its definition very critical, yet defining green marketing is not a simple task. Indeed the terminologies and definitions used in this area are varied. Therefore, there is no universally accepted terminology and definition of green marketing up to today. In the literature arising from marketing theory and practice over the last four decades, there are several terms synonyms to nowadays such that: green marketing (Ottman, 1998; Wasik., 1996; Grant., 2007; Dahlstrom, 2010). Most often used is sustainable marketing (Fuller, 1999) or sustainability marketing (Belz & Peattie, 2009). Furthermore, often used terms are: environmental marketing (Polonsky & Mintu-Wimsatt, Environmental marketing – strategies, practice, theory and research, 1997) and ecological marketing (Henion, 1976) and its abbreviated version: Eco-marketing. Different authors use different terms on arbitrary basis and there is no clear evolution of the term.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing integrated with various activities, including product modification, changes to the production process, packaging changes, and also modifying for advertising concept. Herbig and Milewicz (1993) green marketing refers “to products and packages that have one or more of the following characteristics; they are less toxic; are more durable; contain reusable materials and/or are made of recyclable materials. As Brownlie *et al.* (1994) green marketing is used in this study to refer to any marketing process where some account has been taken of environmental concerns. With the exception only of the environmental concern and consciousness of consumers.

Polonsky (1994) had three key determinant of green marketing is (1) green marketing is a part of the overall marketing activities (2) both positive and negative activities are taken into account (3) the relatively narrow range of environmental issues is taken into account. This definition is starting point, and the author argue that green marketing is a set marketing activities designed to generate and facilitate any exchange intended to satisfy human needs or desire in a way that meeting those needs and desire causes minimal negative impact on the natural environment.

Based on Ottman (1998), conventional marketing refers to developing products to meet customer needs at acceptable prices, and communicating the advantages of these products in a convincing way. Green marketing is far more complex and serves two purposes: (1) To develop products which strike a balance between the requirements of consumers for quality, practicality, performance and affordable prices, and ecological acceptability in terms of minimum environmental impact. (2) To create an image of high quality, including environment friendliness, which relates to the properties of the product, as well as to the manufacturer and its achievements in the field of environmental protection.

Langerak et al.²⁴ point out two groups of considerations to implementing green marketing: internal and external considerations. External considerations include the sensitivity of consumers to environmental issues, the intensity of competition, and the level of legislation. Internal considerations refer to the conscientiousness of marketers in respect to the environment, and the sensitivity of companies to environmental movements. The results of their research show that the degree to which green marketing is applied depends, foremost, on the legal regulations prescribing the procedures businesses must adhere to that are ultimately aimed at environmental protection.

From the definition, the concept of green marketing is still in debate within scholar. There are several term about green marketing. Generally, green marketing consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or want, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Meler and Ham (2012) the role of green marketing in green tourism is primarily derived from the fact that green marketing has at its disposal the knowledge referring to environmental awareness, ways of enticing and raising this awareness, as well as its operationalization in terms of relevant environmentally oriented behavior. Such environmentally oriented behavior refers both to the choice of destination and type of tourism, and the behavior during one's stay and travel to the tourist destination.

Green Marketing Strategy

In view of the specific issues that are at the core of green marketing, can state that green marketing represents a variant of marketing that should be implemented in green tourism. The application of green marketing calls for a pro-active approach towards both customers and other stakeholders in tourism, as well as towards the legislator. To gain all the strategic advantages that green marketing has to offer requires the willingness to rethink the very foundations on which the mission, vision, strategy and goals of a business are based (Meler & Ham, 2012). As a business philosophy, green marketing thus represents a specific way of devising marketing activities and implementation of adequate marketing strategies, tools and models for achieving the objectives of green tourism. Morrison (2010) argued that marketing mix in tourism industry comprised 8P make up from 4P traditional extension prevail in general way. This figure will be shown the marketing mix in tourism industry.

