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### Green Tourism Marketing as An Introduction to Fulfill Sustainable Tourism Development (Theoretical study)

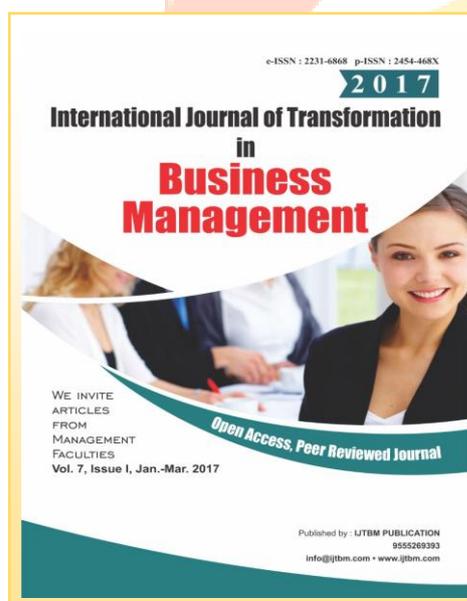
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## ABSTRACT

The research aims to integrate the environmental dimension with the development dimension in the strategies of tourism institutions, as it has become imperative for governments to take a set of measures and measures aimed at increasing the activity of tourism institutions while developing their environmental culture by applying the concept of green tourism marketing and giving the environmental dimension prominent importance in their production and marketing strategies. The importance of the research is shown by introducing green tourism marketing, highlighting its importance and dimensions, introducing sustainable tourism development, highlighting its goals and the most important challenges it faces, as well as evaluating the role of green tourism marketing in supporting and achieving sustainable tourism development goals. The research deals with the problem of the potential contribution of green tourism marketing to achieving sustainable tourism development. To address the research problem, the study was divided into several paragraphs, the conceptual framework of green tourism marketing, sustainable tourism development ... Goals and challenges, the research adopts the inferential method in studying what is related to green tourism marketing and sustainable tourism development. Green resulting from environmental imbalance The rational behavior of the human being towards the environment, and the use of highly efficient production methods that rely on less environmentally harmful or recycled raw materials or energy savings would achieve cost savings and more profits would be achieved, and green tourism marketing is an important input for the protection of tourists. And the protection of the environment in which he lives. The importance of green tourism marketing lies in two aspects. The first relates to its impact on the reputation and competitiveness of the tourism organization, and the other side is the results achieved by green tourism marketing in terms of protecting the tourist, his health and his environment.

Keywords: Green tourism marketing, Sustainable tourism development.

## INTRODUCTION

The sustainable development is deemed to be as a renewable sustainable economic, social development without, causing harm to the quality of the natural resources that are used in the various human activities upon which the development relies. The tourism sector is considered as one of the economic sectors that contribute to the other sectors to fulfil the country's economic and social growth. The sector a not dealt with caution, tourist will migrate competing destinations or attractions in future, and there an increasing pressure to develop tourism

products to get to the sustainable tourism development, which helps to adapt to a local environment and ensures to preserve it. Thus, the marketing introduces a new product to the global tourism markets and make better use of the diversity of disparate tourist asset that helps to reach to prospective customers. In this study, we will consider possible alternative forms of tourism marketing, primarily to a green tourism marketing try to highlight its importance in supporting sustainable tourism development.

## THE RESEARCH PROBLEM

Sometimes, traditional tourism marketing could not fulfil sustainable tourism development without affecting the environment. Therefore, it is necessary to go towards green tourism marketing, as it focuses on meeting the needs and desires of the consumer, and considerations environmental conservation as a basis for the continuity of marketing practices, in addition to that trend towards finding solution environmental problems by activating the development and creativity of an effort and thus reaching sustainable tourism development. The problem here lies in the extent to which green tourism marketing can contribute to achieving sustainable tourism development.

## THE RESEARCH HYPOTHESIS

Green tourism marketing contributes an effective and basic contribution to the process of sustainable tourism development by its impact on the environmental, economic and social side.

## RESEARCH OBJECTIVES

The research aims to- :

1- Introduce green tourism marketing, highlight its importance and dimensions.

2- Know sustainable tourism development and highlight its goals and the most important challenges it faces.

3- Assess the role of green tourism marketing in bolstering and fulfilling the goals of sustainable tourism development.

