

# Tourism Development and Social Marketing: A Review

Madhuri Maroti

Department of Commerce, Vivekananda Global University, Jaipur, India

Email Id- madhuri.maroti@vgu.ac.in

## ABSTRACT

The purpose of this article is to demonstrate how social marketing contributes to the growth of sustainable tourism. This is a critical review work that draws on a variety of sources in the tourism environment and field of study. When a company sets marketing objectives in the framework of traveler marketing, an imbalance is created, which is known as tourism marketing instabilities. Tourism marketing's major purpose, both economically and socially, is to attract as many visitors as possible, so enhancing the tourism economy's development and the value tourists get. More employment will be created, public infrastructure will be erected, income will grow, and the ecology and culture of local communities will be preserved as a result of tourist promotion. The majority of tourist activities, on the other hand, are determined to be incompatible with the goals of total tourism development or long-term tourism. The tourist industry, the host communities, the government, as well as visitors should all bear moral duty for the tourism sustainability of a location. However, the majority of them have not made sufficient efforts to regularly apply sustainable tourist development concepts. This is where social marketing comes in to help promote sustainable tourist concepts. Social marketing methods attempt to influence behavior without gaining financial advantage for the company that uses them. Campaigns using social marketing methods highlight the advantages of changing one's behavior and offer chances for people to evaluate and make conclusions about their activities. It is critical to strike a balance between increasing tourism and promoting tourist sustainability. Advertisement, marketing, distribution, sales, and other methods may be used to promote the area, while communication and education can be used to promote tourist sustainability.

## Keywords

Marketing Imbalance, Social Marketing, Sustainable Tourism, Tourism Development.

## 1. INTRODUCTION

Tourist has been shown to have both good and bad effects on a country's or region's economic, environmental, and cultural sectors as a tourism destination [1]. However, in addressing each of these effects, there has been an imbalance of concern [2]. Even in the past, the detrimental effects of tourism on the environment were often overlooked and dismissed as unimportant concerns. Environmental problems are a serious problem that has been more important in the growth of tourism in recent years. As the number of tourists visits grows, so does the amount of tourism activities, and as a result, the issues that arise grow as well [3].

Tourism has both direct and indirect environmental effects, particularly in poor nations. When the nature of tourism grows more global, the effect becomes more complicated. Tourism's direct impacts on the environment often trigger social reactions

including such variations in consumption habits and the overuse of natural resources. Tourist infrastructure growth has the potential to increase garbage, air quality, noise, as well as other community difficulties [4]

Tourism's effect is also linked to society's social and economic issues in an indirect way[5]. The growth of the tourist sector has the potential to boost migration of job seekers to tourism regions, which may lead to societal issues such as increasing crimes. The financial matters of society is unequivocally impacted by the strength of vacationer interest in the travel industry areas, with the end goal that costs of items and administrations are set by the purchasing force of guests, which the nearby populace can't coordinate [6].

Tourism development has the ability to move local populations away from their former residences[7]. Land costs are ascending because of expanded traveler speculation action, inciting local people to offer their property to financial backers from outside the area or abroad. Moreover, the travel industry fundamentally affects the way of life of shared life [8]. Travelers' conduct with their cultures is often used as a model by locals, eroding the local culture and traditional way of life.

The tourist industry has been acknowledged as having a positive impact on the regional or state economy. After oil and gas, the tourism industry in Indonesia is still one of the most important sources of foreign currency [9]. However, tourism has a detrimental effect on the economy, particularly on local communities' traditional economies. Local communities' traditional economic efforts find it challenging to compete with large-scale tourist businesses. Furthermore, economic leakage is a well-known issue in tourism, with tourist income in poor nations estimated to be almost half of what it is in developed ones [10].

From a financial and social viewpoint, the travel industry tries to expand the quantity of vacationer visits while likewise enhancing the guest experience. The travel industry area is expected to give work, riches, and fortify vacationer associations [11]. The essential objective of the travel industry overall is to increment monetary improvement by helping guest appearances and extending the size of the travel industry. [12]

The purpose of this paper is to examine how to strike a balance between economic, sociocultural, and environmental concerns in order to preserve tourism. This is a critical review paper based on a number of literatures in the tourist environment and area of study. In this paper, sustainable tourism development is one of the major problems to be examined, taking into account economic, sociocultural, and environmental factors.

