

Tourism Marketing; as a tool toward and Sustainable development.

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Abstract :

Recently, there has been growing interest in **tourism** as a way to economic diversification and a source of hard currency. Perhaps the most important challenge facing the **tourism industry** is to finding ways and means to ensure the **sustainable tourism** and maintain this resource, In this context, **tourism marketing** is a good comprehensive tool for shift towards sustainable tourism through the elements of **tourism marketing mix** and **sustainable tourism marketing** as a contemporary concept.

Keywords : Tourism – Tourism Industry- Tourism sustainable– Tourism Marketing – Tourism Marketing Mix – Sustainable Tourism Marketing.

الملخص:

عرفت الآونة الأخيرة اهتمام متزايد بالسياحة كوسيلة للتنويع الاقتصادي لما توفره من عملة صعبة. ولعل أهم التحديات التي تواجهها صناعة السياحة هي البحث الطرق والوسائل التي تضمن سياحة مستدامة ومستمرة، للحفاظ على هذا المورد. في هذا السياق يمثل التسويق السياحي أداة جيدة وشاملة للتحويل نحو سياحة مستدامة من خلال عناصر المزيج السياحي التسويقي والتسويق السياحي المستديم كمفهوم معاصر.

الكلمات المفتاحية: السياحة – صناعة السياحة – سياحة مستدامة – التسويق السياحي – المزيج السياحي التسويقي – التسويق السياحي المستديم.

Introduction: Tourism world over has been recognized as major contributor of economy, because it provides hard currency reserves, not only that, but also activating the rest other sectors to face the increasing demand of tourists. It is coming in 4th largest industry contributing to world's economy and for developing nations like Algeria and the second in creating employment . Tourism is among the economic sectors that are in continuous growth, year after year. It has negative and positive impact on nations economy; and the ill effects of it concerned by addition pollution, overutilization of deferent resources, social and cultural changes and adverse impact on environment and ecology. So, it in itself has a significant contribution in ill effects on health of indigenous people on one hand, and hindering continuity of tourism activity on the other. And even though the tourist is a pivotal attraction to the economy, simultaneously becomes its destructor by the wrong behaviors. In this context, tourism marketing is the link between the tourism industry and the sustainability of tourism activities, through influencing on tourist's behaviors. In the light of all this, we discuss the following problematic: **How tourism marketing can affect in achievement of sustainable tourism?**

To answer this problematic, we must should ask the following sub-questions;

- What's tourism? and what are its most fundamental determinants? and what's sustainable tourism?
- What's tourism marketing? and what are its most important elements?
- What's the meaning of sustainability in the marketing concepts?
- That is the relationship between tourism industry and the tourism marketing ?

Importance study: Tourism represents a good source of hard currency, it has activating the other economic sectors and introducing the local product, through tourism marketing, which must take into account the environmental and social dimension in order to maintain this resource within the so-called economic diversification of national income sources.

Study objectives: this research paper aims to the following objectives:

- Highlighting the Conceptual Framework for tourism and tourism Marketing.
- Identify the most important determinants of tourism in general and sustainable tourism in particular, including tourism marketing.
- Analysis of challenges, bets and obstacles that prevent the sustainability of tourism .
- Finding solutions to promote the tourism sector towards sustainability.

To address the issue, we divided this research paper into two parts. The first was about the tourism industry of tourist marketing, and the second was about sustainable tourism marketing.

I. Tourism industry:

Tourism industry is highly relied on a healthy and quality environment. it is the public and private organizations that participate in the development of production and marketing of goods and services to serve the needs and welfare of tourists.

1. **tourism definition:** the World Tourism Organization Defined it as: “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 visitors¹.
2. **Tourism determinants:** tourism depends on set of core factors that can not practices its activities without it; we summarize it in three principle types as follows²:
 - a. **Natural determinants:** like : Geographical location, landscape, climate, terrain, plants, water, protected areas and even the animals biodiversity.
 - b. **Human determinants:** like ; social and cultural heritage, Historical aspects, traditions.
 - c. **Infrastructure determinants:** All kinds of transportation, development in industrial and commercial sectors, level of banking services, Urbanization, and availability of complementary services such as hotels, cafes ,and centers entertainment³.

In addition to the above, tourism also depends on political and economic stability,that's providing security and prosperity for tourists.

3. **Tourism environment definition:** it's a group of elements or interactions focused on people especially tourists, this group of elements was variously described as terms,

systems, locations aspects, factors, circumstances or conditions, the difference mainly lie in the contents and scopes of the tourism environment⁴.