## RESEARCH METHODOLOGY

The research relied on the descriptive approach in the inference and conclusion of the sources that dealt with the subject.

### 1- The conceptual framework for green tourism marketing:

#### 1-1- Literature Review of green marketing:

A few decades ago, those interested in green marketing-focused their attention on the environment and the quality of their products is not only for the present generations but also for the future generation. Accordingly, in 1975 the American Marketing Association (AMA) conducted its first workshop on the topic of (Marketing Environment) and what solutions and proposals should be taken to maintain a clean environment. The workshop deliberations resulted in the issuance of the first book on green marketing entitled (Environmental Marketing), as the concept of green

marketing appeared with the stage of the social concept of marketing, which focused on the nature of the close relationship between social responsibility and environmental responsibility, as a set of technological developments that contributed to the spread of environmental pollution emerged, which led to the need to transfer the social orientation of marketing to consider environmental considerations so that the term green marketing appeared in the late eighties and early nineties (A.N. Sarkar, 2012). and hence many organizations have started their interest in marketing Green, especially since the twentieth anniversary of Earth Day in 1995, where more than a hundred leaders of business activity gathered in New York City at the Green Force conference to discuss two main topics: increasing loyalty to the brand through environmental ties and enhancing the image of companies by offering a green character (stages (Dolnicar, S, & Mutus, K, 2008). Green Marketing has passed through several stages, (Abid Alrazzaq, Arif, Nasir, Khan Muhammad, 2009): -

**1-1-1- Social Responsibility:** This stage focuses on marketing social responsibility towards community issues, and referring to green marketing as part of social issues.

**1-1-2- Consumer protection:** It is directed towards consumer rights because it focuses on the consumer's right to live in a clean environment.

**1-1-3- Environmental Marketing Orientation:** This phase focuses on looking at that Greenmarket a part of the marketing, by focusing on reducing the negative effects of marketing on the environment.

**1-2- green tourism marketing:**

Green tourism represents tourism operations that take place in the tourist attraction area in a way that does not harm the environment (Font, X, & T, John, 2001). For green tourism to succeed, it is very important to make sufficient marketing efforts. All of these goals can be achieved through what is called green marketing. Accordingly, green marketing can be seen as the strategy of cooperation Between supplier, vendors, partners a for well the competitors, in order a achieve environmentally sustainable development across the entire value chain, while at the same time, it calls internally from all business functions to find the best possible solutions to the main guidelines: profit long-term positive contributions to an environment (society a natural environment). To gain strategic benefits the green marketing provides for green

tourism, this requires a desire rethinks that important foundation of the business vision strategy and the goal. This requires commitment a focus the not only from senior management but also from all stakeholders, everyone the organization.

Conventional marketing refers to developing products to meet customer needs at acceptable prices and communicating the advantages of these products convincingly. Green marketing is far more complex and serves two purposes, (Ugur Bati, 2016):-

**1-2-1-** 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.

**1-2-2.** 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.

Therefore, there is no agreed definition yet because defining green marketing is not an easy process, as definitions differed from one researcher to another. Some studies have identified the positive aspects of market activities designed to create and

facilitate any exchanges aimed at satisfying human desires and needs, so that these needs and desires are met with the least harmful impact on the natural environment, and the benefits of future generations (Mohajan, H.K. 2012), Including green products, which means to those products that are designed and manufactured according to a set of standards aimed at protecting the environment and reducing the depletion of natural materials with the need to preserve the original performance propertie, (Nouri, Ahmad Nizar, Bakri, Thamer, 2007), whose functions or ideas deal with material recovery, production, sales, use and waste treatment (Liu, M-S., S-D. Wu 2009), It is clear to us from the above that green tourism marketing addresses all activities of the tourism organization with an environmental dimension, From planning to developing elements of the marketing mix to achieve a goal a sustainable tourism development and meet a needs desires on consumers as well as preserve their environment.

### **1-3- Green Hotels:**

Green hotels can be defined as pro-environmental lodging establishments whose managers strive to implement programs that save water and energy Reducing the production of solid waste to the maximum possible to save money for

its owners and help protect the environment, (Kola Ijasan, et al, 2016). Therefore, the term of the green hotels describes hotels that seek to be more environmentally friendly through effective use of energy, water and resources while providing excellent services as the benefits of reducing costs, increased obligations and positive cash flows and identifying these benefits and incentives. All these things make the green hotels in continuous growth and the demand for them is increasing.

