Tourism Marketing And Sustainable Development In The

Tourism Development and the Environment: Beyond Sustainability? challenges the sustainable tourism development paradigm that has come to dominate both theoretical and practical approaches to tourism development over the last two decades. It extends the sustainable tourism debate beyond the arguably managerialist 'blueprint' and destination-focused approach that continues to characterise even the most recent 'sustainability' agenda within tourism development. Reviewing the evolution of the sustainable tourism development concept, its contemporary manifestations in academic literature and policy developments and processes, the author compares its limitations to prevailing political-economic, socio-cultural and environmental contexts. He then proposes alternative approaches to tourism development which, nevertheless, retain environmental sustainability as a prerequisite of tourism development. This book also acts as an introduction to the Earthscan series Tourism, Environment and Development. About the series: 'Tourism, Environment and Development' aims to explore, within a variety of contexts, the developmental role of tourism as it relates explicitly to its environmental consequences. Each book will review critically and challenge 'traditional' perspectives on (sustainable) tourism development, exploring new approaches that reflect contemporary economic, socio-cultural and political contexts.

Exploring the importance of destination branding and destination marketing as well as their implications on sustainability in tourism, this book approaches the topic through the lens of destination image, taking into account the large influence of appearance on tourist attraction. With consideration to various stakeholders in sustainable tourism development, this book incorporates ideas for new techniques in destination branding and marketing in order to maximize economic impact. The book also discusses the rising influence of social media on tourists' interest. Emphasizing sustainability in tourism development, the chapters address a number of important issues, such as post-disaster tourism marketing, culture and heritage tourism, eco-tourism, community-based nature tourism, community involvement in destination development, benchmarking for destination performance evaluation, sustainable food practices in tourism, and more. Each chapter of this book incorporates a quantifiable trend in tourism development, including various paradigms and studies that relay different statistics about certain areas of tourism. The book makes use of case studies for specific destinations and integrates strategies, evidence, and analyses to offer a holistic understanding of the myriad factors involved in sustainable tourism development.

Looking ahead to the 21st century, Sustainable Tourism explains the current thinking process that underlies the emerging international principles of more sustainable development in travel and tourism. Using international illustrations it draws on experience and good practice as they are being increasingly applied around the world in the late 1990s. In sharp contrast to the problem analysis approach adopted by so many authors to this subject, this book is focused on the pro-active role the private sector industry can play in partnership with the public sector to achieve solutions through its day-to-day operations and marketing, especially in product enhancement and quality controls. Case material, contributed by senior professionals in the industry, include:
As the tourist industry becomes increasingly important to communities around the world, the need to develop tourism sustainably has also become a primary concern. This collection of international case-studies addresses this crucial issue by asking what local communities can contribute to sustainable tourism, and what sustainability can offer local communities. Individually these investigations present a wealth of original research and source material. Collectively the book illuminates the term 'community', the meaning of which, it is argued, is vital to understanding how sustainable tourism development can be implemented in practice.

The aim of the Special Issue is to discuss the main current topics concerning marketing for sustainable tourism with reference to territories (i.e., tourism destinations, protected areas, parks and/or natural sites, UNESCO World Heritage Sites, rural regions/areas, etc.) and tourism enterprises and/or organisations (i.e., destination management organisations, hospitality enterprises, restaurant enterprises, cableway companies, travel agencies, etc.). In destinations where natural resources are pull factors for tourism development, the relationships among local actors (public, private, and local community), as well as marketing choices, are essential to develop sustainable tourism products. To this end, the Special Issue encourages papers that analyse marketing strategies adopted by tourism destinations and/or tourism enterprises to avoid overtourism, to manage mass sustainable tourism (as defined by Weaver, 2000), and to encourage and promote sustainable tourism in marginal areas or in territories suffering lack of integration in the tourism offer. Special attention will be given to contributions on the best practices to manage territories and/or enterprises adopting sustainable marketing strategies.

This book contains 35 papers from the Tourism Outlook Conference held in Lombok, Indonesia in July 2015. The book presents comprehensive discussions on sustainability in the tourism industry. It includes research on various constituents of the tourism sector and analyses of each of them from a sustainability standpoint. Case studies that are global in nature are presented to show how sustainable applications can be used and how concerns can be addressed. The book is a response to rapid change in contemporary tourism trends brought about by global economic and social forces such as development pressures, population growth, major resource extraction, industrial fishing, global climate change and steadily rising sea levels. Balancing Development and Sustainability in Tourism Destinations serves as a platform for students and educators, government agency employees, hospitality and tourism industry practitioners, public and private land managers, community development workers, and others...
interested in identifying practical solutions, charting new directions, and creating opportunities for sustainable tourism development.