4. Tourism impacts on environment: Tourism can be a lucrative source, but it can also have major negative impacts on environment. These impacts are not only physical, but also cultural. The impacts vary according to the number and the nature of tourists as well as the characteristics of the site at which tourism activities take place, most important of those effects in follows⁵:
 - a. Impacts on ecosystems: its impacts rarely effect only one entity, but that the ecological impacts of tourism usually effect ecosystems as a whole.
 - a. Water environment: it's one of the most important elements of tourism destination; sewage, faces, garbage and other sources of pollution associated with the tourism activities can leads to the eutrophication of the water setting, spread of infectious diseases, ad degradation of water conservation forests, stressed that some recreational activities, such as boating, surfing, rafting and swimming can have negative impacts on the water environment, wastes lefts by tourists on surface water can seriously pollute the water quality.
 - b. Atmospheric environment: the atmospheric environment of some tourism areas has a negative impacts due to the use of coal and other fuels for heating or cooking and other purposes.
 - c. Soil erosion: an inappropriate tourism development model may result in soil erosion if the environment protection was ignored. Due to the construction of tourism infrastructure and other activities like excessive hors riding, soil pollution caused by wastes lefts tourists that has direct negative impacts on green spaces.
 - b. socio-cultural impacts: The reaction of societies towards tourism is diverse: some reject changes, others involucrate them into their traditions and some will abandon their cultural roots altogether. While cultural change is an unavoidable, natural part of human culture, the sudden and forced changes that tourism often brings can cause the complete breakdown of a society and may consequentially cause the loss of entire cultural tradition⁶.
5. Sustainable tourism: The challenge of sustainable tourism development is to make use of tourism's positive impacts, enhancing and channeling the benefits into the right directions, and to avoid or mitigate the negative impacts as far as possible. it's a part of sustainable development and aimed to achieving its objectives, through the ability to satisfy own needs and desires of future generations⁷.

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 makers”⁸.

The World Tourism Organization (UNWTO) defined it as: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity 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 system.”⁹ It's also in other definition means a constant struggle tradition communities, it's a cooperative relationship between the local commity and tourists¹⁰. So, the most fundamental principles for achieving tourism sustainability are¹¹:

- a. Ecological sustainability: development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources;
- b. Social sustainability.
- c. Cultural sustainability.
- d. Economic sustainability:
- e. Education elements.
- f. Local participation.
- 6. The tools of sustainable tourism¹²:
 - Area protection.
 - Tourism industry regulation.
 - Visitor management technique.
 - Carrying capacity calculations.

II. sustainable tourism marketing:

In this part we will try to explain the relationship between marketing and the tourism sustainable through the tourism marketing mix as a basic element, and simultaneously integrate some other complementary practices –ethics & social responsibility- in the marketing planner for make tourism more sustainable as a recent model.

1. Tourism marketing:

It's the flourishing development of general marketing theories¹³. The traditional definition of tourism marketing focuses on the application of marketing techniques on the marketing tourism services for profit. marketing research focuses on further flows between the tourism industry and tourists, while neglecting some of the external factors of the social, cultural and political environment¹⁴. The aim of marketing in tourism is the production and placement of products to suit wider range of tourism consumer. It should facilitate the exchange process on tourism trade. Marketing in tourism can be seen as the subsystem in the system of marketing services¹⁵.

2. Modern concept of tourism marketing:

Tourism system is greater than the process of economic exchange, Modern marketing research has become focused on creating more exchanges and interactions between the tourism industry and tourists by achieving profit considering the internal factors like environmental socio-cultural and political factors through integrate all those factors in the marketing planner as a core system to practice tourism marketing. That's make it so complex due to each one would be effect in other. and the solution just in creating a model of human communities toward sustainable tourism , this new conception take in consideration other marketing practices in social and ethical marketing¹⁶.

In this context; Ph. 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 well being”. Sustainable marketing should contribute to finding feasible trade-offs between business and environmental concerns.

Sustainable marketing is, among other things, an appeal to lengthen corporate time horizons and to value continuity over profit¹⁷.

The final definition focuses on more broad beneficiaries of marketing, and an extension of marketing activities from designing the marketing mix towards more relationship management and the focus on values. However, if “collaboration with customers and partners” is what marketing should do, but is not yet practicing, then the search for alternative models needs to continue. Following analysis attempts to understand and structurally differentiate alternative views on marketing¹⁸.