Green hotels depend on applying practices that undertake to reduce the negative impact on the environment such as rationalizing the traditional energy consumption in the hotel and moving to

alternative energy with legalizing the use of water for different purposes in several innovative ways and adhering to some instructions and standards related to external and internal design, implementation and methods by which waste is managed and treated, to preserve natural resources, reduce the negative effects of the hotel industry on the environment and reducing waste while providing healthy and safe environments for inmates (Hammad, Abdel Qader Ibrahim 2015). Table (1) shows a group of hotels that were ranked among the best green hotels in the world during the year (2020), with the characteristics of each hotel mentioned.

Table (1) A group of green hotels that have been classified within a group representing the best in the world in (2020), with the characteristics of each hotel mentioned.

No	The name of the hotel or resort	Location	characteristics
1	Proximity Hotel	North Carolina/ USA	Considered one of the most environmentally friendly hotels in America, with more than 70 sustainable practices in place, this LEED Platinum-rated hotel has 147 rooms, uses 100 solar panels on the roof, with an elevator that works to regenerate energy, and It uses geothermal energy to operate refrigerators, rooms and suites feature a loft-style design with floor-to-ceiling windows, deep soaking tubs, air purification systems, other amenities include in-room massages.
2	Rancho Margot farm resort	El Castell - Costa Rica	The resort offers the possibility to enjoy ecotourism and participate in some practical activities, with yoga sessions and farm tours, as it provides education about organic agriculture and medicinal plants, the resort also includes natural pools heated with excess energy, private bungalow huts and hammock hammocks, as well as walking Long-distance hiking, kayaking on Arenal Lake, horseback riding.
3	Al Natural Resort	Bocas Del Toro -	The resort comprises of 7 thatched bungalows overlooking the waters of the Caribbean Sea. The accommodations run on solar energy, have open walls to the air (can be closed if needed), hammock hammocks, and orthopedic mattresses. The resort hosts a number of yoga retreats, and scuba diving courses are offered at the lake in front of the hotel.

		Panama	Meals at the resort are prepared with fresh, local ingredients.
4	Alila Villas Soori	Bali, Indonesia	The hotel is designed according to international Earth Check environmental standards, the hotel is characterized by water use efficiency by meeting all their rainwater needs. More than half of the components, goods and services are purchased from the local area. Local sources such as sandstone and natural stones were used in the construction of the hotel. It houses a mixture of native volcanic rock and abundant vegetation to organically cool the villas.
5	Lefay Resort & Spa Lago di Garda	Gargnano - Italy	The various structures hotel were integrated with the slopes and hills of the village to reduce the dispersion of energy and heat, the hotel focused on public health, through food, tranquility, interior design using local materials, the hotel was designed according to the surrounding landscape and environment, rain water. The hotel has a sustainable approach to waste management. The hotel offers unique views of Lake Garda. It offers 5-star accommodation, as well as a sauna, a saltwater pool and a jacuzzi. There is also a children's playroom and club.

Source: The table is prepared by researchers depending on:

[https://www.booking.com/hotel/us/proximityhotel.html?aid=1482517&no\\_rooms=1&group\\_adults=1](https://www.booking.com/hotel/us/proximityhotel.html?aid=1482517&no_rooms=1&group_adults=1)

- Travelling Green: The World's Top Eco-Friendly Hotels:

<https://www.hotelscombined.com/news/travelling-green-the-worlds-top-eco-friendly-hotels/>

#### 1-4- The Green Tourist:

Whoever visits green hotels is known as the green tourist, and he is the person who takes into account the environmental aspect when purchasing products or services. He also has a strong desire to bear additional expenses to satisfy his green desires, (Parirokh Basiri, 2014). That person who can have a position and vision on an issue". Pollution of the environment, while completely rejecting more pollution, and calling for the health, protection and safety of the tourism environment, while making sure to contract to intensify green tourism programs. Therefore, the green tourist is a tourist with a special nature, who has

awareness, distinction, and is characterized by some of the following characteristics (Colvin, Jean. 1991):-

**1-4-1-** Has a great desire to get to know the natural and cultural places.

**1-4-2-** Has a strong desire to gain real personal experiences through interacting with local people and engaging in their social and cultural life.