In this book, we introduce the themes and approaches covered in the issue Sustainable Tourism Marketing. Its objective was to analyze the main contributions made as a result of research related to sustainable tourism–marketing management and current trends in the field. This book gathered articles about the marketing of destinations, and the marketing and communication management of companies and tourism organizations from a sustainable tourism perspective.

Marketing for Sustainable Tourism

Tanzania is rivalled by few countries, if any, in terms of its bountiful natural and cultural tourist attractions. Given that tourism development, if sustainable, is an outstanding policy for distributing welfare, even to less developed parts of a country, this field is of particular importance to Tanzania. In this edited volume, prominent scholars focus on the practises and policies of tourism development, with a particular eye on the case of Tanzania. They explore the demand for sustainability from international tourists, the need for local food and linkages between the tourism and agricultural sectors, and the production of tourism services in a responsible and inclusive way. The book will be a valuable source of knowledge for the tourism industry, as well as policymakers, scholars and students who are concerned about the development of a form of tourism which benefits a country, inclusively and responsibly.

Managing Sustainable Tourism tackles the tough issues of tourism such as negative environmental impact and cultural degradation, and provides answers that don’t sacrifice positive economic growth. It offers practical plans for fostering harmonious relationships among local communities, the private sector, not-for-profit organizations, academic institutions, and governments at all levels as well as develops management practices and philosophies that protect natural, built, and cultural environments while reinforcing positive and orderly economic growth. Since the first edition, there have been many important developments in the field, and this second edition has been revised and updated in the following ways: Updated content to reflect issues and trends, including: impact of the internet, slow tourism, responsible tourism, pro – poor tourism and motivations of the individual tourist New and updated international case studies of successes and failures to reflect current challenges and practices New lecturer and student online resources including PowerPoint slides and practical scenarios. This volume provides a wealth of information and guidance on managing sustainable tourism now and in the future and will be invaluable to educators, students, developers, entrepreneurs, investors, tourism strategists, planners and policymakers.

Sustainability and green topics have become a crucial element in modern economy. All sectors of the economy are concerned, also the tourism industry. This book takes an overview on developments of sustainability in tourism from a multidisciplinary view point: economy, marketing, social science, media studies, political studies. In order to under-stand the long term changes in the field it is important to include different scientific approaches.

Looking ahead to the 21st century, Sustainable Tourism explains the current thinking process that underlies the emerging
international principles of more sustainable development in travel and tourism. Using international illustrations it draws on experience and good practice as they are being increasingly applied around the world in the late 1990s. In sharp contrast to the problem analysis approach adopted by so many authors to this subject, this book is focused on the pro-active role the private sector industry can play in partnership with the public sector to achieve solutions through its day-to-day operations and marketing, especially in product enhancement and quality controls. Case material, contributed by senior professionals in the industry, include: *Kruger National Park, South Africa *Quicksilver Connections, Barrier Reef, Australia *Edinburgh’s Old Town, UK *Ironbridge Gorge Museum, UK *Rutland Water, UK. Industry illustrations are drawn from British Airways, Grecotel, Inter-Continental Hotels and Resorts, the International Federation of Tour Operators, P&O and TUI. Professor Victor Middleton has had some thirty years' international experience of marketing practice covering most of the private and public sectors of travel and tourism. He holds appointments as Visiting Professor at Oxford Brookes University and University of Central Lancashire. Dr Rebecca Hawkins runs her own business specialising in environmental aspects of tourism projects and has undertaken a number of pioneering programmes in this role. She was Deputy Director of the World Travel and Tourism Environment Research Centre at Oxford Brookes University, where she worked with Victor Middleton. First book on the subject from a marketing perspective International focus with case studies from South Africa, Australia and Great Britain Focus on good practice at selected tourism destinations Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism such as community based, accessible, film, agricultural and cultural-heritage tourism entail unique issues for development. For many countries tourism is an industry of great economic significance; it is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Questions arise as to whether it is possible to keep on developing tourism in a certain area without negative or irreversible influences on the environment. Tourism and Sustainable Economic Development provides a theoretical framework for these problems, as well as practical illustrations on the following topics: the conditions under which specialization in tourism is not harmful for economic growth; the trade-offs, if any, between tourism development and economic growth; the need for government intervention and the various policy options and instruments available to policy makers. The book comprises two parts. The first part presents general views on tourism and sustainable economic development, and some opinions on the relationship between tourism and the environment. Some of the basic concepts implicit in sustainability are examined in relation to regional development, urban tourism, art cities, and rural tourism. The second part of the book concentrates on strategies and policy instruments. The purpose is to
concisely define and bring together some policies which appear to be necessary, and whose implementation is required if we are to reconcile tourism development with the protection and conservation of the environment. Some analytical tools for policy making with regard to tourism and the environment are developed. As will become clear, there are many gaps in our knowledge that need to be filled if we are to be successful in controlling tourism in a way that puts this important industry onto a sustainable development path.