3. **Marketing tourism segmentation:**

Marketing tourist segmentation is a power point to achieve competitive advantages, it's make marketing planner very clear and precise. Segmentation is predicated on the premise that every market consists of groups or segments of customers with somewhat different needs and wants, the progress involves either aggregating individual customers into groups or disaggregating a total market into pieces. This take into account their reactions and behaviors to the marketing activities or benefits they seek¹⁹.

Tourism organizations need to give greater consideration to segmenting their market through giving up focus only on attractive visitor categories and relying on attracting groups that encourage to practice sustainable behaviors. Inappropriate tourists may cause environmental damage or act insensitively towards a local culture²⁰.

4. **Tourism Marketing mix:** marketing mix is crucial in helping destination marketers accomplish their objectives

- a. **Product:** It includes all the elements a destination has to offer including the physical, social and cultural environments as well as attractions, transport and lodging facilities, and other travel related services²¹. the product dimension to achieve more sustainable tourism involves both²²:
 - developing products which are more sustainable in nature through 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:** 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 to²³:
 - 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:** Place 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 message.
- d. **Promotion:** Focuses on four key elements, Advertising, Sales promotion, Personal selling, Public relations²⁴:
 - **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.

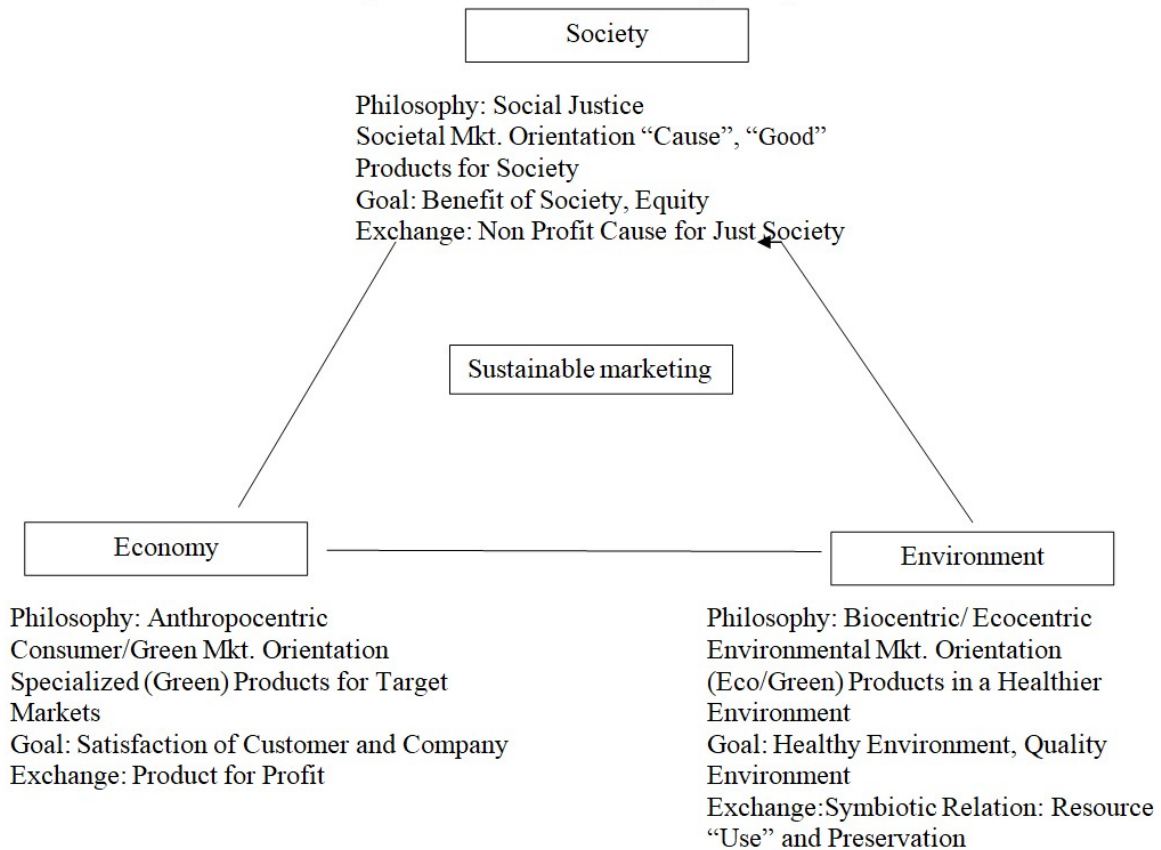
Personal selling: is an attempt to gain benefit through face to face or telephone contact between the sellers representative and those people with whom the seller want to communicate.