The idea of sustainable tourism development has become extremely crucial in terms of balancing economic objectives and maintaining key tourist sources. The World Tourist Organization (WTO) pioneered the idea of sustainable tourism development [13]. Practical vacationer advancement is worried about three

significant issues: manageable ecological issues, supportable societies, and feasible nearby local area financial aspects [14]. From an administration viewpoint, showcasing the board, in its many structures, may assist with accomplishing a harmony between financial, socio-social, and ecological worries. In the global tourist business, striking a balance between the three components is often impossible. The use of traditional marketing management in the tourism sector seeks to maximize revenues by attempting to increase the number of tourists who visit, however, without thought for the supportability of the travel industry sources [15]. It's previous opportunity to make a social promoting technique to assist with supporting the travel industry's drawn out reasonability. The social advertising model might help traveler organizations in growing long haul market methodologies [16]. In this paper, social promoting is talked about in the viewpoint of economical the travel industry. To foster feasible the travel industry, the social promoting model is expected to assume a part in affecting the conduct of gatherings engaged with traveler exercises.

## 2. DISCUSSION

### 2.1. Tourism and Its Impact

Tourism has grown to become one of the world's most significant economic growth industries. While tourism is vulnerable to worldwide disruptions such as terrorism, illness, and natural catastrophes, which cause a drop in visitor numbers, the danger is usually only transitory. As indicated by the World Tourism Organization's (UNWTO) objective, the quantity of guests who travel will arrive at 1.56 billion by 2020, with a normal yearly development pace of 4.1 percent over the accompanying 15 years [17].

The travel industry, including Indonesia, is as yet expected to be a reliable unfamiliar cash worker to work on the economy of an objective or country [16]. Arrivals of international tourists in Indonesia in 2008, 7.57 billion dollars were made by 6.4 million individuals. Tourism is also known to have detrimental effects on the environment, as well as the cultural and socioeconomic well-being of local people. The tourist sector has a tendency to emphasize economic principles in order to maximize profits, thus environmental, cultural, and economic problems in local communities get relatively little policy or attention [18].

### 2.2. Sustainable Tourism Development

The idea of ecologically sound development in general is inextricably linked to sustainable tourist development. Because of numerous environmental changes resulting from unanticipated human economic activity, the idea of sustainable development is gaining traction [19]. In a review delivered in 1987, the World Commission on Environment and Development tended to the thought interestingly [20]. Economical turn of events, as per the World Commission, is characterized as improvement that fulfills present needs without endangering people in the future's ability to fulfill their own. Sustainable development is built on the basis of environmentally sound development.

The term "sustainable development" may be construed in two ways: broadly and narrowly. Practical turn of events, in its broadest definition, is characterized as advancement that doesn't endanger people in the future's capacity to grow, in any case consumption of regular asset saves and natural corruption [21]. Be that as it may, the exhaustion of regular asset holds and natural corruption might be supplanted by different assets, like human or capital assets. In its strictest definition, sustainable

development is defined as development that does not jeopardize future generations' capacity to develop by preserving current natural and environmental services rather than replacing them with new resources [22].

### 2.3. Social Marketing In Sustainable Tourism

The traditional advertising ideas is primarily concerned with the business of benefiting from the act of exchanging goods or services. As indicated by Kotler and Levy, who were quick to recommend that advertising may be connected to not-for-profit associations, the current showcasing thought is utilized all the more broadly with regards to unbeneficial organizations [23]. Marketing companies should see their responsibilities as wider, taking into account not just their own well-being but also the well-being and growth of the communities in which they operate. The long-term viability of a company is critical, and in order to accomplish that objective, the advantages obtained by the many stakeholders must be balanced. Social marketing may assist in achieving a healthy balance of economic, social, and environmental objectives [24].

Today, marketing is utilized by more than just businesses; it is also used by social groups, such as government agencies. Advertising is characterized as any individual, association, or establishment that attempts to convince an individual or a gathering to act to the greatest advantage of society, for example, on account of ecological conservation, social protection, adding to catastrophic events, not smoking openly places, or saving power on the right.

### 2.4. Tourism Marketing Imbalance

With regards to vacationer promoting, a lopsidedness in laying out showcasing objectives is common. The essential objective of the travel industry showcasing from both a monetary and social viewpoint is to advance whatever number vacationer visits as could reasonably be expected to support the travel industry's financial improvement as well as the worth guests get. It is anticipated that tourism would generate employment, develop public amenities, raise revenue, and preserve the nature and culture of local communities. In today's world, more tourist activities are working against the goals of complete tourism development or sustainable tourism. The travel industry business, individuals, the public authority, and the actual guests are the gatherings who are morally responsible for an objective's travel industry manageability. Nonetheless, there are still a few people in question that poor person been predictable in their utilization of the standards of practical vacationer improvement. This is the place where social showcasing comes in to assist with advancing practical traveler ideas.