**1-4-3-** It is preferable to visit ecotourism destinations in individual or small numbers.

**1-4-4-** Has the ability to adapt to the simplest tourism services, as he can endure difficulties and inconveniences while accepting challenges to achieve his desires.

**1-4-5-** Positive and unemotional.

**1-4-6-** Money is spent for experience, not just comfort.

**1-5 -The importance of green tourism marketing:**

The marketing of green tourism is an important stage that contributes to the protection of tourists and the environment in which the tourists live. Green tourism marketing is of great importance in two aspects. The first is the results that can be achieved by green tourism marketing related to the protection of the tourist, his health and his environment, while the second aspect relates to its positive repercussions on the reputation of the tourism organization and its competitiveness.

Below is the importance of green tourism marketing, (Agha, Hanan Tahseen Eid, 2017).

**1-5-1-** It works to improve the image of the tourism organization: the reputation of the tourism organization reflects the developments adopted by the group of agencies that deal with it, such as suppliers, employees, customers, governmental and non-governmental bodies, banks and tourists.

**1-5-2-** It contributes to increasing the market share: Over time, the loyalty of

customers to tourism organizations in the market decreases in light of the increasing environmental problems, and the consumer will switch to buying environmentally friendly products, and thus there is an opportunity for institutions that depend on green tourism marketing to achieve an increase in their products. Thus increasing the market share.

**1-5-3-** Green tourism marketing contributes to achieving competitive advantage: Green marketing creates new and broad prospects and attractive market opportunities for tourism organizations, which helps them avoid traditional competition and thus reach a competitive advantage in the international tourism market.

**1-5-4-** Reducing costs while increasing profits: Saving energy by using highly efficient production methods that rely on environmentally friendly or recycled raw materials will achieve cost savings and lead to high profits.

**1-5-5-** Achieving safety in providing environmentally friendly products and managing operations: The organization's accreditation of green marketing will make it always strive to provide the best to consumers by focusing on producing safe and environmentally friendly products through raising production efficiency, thus

reducing environmental pollution and damage resulting from production processes.

Thus, green marketing determines the harmful effects on the environment and searches for products that are considered environmentally friendly, which is reflected in the awareness and behaviour of consumers and attitudes towards environmental products.

### **1-6- Dimensions of green tourism marketing:-**

The dimensions of green tourism marketing are as follows.

**1-6-1- Reshaping the product:** It is represented in keeping pace with production technology to the concept of environmental commitment so that production relies heavily on raw materials that are not harmful to the environment and the consumption of the minimum ones, as well as the need to recycle the products after the consumer has finished using them, especially durable ones so that they can be returned to their factory at the end where they can be dismantled and returned them to the industry again in a closed-loop As for packaging, it depends on environmentally friendly and recyclable raw materials (**Alaa Farhan Taleb et al, 2010**).

**1-6-2- Clarity of the relationship between price and cost:** - The price of the product must reflect its real cost or be close to it and this means that the price of the product (the real cost to the consumer) must equal the value obtained from the product, including the added value resulting from the product being green, (**William M Pride; O C Ferrell, 2007**).

**1-6-3- Making the environmental orientation profitable:** - Many organizations have realized that green marketing is a market opportunity that may give the organization a competitive advantage and perhaps sustainable, especially since most organizations compete in the market to achieve quick wins regardless of the negative effects on the environment and those interested in competing in the market are aware This is a competitive and strategic outlet that can take the organization into another type of competition, especially with the growing environmental awareness among consumers and their gradual transformation into green consumers Second (**S. Firman, et al, 2019**).

**1-6-4- Environmental orientation is profitable:** - Green marketing is a market opportunity that can give the organization a sustainable competitive advantage, especially if we know that most organizations compete in the market to

achieve quick profits regardless of the negative effects on the environment, and those who look to it, competition in the market realizes that this is a port. Strategically competitive, it can take the organization to another type of competition, especially with the increasing environmental awareness among consumers and their gradual transformation into environmentally friendly consumers' (Smadi, Sami, 2006).