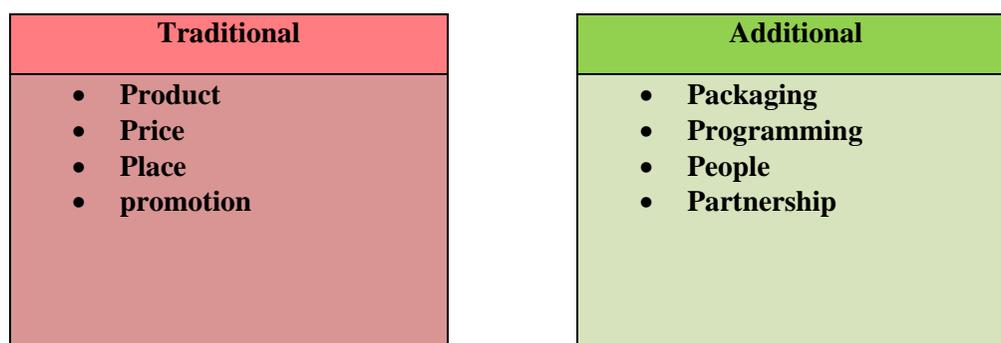


Figure 1. Marketing Mix in Tourism Marketing

Product: Product is the combination of tangible and intangible elements. The tourism product, which is mainly the destination, can only be experienced. The views of the location travel to the destination, the accommodation and facility as well as the entertainment at the destination all

form the tourism product. Thus it is a composite product combination of attraction, facilities and transportation. Each of these components has its own significance in the product mix and in the absence of even single components, the product mix is incomplete.

Pricing: One of the marketing mix elements (8 Ps) that is marketing technique and a major profit determinant. Pricing should include all special rates and discounts in addition to regular pricing. Pricing in tourism is a complex process. Pricing includes the prices of other services like Air travel, Bus, Railways, Hotels, etc. All are included in tourism package. Pricing also depends on the Geographic location of the destination. Pricing also depends on Seasonality. Seasonality is the most important factor in pricing.

Place: The plan that the organization makes to allow it to work with other complementary groups in the distribution channel. The tourism marketer may not have adequate choice of the tourist center, because in most of the case the tourist destinations may be natural, historical attraction. But, infrastructure facilities, transportation, communication are important for the development of the tourist center. The major decision that the tourism marketer takes regarding distribution is relating to the channel of choice and channel members. The uniqueness of tourism industry is predominant position of intermediaries. The two major functions performed by the distribution system in tourism marketing are: (1) To extend the number of points of sales or access, away from the location at which services are performed or delivered To facilitate the purchase of service in advance

Promotion: Creation of awareness has a far-reaching impact. The tourist organizations bear the responsibility of informing, persuading and sensing the potential tourists in a right fashion. The marketers need to use the various components of promotion optimally so that they succeed in increasing the number of habitual users. Promotion helps in maximizing the duration of stay, frequency of visit by offering new tourist products in the same country to areas, which have remained untapped or partially tapped

Packaging: Packaging refers to the way in which services and products are presented. Tourism packaging doesn't involve a physical package surrounding a product. Instead, packaging is the process of putting together, or bundling, the core tourist product with additional services desired by tourists. The package is then promoted to tourists, who can then easily purchase their desired travel experience. The appearance of staff is an important element of packaging because it provides evidence about the nature of the service

Programming: The development of special activities, events, or programs to increase customer spending or give added appeal to a package or other hospitality/travel service. One way to add value to the standard product and to distinguish a particular offering from competitors is to offer exclusive programming. Customers will purchase a product that caters to their particular interests. Special programming can address such preferences and draw in additional customers.

People: It plays a most important part in tourism. In people local people are very important, that how they treat tourist. The travel agents, guides, staff of travel companies, sales staff, etc they are the people. The personnel who attend to the needs of the tourists form an essential ingredient in tourism marketing. The sales personnel are responsible for dealing with the customer behind the counter. The tourist guides, who interact with the customers at the tourist location, all form the people element in tourism marketing. These contract persons must be trained on interpersonal skills as well as knowledge of the product. In the tourism industry the travel agents and the travel guides are the two most important people who speak a lot about the industry. Hence it is imperative that they have to be at their best at all times. Travel guides

especially, are expected to have a lot of patience, good sense of humor, tact to transform the occasional tourists into habitual ones, thorough knowledge of the places, linguistic skills etc.

Partnership: Developing partnerships is an important way of gaining credibility, increasing promotional coverage and reducing costs. A partnership is when two or more organisations form an alliance. The reasons for alliances can be varied. If a number of smaller organisations unite they can offer a wider range of services, and so address the needs and wants of customers more comprehensively. For example a Bed and Breakfast, a local art gallery and a coach operator can unite to create a small packaged tour. They can pool their advertising resources and create a much bigger promotional campaign than any of the organisations would be able to manage alone.