This book investigates the various ties between tourism development and sustainability, revealing forces of change and current trends in tourism management performance in countries of Central and Southeast Europe. The contributions explore how the tourism industry is responding to numerous related challenges while managing risks with the aim of enhancing tourism management performance. In addition, it offers insights into the interconnections between tourism and other industries. In brief, the book offers an innovative, quantitative and qualitative scientific approach to the topic, along with conclusions and concrete policy recommendations.

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Connected customers, using a wide range of devices such as smart phones, tablets, and laptops have ushered in a new era of consumerism. Now more than ever, this change has prodded marketing departments to work with their various IT departments and technologists to expand consumers’ access to content. In order to remain competitive, marketers must integrate marketing campaigns across these different devices and become proficient in using technology. The Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer is a pivotal reference source that develops new insights into applications of technology in marketing and explores effective ways to reach consumers through a wide range of devices. While highlighting topics such as cognitive computing, artificial intelligence, and virtual reality, this publication explores practices of technology-empowered digital marketing as well as the methods of applying practices to less developed countries. This book is ideally designed for marketers, managers, advertisers, branding teams, application developers, IT specialists, academicians, researchers, and students.

Bachelor Thesis from the year 2008 in the subject Tourism - Miscellaneous, grade: 1,0, Heilbronn University, language: English, abstract: Tourism is often considered a welcome source of economic development providing employment opportunities, producing means of earning foreign exchange, and stimulating the local economy. The tourism sector is more complex than economic activity alone, since the social, political, technical and ecological environments also have a strong influence on it and vice versa. "Conventional" mass tourism is associated with numerous negative effects, such as environmental destruction and loss of cultural heritage. For this reason, some of the terms that have surfaced over the last decade are "sustainable" tourism and "alternative" tourism. The increasing awareness of consumers about Corporate Social Responsibility and environmental issues has brought forward a new target group named the "morally conscious tourist". Destinations and especially international corporations alike advertise with these terms as a means to differentiate themselves, reaching out for this new, emerging customer segment.
However, sustainability should not merely be a marketing ploy to reach new customers or to perform "greenwashing" in order to appear more environmentally friendly. In fact, it is a complex and difficult task to achieve the implementation of sustainable business practices and to develop sustainable tourism products. It is exactly this challenge the research paper will focus on by analyzing how to incorporate the principles of sustainability into the marketing system of tourism businesses or destinations. An exploratory as well as descriptive research design based on external and internal secondary data is used in order to obtain information that can answer the research question. The first aspect to be studied in this research paper is the development of tourism and the tourism industry with regards to the emergence of mass tourism, as well as the critic.
sustainability to consumers sustainable culinary practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the realms of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environmental challenges are also discussed. This book is futuristic with lot of practical insights for the students, faculty, and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.

Annotation. There is currently immense interest in measuring the sustainability of tourism in general, and of ecotourism in particular. Until this time, it has been difficult for consumers to know whether claims of tourism destinations and products being "ecological and sustainable" are based on hard evidence. The tourism industry has therefore been developing methods to measure these objectively in the form of ecolabels. This book is the first substantial one to review this subject. Emphasis is placed on the criteria used in ecolabels to determine sustainability, the marketing of ecologically labelled tourism products, and the management of current ecolabels and awards.