### **1-7- Strategies for green tourism marketing:**

Tourism Marketing strategies mean: "The main plans according to which the path that the tourism organization and its various activities must follow during a specific period of time, in order to achieve specific goals with a time dimension, are identified as part of the strategic planning, Those, it represents a meeting and interaction between the marketing complex ethe tourist country and the elements that determine the decisions to purchase tourism products. Ginsberg and Bloom divided green tourism marketing strategies into four types, depending on the extent to which the green marketing philosophy was incorporated into the entity of the tourism organization, as follows' (M. Meler, M. Ham, 2012).

#### **1-7-1 Competitive strategy**

In order for the tourism organization to develop the optimal strategy for tourism marketing, the marketing strategy that the competing tourism countries are going to follow must be studied and understood, as well as the strategy of each competing tourism organization. The formulation of the tourism marketing strategy is the result of the concerted efforts of all tourism organizations, responsible bodies and public and private facilities to confront external competition, as well as

At the level of the tourism organization in the face of the strategies of other companies inside and outside the country, this can only be achieved by designing a tourism marketing strategy that is counter to the other strategies based on a sound evaluation of the situations and taking the right decisions in a timely manner.

#### **1-7-2- An alternative strategy:**

It is intended to replace marketing strategies in another place, so that under certain emergency circumstances it is possible to introduce alternative strategic inputs to each other as a kind of substitution so that when choosing a marketing strategy the decision-maker determines the effect of these inputs on its final goal, such as the increase in the quality of the tourism product, which will lead to the achievement of a goal One of

the marketing strategy that relies mainly on tourism advertising.

**1-7-3-** Integration strategy (integration between marketing elements:

Integration between the different elements of tourism marketing strategies leads to identifying optimal strategies for the various aspects of the marketing process, as the integration between these elements is a prerequisite for the success of this strategy over other strategies, so a good product is linked to effective tourism advertising and influential advertising is linked to an increasing tourism movement.

**1-7-4** An aggressive green marketing strategy, this strategy is fully integrated into environmental issues in all policies, plans, decisions and strategies as green tourism companies use a holistic approach with green environmental values that make up their philosophy. Environmental concerns are fully integrated into business processes and the product life cycle. Intensive green companies follow measures such as a life-cycle pricing approach, high-quality environmental management and manufacturing for the environment.

**2- Sustainable tourism development ... goals and challenges**

**2-1- Sustainable tourism development:**

Since the beginning of the eighties of the last century, a new concept of development, known as sustainable development, has been developed for the first time in the report of the World Committee for Environment and Development, which titled Our Common Future, and has been published for the first time in 1987, (Ghneim, Othman Muhammad, Abu Zant, Magda, 2010). With the aftermath of the twenty-first century, two major forces met in the directions of the field of rationalizing tourism, the first: calls for greater responsibility towards respecting the residents of the destination and their culture, and this requirement came as a result of the growth of tourism and tourists' repercussions on the hosts and their environment, and the second: calls for greater responsibility on the part of tourists travelling and this came as a result of the growth of new patterns of consumptions, which pushed tourists to education and self-development as a motivation for their travel. These two forces were the beginning of the emergence of the concept of sustainable tourism and the development of its foundations.

The basic principles and outlines of adopting the concept of sustainability in the tourism industry have been presented through the document issued by the World Conference that was held in Lanzarote, Canary Islands, Spain, in 1995, and the actual adoption has been through the Earth Summit held in New York, the USA in 1997, **(Andrew Holden, 2000)**.

In late 1997, the World Tourism Organization called for a conference of tourism ministers for Asia and the Pacific on tourism and the environment. The conference covered a wide range of technical topics related to sustainable tourism, and a conference issued a statement that clarified the official global interest in the principle of sustainability. Sustainable tourism development has been defined by the World Tourism Organization as " sustainable tourism as a tourism system that takes into account the economic, social and environmental impacts on the host communities for tourists, as well as it meets the needs of tourists and host sites in addition to protecting and providing opportunities for the future" **(UNWTO, 1997)**.

That interest in tourism as an impetus for sustainable development is an important economic requirement to stimulate investment in natural, environmental and cultural tourism places,

and raising awareness of the importance of tourism development and its efficient management is one of the most important goals of the World Tourism Organization. As it works to achieve an integrated set of goals and at the same time derives its importance from itself, which stems from the nature of practices achieved by sustainable tourism development projects, Table (2) shows the importance and characteristics of sustainable tourism development projects for a sample of countries.