Green Tourism Destination

In recent years, increasing attention has been focused on protecting and enhancing environmental and social sustainability within entire tourism destinations, and not simply within individual businesses. Tools for measuring and criteria for certifying 'green' destinations are gradually being developed. UNWTO (United Nation World Tourism Organization) stated that consumers are increasingly taking into account a destination's reputation for social and environment responsibility when they make their travel choices. "The buildup of consumers' socio-environmental awareness of tourism development is leading to increased scrutiny on the part of the public in destination decision-making and a growing requirement for new tourism developments to be sustainable.

Green tourism, which is an important component of sustainable tourism, is defined as —travel to destinations where the flora, fauna, and cultural heritage are the primary attractions (Furqan, Som, & Hussin, 2010). This definition is further expanded to include environmentally sustainable travel to destinations where climate impacts are minimized with the aim of respecting and preserving natural resources and adapting programs to fit the context of fragile resources (NCC, 1996; Graci & Dodds, 2008). Green tourism is important to encourage travel that would help support natural and cultural aspects, while encouraging respect for and conservation of urban resources and cultural diversity.

According to Dodds and Joppe (2001), the green tourism concept can be broken down into four components that is (1) Environmental responsibility—protecting, conserving, and enhancing nature and the physical environment to ensure the long-term health of the life-sustaining ecosystem. (2) Local economic vitality—supporting local economies, businesses and communities to ensure economic vitality and sustainability. (3) Cultural diversity—respecting and appreciating cultures and cultural diversity so as to ensure the continued well-being of local or host cultures and (4) Experiential richness—providing enriching and satisfying experiences through active, personal and meaningful participation in, and involvement with, nature, people, places and cultures.

While green tourism takes place in rural areas, the purposes of tourists who engage in green tourism go beyond merely enjoying the natural environment. Green tourists have critical attitudes towards environmentally unsound consumption practices and wish to incorporate this awareness into the way they travel. The term "green" implies "environmentally sound" behavior, as used in terms like "Green party" or "green consumer". The term green tourism, therefore, could be understood as a form of tourism which places a strong emphasis on practicing tourism in environmentally sound manners (Yokoyama, 1998)

However, many authors suggest that there is no commonly agreed definition of green tourism. But, it is clear that this green tourism emphasizes the preservation of the environment, which is intended for the type of tourists who have a strong sense of responsibility of the environment

where they visit. However, as already mentioned, the term green tourism is not necessarily consistently used throughout the world when referring to such form of tourism.

A destination's "product" consists of built and natural attractions, tours and packages, services for travellers (e.g. shopping, restaurants, accommodation) and activities. Destinations may choose to concentrate on services such as tour packages, guiding and interpretation. Approaching a destination as product, however, does not mean that only attractions which appeal to tourists, regardless of their appropriateness should be developed. It means, rather, that the product should be seen as a community's livelihood and marketed and protected accordingly. Control must be exercised to prevent developments which do not fit the community or which cause undesirable impacts. Each destination has its own unique product mix, based on its resources, values, needs and preferences. The result should be an authentic community tourism product that will be attractive to travellers seeking hospitable and unique experiences (Jamieson & Noble).

However, it is important to note that a positive image and satisfaction with destination does not necessarily guarantee a return visit as increasingly, visitors are seeking new experiences and therefore often look for new and different destination. Essentially, destinations with strong, positive images are more likely to be chosen by visitors, particularly if they have limited knowledge or experience of a destination. As visitors seek out differences in culture, heritage and landscape from their everyday life when they choose a destination, destinations should develop images based on their unique features to differentiate themselves from their competitors.

CONCLUSION

There is no formula for the amount of green marketing strategy that a particular situation calls for and clearly each societal context will determine what is appropriate. There is a lot of strategy formula to green tourism destination based on the where is the destination. This conceptual paper try to figure out combine the tourism marketing mix consist from traditional marketing mix such that product, price, place and promotion, thus additional marketing mix such that packaging, programming, people and partnership. It is important to conduct a destination analysis to assess the community's infrastructure and tourism resources. Carrying out this task in a comprehensive manner can benefit everyone. Tourism marketing should not only be regarded as a tool for attracting more visitors, as it has been the case for most destinations. Instead, marketing should be used as a strategic mechanism in coordination with planning and management rather than a sales tool, to achieve strategic objectives that ensure the sustainability of the destination.

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