Public relations: achieves coverage in mass medium and that is not paid for by the source, PR 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 .PR 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 combination²⁵.
- f. **Process:** process refers to the actual mechanisms, flow of activities, and procedures of service delivery and systems of operations it helps customers access services in the simplest way possible.
- g. **Physical evidence:** Physical evidence comprises the environment in which the organization and customer interact, and any tangible elements that enhance communication or performance of the service during service delivery. Since customers cannot experience a service before it is offered, it is important for destination marketers to provide testimonials from other visitors who have visited the tourist destination and also display photographs showing all the aspects of the tourist destination²⁶, like The appearance of buildings, landscaping, vehicles, interior furnishing, equipment, staff members, uniforms, signs, printed materials²⁷.

5. **Marketing tourism sustainable:**

The traditional tourism marketing orientation focus under the economic paradigm in the inherently non sustainable as it is solely focused on economic profit a focus on just one dimensions of the model, even with either societal or environmental objectives limits the potential of tourism marketing, the sustainable marketing approach integrates environmental, societal and economic objectives.

Figure 1: sustainable marketing model



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

The process of sustainable marketing tourism depend on three basics pillar or dimensions, it begin from the society and reflex at it, this is assisted by some sub-practices like social responsibility an ethics, The idea that the society should be determine its needs to satisfy its desires without the negative impact on its surroundings, it needs to be aware that its behaviors will be reflected on it, And then comes the role of marketing traditional economic, which takes into account the requirements of green consumers not only realizing profit, the third pillar integrates human and other than human systems into a network of symbiotic relationships it means economic viability, social equity and environmental responsibilities towards the desire to achieve livable and living communities. This is reflected in the sustainability of tourism in particular and economic development as a whole.

5.1. **Social marketing:**

According the ISMA/ESMA/ISMA²⁸ 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 good²⁹. It began to be used in the field of tourism in 2000 by Bright's article which published in the journal of leisure research, where he see that the use of social marketing to communicate the multifaceted benefits of recreation and tourism activities to the public would help improve individual and societal

quality of life³⁰. societal marketing evolved as an extension of production, selling and consumer orientation considering not only consumer satisfaction but also expanding it towards societal responsibility. through the using of social marketing mix to influence the consumer behaviors, and more research marketing to determine the tourism marketing practices as a tool to control the tourist demand in the environmental sensitive area Also the role of social marketing in leisure an reaction, questioning if social marketing primly influence the acceptance of social idea or if it is an application of social marketing techniques in a public environment arguing that individual and social well being should be driver for marketing activities³¹.

5.2. **Ethical marketing in tourism:**

Marketing operators face many moral issue in their tourism practices, that's a set of rules defining what is right and wrong in our conduct. So tourism organizations should adopt the marketing ethics policies and organizational policies covering principles by which to guide in its work each employee in the company. Such principles should cover the scope of relationships with distributors, advertising standards, customer service, pricing, general ethical standards, specially all about the tourism product , and the consumers behavior towards this product ³².

5.3. **Environmental marketing:**

In tourism environmental marketing relates to product development and protection when the local tourism industry is dependent on its natural resources for developing experience and activities. Environmental marketing is also practiced with the hospitality and attraction industries favor recycling energy savings and other environmentally conscious activities, it can go step further when creating a new environmental consciousness that promotes preservation and conservation in the future, Through the use of social and ethical marketing that promotes awareness in the preservation of the environment³³.

Conclusion:

This paper research focused on the role of tourism marketing in sustainable tourism through the analyzing of sustainable tourism conceptions and the new marketing concepts, then determine the relationship nature between them. we concluded the following results:

- Tourism marketing one of the most effective solutions to achieve a sustainable tourism, Because all other sub-solutions depend on its effectiveness in achieving sustainability.
- Tourism sustainable marketing is the result of good and conscious behaviors of the society towards the tourism industry to ensure its well-being.
- The basic and supplementary tourism marketing mix is a significant step in the success of tourism marketing but not in its sustainability ,
- this needs too other dimensions like social and environmental.
- The sustainable marketing philosophy needs to incorporate social consumer and environmental perspectives and ethics.

Recommendations:

- More scientific research on tourism marketing. And research marketing, to understand the public and its changes and trends and identify social phenomena.
- The obligation of tourism organizations to social and environmental responsibility
- Encourage ecological innovations in tourism industry.
- Use appropriate means to promote behaviors that achieve sustainability through social media.

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