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Table (2) Features of sustainable tourism development projects and they are economic, environmental and cultural importance for a sample of countries.

NO	Project name and location	Project features	The economic, environmental and cultural importance of the project
1	Siwa Oasis: the heart of the desert of Egypt	A project is a residential place that the ancient Egyptians built more than 2,500 years ago, which are built from salt rocks, modern buildings have been added to them with the same specifications and features, and the people were obligated to build their homes in the same style	Creating hundreds of job opportunities for the local population, developing the skills of traditional industries for women, especially about food industries, encouraging ancient and traditional craft trade, developing traditional and traditional industries among the local population, training local skills and competencies, participating in local people in managing and implementing local tourism projects, supporting projects Recycling and utilization of organic materials and their analysis, not using plastic bags and replacing them with round paper bags that do not harm nature and humans, purifying wastewater and wastewater in an organic manner in which no chemicals are required, preserving the natural and cultural heritage of the community, the project preserved the customs and beliefs of civilization The people of Siwa and its definition of the outside world.
2	The Shouf Cedar Reserve: Lebanon	The reserve consists of cedar forests located at the top of the western slopes of the Lebanon mountain range, an important site for migratory birds, as it is located on the continental path, which constitutes a wonderful location for those who love bird watching. Archaeological sites such as the Niha Fort, the centre provides information on activities that can be done such as walking, cycling, and touring in minibuses under the supervision of professional guides.	Providing job opportunities for hundreds of residents, establishing shops specializing in traditional industries and handicrafts, especially wooden ones, and the centre also provides organic food, and also provides meals that are prepared and served by the region's residents, the centre is keen to preserve the natural, historical, vital and environmental heritage, while allowing the local population By taking advantage of the exploits of tourists coming to the region, whether in terms of accompanying tourist groups as guides or working in a centre that sells organic foods produced from the region or by providing foodstuffs or by selling traditional industries to visitors and tourists, the centre enhances the degree of interaction between residents of the region and visitors..
3	Kingfisher Village and Port, Fraser Islands - ليبيا	Registered in the UNESCO World Heritage List, the resort was built according to strict environmental guidelines, the site consists of 75 villas, 152 rooms and 114 beds for use in tourist lodges, a daytime visitor hall and a conference room that can accommodate nearly 300 people, 3 restaurants, roads and buildings have been implemented above Trees to avoid cutting them, the buildings were built only two floors high, not higher than the tree height limits, and were designed to harmonize with the natural environment of the area, its architectural pattern, and its geographical and botanical surroundings. To limit the temperature and represent the greenhouse phenomenon, all rooms and public areas are designed so that the maximum amount of natural light enters them during the day, and smoking is prohibited in all rooms and facilities, the resort runs a natural wastewater purification plant.	The design of the resort in this way helped to achieve a set of economic, social and environmental impacts, as the project provided many job opportunities as well as contributing to training employees on how to deal with the environment. All waste produced on the site is separated, compressed and sent to recycling centres, creating a partnership and benefits Wider through the establishment of an advisory committee from the surrounding community and all target groups to ensure good and continuous relations between environmental groups, indigenous peoples and residents. Product management encouraged research programs related to ecotourism and environmental patterns, as the resort's eco-plan included the establishment of many cultural programs and initiatives to increase cultural awareness.
4	The Farasan Islands, Jizan region in the eastern part of the Red Sea, Kingdom of Saudi Arabia	The Farasan Islands constitute an archipelago of more than a hundred islands scattered converging, characterized by the abundance of coral reefs, with white sand beaches and clear water. Also, it contains cultural heritage elements represented by antiquities, urban and popular heritage, as well as natural heritage, as the island possesses various natural sites, especially coral reefs, wild reserves and landscapes, as well as wells and palm oases, as well as the island's subsistence and accommodation services, as there are two hotels, furnished housing units and camps.	Tourism development in this project contributes to increasing the income of the local community through direct work in tourism projects and sectors in the region, such as hotels, restaurants and travel agencies, and indirect work represented by working in sectors related to tourism activity. As for the cultural and environmental resources, they play an important role in highlighting The civilizations in the region and the culture of the local community and publicizing them on a large scale, as for the social, the holding of events, festivals and performances by local communities, in displaying their heritage for tourism purposes and marketing local products, including handicrafts and folk crafts, and also contribute to stimulating and encouraging the private sector to invest And marketing the area in tourism with the development of complexes for crafts and handicrafts, as well as the involvement of local communities in the planning and implementation processes related to tourism projects to ensure the protection of heritage and natural sites and ensure sustainability.