This text provides tourism students, educators, industry planners, researchers, managers and operators with the latest thinking on a comprehensive range of themes addressing the sustainable development of tourism.

The book: The Romanian tourism - a promoter of globalization and sustainable development factor explore the future of the tourism industry understanding sustainable tourism the economics of community growth through tourism marketing the sustainable tourism product nature tourism heritage tourism cultural tourism rural tourism practical guidelines for sustainable tourism a workable global sustainable tourism initiative . Sustainable Tourism is an ideal resource for educators, students, developers, entrepreneurs, investors, tourism strategists, planners, policymakers, and anyone interested in sustainable tourism for the new millennium.

Sustainable Tourism: Business Development, Operations, and Management lays out a road map to launching and building a business in one of today’s most exciting industries. It simplifies the process and outlines real-life requirements while clearing the path to new business success in the cultural, heritage, nature, and adventure fields. Written by an eco-development pioneer, the book offers guidance on developing and implementing a comprehensive sustainable-business plan. From analyzing the market all the way through hiring and training the right people, the text focuses on the principles of both tourism and business. It prepares those embarking on new careers to tackle the complexity of sustainability issues by thinking like entrepreneurs and acting like business owners. Students and professionals can rely on this text as both a start-up and ongoing implementation reference that will stack the odds of success in their favor. Sustainable Tourism provides an overview of exciting developments in the sustainable-tourism industry. It helps new entrepreneurs assess the viability of ideas and products against sustainable criteria. Through sequential chapters, it delivers step-by-step instructions for minimizing environmental impact, establishing sustainability practices,
obtaining financing, and marketing to and reaching customers. The standards-based text also examines how the United Nations World Tourism Organization (UNWTO) Sustainability Guidelines shape sustainable tourism, providing a global framework from which to build the skills needed for success. Key features include the following: • 13 online video case studies of sustainable tourism destinations from around the world give students a global text from which to build their own businesses and provide a model for how sustainable tourism works. • An online workbook guides learners through the completion of a business plan by the end of the term. • An online image bank presents photos, figures, and tables from the book that may be downloaded for use in presentations. • Forms and worksheets from the book are available for download. • A professional development workbook, “Creating a Tourism Career from Scratch” (appendix B), is a reference for entrepreneurs starting or advancing in their careers. Loaded with case studies, the book illustrates what works and what doesn’t when starting a sustainable tourism business. It describes how to integrate sustainability practices into daily operations, maximize the use of the web and social media in marketing, and overcome challenges in sustainable tourism. The text covers every important topic in a business start-up, including financial forecasting and analysis, customer service systems, hiring, training, and managing turnover. Sustainable Tourism: Business Development, Operations and Management is the starting point for all who want to develop an eco-friendly product, integrate sustainability principles into their businesses, and turn their dreams into a business reality.

Tourism marketing has typically been seen as exploitative and fuelling hedonistic consumerism. Sustainability marketing can, however, use marketing skills and techniques to good purpose, by understanding market needs, designing more sustainable products and identifying more persuasive methods of communication to bring behavioural change. This book summarises the latest research on the theories, methods and results of marketing that seeks to make tourist destinations better places to live in, and better places to visit. It shares evidence on the motivations, mechanisms and barriers that businesses encounter, and on successes in changing consumer behaviour and pursuing sustainability goals. Particular attention is given to the methodologies of sustainable tourism marketing, to the subject’s breadth and complexity, and to its many innovations. Further research is called for to fully understand what contextual aspects influence these pro-sustainability interventions to achieve which outcomes in other settings, in order to validate some of the exploratory studies discussed, and establish the feasibility of scaling up pilot studies for more general use. This book was originally published as a special issue of the Journal of Sustainable Tourism.

Sustainable tourism is attracting enormous attention today throughout the world. This book provides an up-to-date, comprehensive coverage of the practice and management of the subject. It offers a range of definitions of sustainable tourism from different sectors of tourism and different parts of the world. Key issues and current debates are also discussed and a range of examples of sustainable tourism management practice are given. The book is designed to be interactive, with group and individual exercises and discussion points to further understanding of the subject.