The traditional dilemma still exists, in which commercial business players (tourist organizations, governmental agencies, and private businesses) focus on financial contemplations above socio-social and ecological worries. Most of them accept that advertising is inseparable from a mission that centers just on the amount of guests that might be gotten.

### 2.5. Social Marketing Mix

McCarthy, who is known for the "4Ps," or product, price, location, and promotion, fostered the advertising blend system as a technique for executing promoting efforts in 1960. Partnerships and policy are two more marketing mixes to consider. In the context of social tourism marketing, this marketing mix template may be used.

### 2.5.1. Products

In tourist social marketing, products are concepts that encourage anticipated behavioral changes. The substance of social advertising is the idea of battling for the protection of the climate, culture, and the strengthening of individuals' economies through the travel industry. These concepts may be found in a variety of government laws as well as societal standards. However, owing to a lack of governmental supervision and a lack of knowledge of these standards with strong capitalistic moral values in the tourist sector, conservation efforts for tourism resources have been largely abandoned. Perda N0. 31 of 1993, for instance, is one of the authoritative reports controlling the travel industry in Bali. This standard incorporates the "Tri Hita Karana" idea, which has a worldwide meaning of saving and saving nature. This philosophy has prevailed with regards to carrying edification and awareness to the Hindu populace in Bali, as well as the conservation of the Bali Region's way of life and climate. One of the social marketing movements in Bali is the Tri Hita Karana Campaign.

### 2.5.2. Price

Price may refer to the amount of money required to alter target cultures' behavior. Individual expenses to take on conduct changes are frequently as non-money related costs, for example, opportunity costs.

### 2.5.3. Place

The location indicates where the behavior modification campaign took place. In addition, the area might show the data channel that was used to arrive at the objective market. In vacationer promoting, advertisers should choose the right correspondence mechanism for spreading the message. Different gatherings associated with the activities of the travel industry delegate establishments, for example, travel services, visit administrators, dwelling the executives organizations, and different foundations answerable for the engaging quality of the travel industry, should cooperate and resolve to make the travel industry seriously engaging.

### 2.5.4. Promotion

The methods that must be used to spark the target's interest and, as a consequence, change their behavior are referred to as promotion. For this situation, the mission's devices or strategies are custom fitted to the objective gathering's level. To address complex social promoting issues, Kotler incorporates 4P with 2P, especially Partnerships and Policy [25].

### 2.5.5. Partnership

Promotion refers to the techniques that must be utilized to pique the target's interest and, as a result, alter their behavior. The mission's devices or methods are redone to the objective gathering's level in this occasion. Kotler combines 4P and 2P, especially Partnerships and Policy, to solve complicated social marketing issues [25].

### 2.5.6. Policy

Changing the behavior of certain target segments may be coercive. In such cases, regulatory instruments are needed, therefore people engaged in social marketing should think about persuading those who have the authority to impose such a coercive measure.

## 3. CONCLUSION

Tourist has been shown to have both good and bad effects on a country's or region's economic, environmental, and cultural sectors as a tourism destination. However, each of these effects has received an unequal amount of attention. Even the detrimental effects of tourism on the environment have been dismissed in the past. As the number of tourists arriving and the tourism industry's activity grows, so do the issues that result. Tourism development must take into account the environmental, cultural, and economic elements of local populations. A tourism destination's primary capital appeal becomes the atmosphere as well as cultures. The basis of local people's life are the environment and the culture. This implies that tourism can only be sustained if the environmental, cultural, and socioeconomic sustainability of local communities can be maintained. As a result, the idea of long-term tourist development is becoming more essential.

The balance of benefits obtained by all parties engaged in tourist development is emphasized by the concept of sustainable tourism development. Social marketing may aid in the achievement of a healthy balance of economic, social, and cultural goals. There is an imbalance in the establishment of marketing objectives in the tourist industry. In economic and social terms, tourism marketing's main goal is to attract as many visitors to come as possible in order to boost the tourism economy's development and the value travelers get. Tourist operations are now at conflict with the overarching aim of tourism development or sustainable tourism in the present situation. The travel industry business, the neighborhood local area, the public authority, and the actual guests are for the most part morally responsible for an objective's travel industry supportability. Notwithstanding, the ideas of economical traveler improvement have not been routinely trailed by those dependable. This is the place where social showcasing comes in as a development to advance supportable traveler beliefs. Social advertising is the investigation of the preparation, execution, and assessment of projects planned to influence the deliberate conduct of target individuals determined to improve the prosperity of people and networks utilizing business showcasing strategies.

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