Source: The table is prepared by researchers depending on:

- Abdul Rahman, Abdel Nasser & Qasima, Kabbashi Hussein, Sustainable Tourism Development in Farsan Island, Journal of Human Studies, University of Dongola, Faculty of Arts and Human Studies, 2010, pp. 87-90.

- Qabandi, Anoud, Ecotourism, 4 Models on the Road to Excellence, Beaton Magazine, Kuwait, Issue 129, p. 18.

## **2-2- Challenges facing sustainable tourism development:**

**2-2-1-** The ineffectiveness of tourism marketing: - Tourism marketing plays an important role in selling the tourism product, so tourism marketing through advertising is necessary for a product that depends on the contentment and pleasure that the consumer expects from the buying process, because it arouses the consumer's desire and generates the conviction that the tourism product being advertised is the best available in the global tourism market and meets its desires. The state may have many important tourism resources as it is in most Arab countries, including Iraq, Egypt, Yemen, Syria, Lebanon, Libya, Algeria, Tunisia, Morocco, and others, but it suffers from the problem of default to marketing resources and its components internally and externally, **(Ansari, Raouf Muhammad Ali, 2008)**.

**2-2-2-** Unclear planning: - Tourism planning represents the process that involves choosing the desirable future from the set an alternative implementing

strategy that Will achieve a desired results. For this it is important planners the tourism experts Understand the economic, social a political trends tendencies that constitute the context of planning because understanding this aspect will provide opportunities to work on developing prominent tourism markets, raising their efficiency and ensuring that strategies are modified according to changing conditions, **(Paul f.j, Eagles, et al, 2002)**.

**2-2-3-**The deterioration of the infrastructure: - The tourism projects cannot be prepared to receive tourists and visitors without the availability of services and facilities for road networks and from these areas and within them, as these areas need electricity and water supply and distribution networks as well as sanitation services and communication facilities, as roads, electricity, water and communications are essential services necessary for the development of tourist attractions, **(Abu Ayyash, et al, 2010)**, so sustainable tourism development has

become linked to the provision of basic services.

**2-2-4-** Political instability and social security: - The tourism sector is the sector most affected by global stability and peace, and therefore it is exposed to many complex risks and crises internally and externally and has its causes and consequences differ from each other. One area from another and according to the nature and cultural About the work of the tourism organization, (Al-Banna, Muhammad, 1998).

**2-2-5-** The Low level of tourism and cultural awareness: - The low level of tourism awareness among the public is one of the factors that hinder tourism from performing its important role in sustainable development, (Mallokhia, Ahmad Fawzi, 2007)..

### **3- Green tourism marketing is a pillar of sustainable tourism development**

This importance is linked with the informational and experience aspects that green tourism marketing can provide in preparing, organizing and promoting tourism investment projects. This importance stems from the capacity, innovations and experiences that green tourism marketing can provide in achieving sustainable tourism development, (Al-Sharaa, Aqeel Shaker

Abdul Mahdi 2003), Green marketing should ensure that decision-makers at the national, regional and local levels, as well as at the level of the individual supplier of ecotourism products, are provided systematically and continuously with information, guidelines and tools based on the latest research, especially in the field of market segmentation and classification according to the level of environmental awareness and environmental measures taken in Indeed, as is the case with any other segment in the market, there is a need to identify target consumers so that they can be approached effectively and meet their needs based on marketing programs specifically designed for this purpose. Moreover, it plays an important role in ensuring accessibility to this information. Through the optimal communication channels depending on the different information needs of the specific market sectors as well as the education of all green tourism participants and the general public..

The important role of green marketing is to find new methods and mechanisms to finance conservation activities as well as training programs from the revenues generated by green tourism. As a business philosophy, green marketing represents a specific method in designing marketing activities and implementing appropriate

marketing strategies, tools and models to achieve green tourism goals.