The Business of Sustainable Tourism Development and Management provides a comprehensive introduction to sustainable tourism, crucially combining both theoretical and practical approaches to equip students with the tools to successfully manage a
sustainable tourism business or destination. Covering a range of crucial topics such as mass tourism, alternative tourism, human
capital management, and many more, this book incorporates a global curriculum that widens the sustainable tourism debate to
include theoretical perspectives, applied research, best-practice frameworks, business tools, and case studies, facilitating a more
comprehensive sustainable tourism educational strategy. Information on how to effectively implement strategies that can be
applied to business environments, entrepreneurship, and job skills to enhance career preparation is at the forefront of this
textbook. Highly illustrated and with an interactive companion website including bonus learning materials, this is the ideal textbook
for students of tourism, hospitality, and events management at both undergraduate and postgraduate levels.
A collection of groundbreaking and stimulating chapters that explore innovative marketing operations, interactions and
experiences, illustrating how each contributes to the sustainable development of destinations.
Many countries rely on cultural sites and destinations to support their economies. However, they are faced with the ongoing
challenge of sustaining tourist attractions and maintaining the equilibrium between the local community and tourist populations.
Sustainable Tourism: Breakthroughs in Research and Practice features current research that takes an in-depth look at cooperative
strategies and governance for conserving and promoting tourism within both developed and developing economies. Highlighting a
range of topics such as tourism development, environmental protection, and responsible hospitality, this publication is an ideal
reference source for entrepreneurs, business managers, economists, business professionals, policymakers, academicians,
researchers, and graduate-level students interested in the latest research on sustainable tourism.
Advancing sustainable development goals can be achieved through increasing sustainable behavior and consumption within the
global tourism industry. In this work, undergraduate students' sustainability values were investigated in a manner that could inform
a marketing approach to directing tourist behavior. A survey was developed by combining existing scales designed to measure
values related to sustainable consumption, and was administered to undergraduate students at a large research university in the
Pacific Northwest (N=438) from selected disciplines known to have either high or low propensities for consuming sustainable
tourism. Using factor analysis, 18 constructs of sustainability and related values were developed; results suggest that there are
unexplored sustainability values that tourism marketers can explore further to improve product development and marketing mixes
to increase sustainable consumption. Constructs were subsequently assessed with two-way ANOVAs to understand differences in
psychographic characteristics among disciplines and genders, revealing that while psychographic characteristics related to
sustainability vary significantly among disciplines, differences between genders are infrequent.
Activating Critical Thinking to Advance the Sustainable Development Goals in Tourism Systems focuses on the role of critical
thinking and inquiry in the implementation of the 2030 Sustainable Development Goals (SDGs) in tourism systems. The impetus
for the development of this book emerged from the declaration by the United Nations (UN) General Assembly of 2017 as the
International Year of Sustainable Tourism for Development. This declaration purposely positions tourism as a tool to advance the
universal 2030 Agenda for Sustainable Development and the 17 SDGs, thus mutually serving as an opportunity and responsibility
to appraise from a critical lens what the SDGs signify and how they can be understood from multiple perspectives. The chapters in the book foster the next phase of sustainable tourism scholarship that actively considers the interconnections of the UN’s SDGs to tourism theory and praxis, and activates critical thinking to analyze and advance sustainability in tourism systems. It articulates the need for the academy to be more intrinsically involved in ongoing iterations of multilateral accords and decrees, to ensure they embody more critical and inclusive transitions toward sustainability, as opposed to market-driven, neoliberal directives. The contributions in this book encourage various worldviews challenging, shaping, and more critically reflecting the realities of global communities as related to, and impacted by, sustainable tourism development. The chapters in this book were originally published as a special issue of the Journal of Sustainable Tourism. The book first explains the dynamics of cultural heritage with its authenticity underpinnings, marketing, and tourism, and proposes a strategic praxis drawn from core sustainable principles.

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.

This book offers a comprehensive overview of the key principles and challenges involved in tourism marketing in a national park context. It provides a framework to apply marketing principles to inform practices and guide the sustainable management of national parks and protected areas. The main themes address the foundation principles of marketing and contextualize these principles around a series of key insights and challenges related to the delivery of sustainable tourism services in national parks. The book centres on the issues faced by park managers as they address the need to manage national parks sustainably for future generations. It will be of interest to natural resource and tourism students, tourism scholars and natural resource managers as well as researchers in the areas of geography and forestry.