Green marketing is a prerequisite and necessary for green tourism to operate. In addition to that green marketing and green tourism are in fact two related concepts, and they have a mutual effect and another important fact that should be noted here is that green marketing and green tourism are still significantly lagging in most developing countries, including Iraq, that this means that the best option is to develop them in parallel. With a concerted effort on the part of all stakeholders. Taking strategic decisions and plans in this sense involve joint strategic marketing efforts at the level of ecotourism destination and the national level alike, **(Ministry of Economy, 2017)**.

It does not stop there, but green or sustainable tourism helps in establishing green cities., Which is one of those with high urban and urban planning, and represents tourist attractions on the one hand, and on the other hand it has advanced infrastructures, and tourism also contributes to the perpetuation and sustainability of the ancient urban heritage and the promotion of folk cultures that are in the interest of the environment, such as folkloric activities and manual works that do not depend on Polluting sources of the environment, and enhancing the local and

human potentials and capacities, especially those working in tourism establishments. There is no doubt that the cultural dimension on which green tourism is based would play an important role in developing the relationship between cultures, and thus help attract the tourist who is looking for the cultural product that is indispensable today, as the relationship between culture and tourism will lead to preservation The social and folklore of the community, and therefore sustainable development only passes through green tourism, and this is what was called for by the (UNESCO) declaration within the framework of the Global Decade for Cultural Development, which emphasized that cultural wealth should be an effective development tool that contributes to the implementation of tourism strategies, The cultural aspect is one of its pillars, **(UNESCO. Director-General, 1988)**.

Therefore, it is evident from the above that the various advantages provided by green tourism marketing to the local community, green tourists and local administration alike, make sustainable tourism development processes and the promotion of green tourism destinations of all kinds a very important process in order to attract more tourists. Those in charge of tourism sector affairs should move towards adopting green tourism marketing within

the various local development plans in order to reach sustainable tourism development.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions:

1- Tourism activity, like other economic activities, has positive and negative effects on the natural environment, so green tourism is a real alternative to reduce those negative effects.

2- Green tourism avoids disturbing the environmental balance resulting from the irrational behaviour of people towards the environment.

3-. Green tourism marketing is an important entry point to the protection of tourists and the protection of the environment in which they live. The importance of green tourism marketing lies in two aspects. The first relates to its returns on the reputation and competitiveness of the tourism organization and the other side is the results achieved by green tourism marketing related to the protection of the tourist, his health and his environment.

4- Green tourism marketing stresses the importance of highlighting the importance

of the environmental dimension in the marketing of tourism services. It also aims to educate tourists and dealers in the tourism activity of the need to preserve the cleanliness of the environment as well as the rational use of natural resources.

5- Green tourism marketing contributes to stimulating and encouraging investors and workers in the field of tourism to adopt environmentally friendly practices.

6- Green tourism marketing activities are practised in the form of a complex and integrated mixture that starts before designing the environmental tourism program and continues until knowing the tourist reaction and making the appropriate decisions to obtain the best appropriate tourism programs.

7- On the part of tourists while limiting the negative effects that business organizations can have on the health and safety of humans and the surrounding environment on the other hand.

### **Recommendations:**

1- Working to involve all officials in the tourism sector, including tourists, governments and a local community, in improving and developing the purposes of green tourism, and contributing to spreading a culture of environmental

awareness and preserving natural resources.

2- It must be emphasized that meeting the tourism needs should not cause harm to the social, economic and environmental interests of the local population or to historical and cultural sites and to the natural resources of the tourist destination areas.

3- Governments and local communities should take effective field steps to implement the recommendations and covenants issued by international bodies and the World Tourism Organization, in order to achieve sustainable tourism development.

4- The necessity of adopting the concept of green tourism marketing by governments and tourism authorities as a modern organizational culture in project management and green tourism programs.

5- Increasing interest in the environmental dimension in the field of developing green tourism by adopting various marketing tools to achieve the wishes of tourists on the one hand and reducing the negative effects of business organizations on human health and the surrounding environment on the other hand.

6- Those responsible for the tourism sector should go forward to adopting green tourism marketing within the various local development plans to reach sustainable tourism.

The logo for the International Journal of Transformations in Business Management (IJTBM) is displayed in a light blue, stylized font. The letters are bold and have a slight shadow effect, giving it a three-dimensional appearance. The logo is positioned in the lower right quadrant of the page, partially overlapping a large, abstract graphic of overlapping yellow and orange shapes that resembles a stylized flower or a flame.

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