Intelligently designed tourism strategies for the twenty-first century! Successful tourism development and marketing are dependent on maintaining a delicate balance between economic growth and the protection of environments. Managing
Sustainable Tourism: A Legacy for the Future tackles the tough issues of tourism such as negative environmental impact and cultural degradation, and provides answers that don’t sacrifice positive economic growth. This essential book offers practical plans for fostering harmonious relationships among local communities, the private sector, not-for-profit organizations, academic institutions, and governments at all levels as well as develops management practices and philosophies that protect natural, built, and cultural environments while reinforcing positive and orderly economic growth. Managing Sustainable Tourism discusses in-depth the sensible guidelines for protecting environment, heritage sites, and local culture while developing realistic tourism goals for compatible economic growth. Useful strategies for sustainable tourism are detailed for each tourism type, along with useful tried-and-true marketing techniques aimed at cooperation and respect for all types of environments. Case studies, research, and supplemental reading lists clearly illustrate ideas and the author’s qualified suggestions. Managing Sustainable Tourism explores: the future of the tourism industry understanding sustainable tourism the economics of community growth through tourism marketing the sustainable tourism product nature tourism heritage tourism cultural tourism rural tourism practical guidelines for sustainable tourism a workable global sustainable tourism initiative Managing Sustainable Tourism is an ideal resource for educators, students, developers, entrepreneurs, investors, tourism strategists, planners, policymakers, and anyone interested in sustainable tourism for the new millennium. Different tourism sites and destinations require different management approaches to maintain resources for both tourists and native populations. Through evaluating ongoing patterns in the industry, businesses are able to maintain an equilibrium between the local community and tourist populations. Managing Sustainable Tourism Resources is a scholarly publication that takes an in-depth look at the different aspects of tourism as well as its impacts on cultural awareness, ecological harmony, and diversity. Additionally, it analyzes the operational functions within varying types of tourism and business strategies including women entrepreneurship, tourism in national parks and sanctuaries, and sustainable management. This book is a vital resource for entrepreneurs, policy makers, managers, economists, business professionals, academicians, and researchers seeking coverage on the management and sustainable tourism. This comprehensive volume comprises some of the best scholarship on sustainable tourism in recent years, demonstrating the rich body of past research that provides a fertile and critical ground for studies on the Sustainable Development Goals (SDGs) by tourism geographers and other social scientists in the future. Since the turn of the 1990s many international development and policy-making organisations have perceived the tourism industry, with its local and regional connections, as a high-potential tool for putting sustainable development into practice. The capacity of tourism to work for sustainable development was highlighted in relation to the United Nations’ SDGs, which were adopted in 2015.
The SDGs define the agenda for global development to 2030 by addressing pertinent challenges such as poverty, inequality, climate change, environmental degradation, and peace and justice. Tourism geographers and allied disciplines have held strong and long-term interest in sustainability issues, and their chapters in this collection contribute significantly to this emerging and highly policy-relevant research field. This book was originally published as an online special issue of the journal Tourism Geographies.

The tourism industry has increasingly recognized and responded to growing environmental concerns. In recent years, there has been an emergence of a variety of categories of tourism considered more environmentally friendly: green, eco-tourism, and sustainable tourism. Much of the literature that has addressed these developments has been orientated to the destination locale or specific to a development. These texts have not sought to investigate and examine the response of government/national tourist organizations to the international sustainability agenda and the responses/actions of tourism enterprises to this "greening" agenda. This text aims to address this remarkable gap. This indispensable contribution to the field provides a comprehensive, state of the art perspective on progress towards the objectives of sustainable development within the tourism sector across the globe by focusing on the environmental performance and adoption of environmental management systems by tourism enterprises.

Social Marketing is the utilisation of marketing principles and methods to encourage individual and organisational behaviour change for the public good. Traditionally the domain of government it is increasingly also utilised by non-government and non-profit organisations and other institutions of civil society as a non-regulatory means to achieve policy and public good goals. At a time when concerns over tourism's contribution to undesirable environmental, economic and social change is greater than ever, social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry. Tourism and Social Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism, destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development, such as the environment, this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing. This innovative book is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including, health, non-profit organisations, governance, the politics of marketing and consumption, consumer advocacy and environmental and sustainable marketing. It integrates selected international cases studies to help tourism students
engage with the broader debates in social marketing, governance and the politics of behaviour change and shows the relationship of theory to practice. Written by a leading authority in the field, topical and integrative, this book will be valuable reading for students, scholars and researchers in tourism.

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