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## Evolution of Marketing Strategies in the Tourism Industry

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Original Research Articles

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## Evolution of Marketing Strategies in the Tourism Industry

Sharma Khemraj<sup>1</sup>, Wann Yih Wu<sup>2</sup>, & Hsinkuang Chi<sup>3\*</sup>

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### Abstract

The influence of the tourism sector on global economies has witnessed a significant surge in recent times. In order to meet the expectations of both local and international tourists, as well as to contribute to the national economy, there is an imperative need for enhancements in tourism strategies and plans. Eco-friendly and innovative tourist initiatives are reshaping the local industry, pushing its boundaries to ascertain its capacity to meet international demand without compromising on environmental or regulatory safeguards. An escalating number of businesses catering to tourists are embracing the concept of sustainable tourism. The UN World Tourism Organization defines sustainable tourism as an approach that fully considers its current and future economic, social, and environmental impacts, while addressing the needs of visitors, the industry, the environment, and host communities. In light of these developments and concerns, this present research aims to examine the initiatives and marketing strategies implemented by prominent tourism firms, evaluating their effectiveness in meeting the requirements of both the government and its citizens, and subsequently drawing informed conclusions. In alignment with a country's historical and global values, marketing policies related to the tourism sector should be standardized. Given the substantial size and scope of the tourism industry, it becomes imperative for the marketing plan to be adaptable to ethical, environmental, and financial considerations. The overarching goal of this research is to identify the essential requirements, establish a connection with reality, and ultimately justify the current marketing approach of tourism units by proposing appropriate sustainable growth strategies.

**Keywords:** Tourism Marketing; Sustainable Tourism; Tourism Strategy; Inclusive Tourism Marketing

## **Introduction**

The impact of the tourism industry on global economies has experienced a remarkable upswing in recent times. In order to meet the demands of both domestic and international tourists, as well as contribute to national economies, there is a compelling need to enhance the value of tourism strategies and plans. To achieve these goals, innovative and sustainable tourism projects are challenging the current state of domestic tourism, ensuring that the framework can meet global demand while adhering to regulatory and environmental standards. Striking a balance between innovation and sustainability is crucial for the steady growth of the tourist business (Gato et al., 2022).

In the contemporary business landscape, various forces, including political, technological, societal, economic, and business factors, converge to shape marketing notions. The 20th century's robust economic and commercial expansion led to increased living standards, a larger population, more disposable income, and more free time, underscoring the significance of marketing in the travel and tourism sector (Sudha, 2020). Examining current marketing trends reveals the growing interest of developed nations in the IT sector, reflecting both the rapid expansion of the information technology industry and the ongoing global economic downturn (Malinoshevska & Korzh, 2020).

As a result, the competitiveness of multinational corporations is directly influenced by measures aimed at increasing competition between national economies. Consequently, international business processes become more complex as participants employ various strategies to maximize personal gain. International marketing, its instruments, and the construction of an efficient marketing communications plan are thus areas of great importance. The developments in infrastructure, lodging, transportation, and other recreational amenities are direct outcomes of these trends. Firms in the industry now acknowledge the importance of requirements, wants, and satisfaction in the development of globally standardized tourism marketing.

Considering these advancements and concerns, the current study provides an overview of ongoing projects and marketing tactics developed by well-known tourist businesses, evaluating how effectively these campaigns cater to both national policy and customer preferences. Standardization of marketing policies relevant to the tourism sector is critically important, reflecting a country's historic and global values. The marketing strategy must be open and compatible with economic, ethical, and environmental considerations, given the potential and breadth of the tourist sector. In summary, this study aims to identify the necessary elements, establish a connection to the real world, and provide a rationale for the current marketing strategy of tourist units by offering appropriate recommendations for sustainable development.

Before delving into our study objectives, it is imperative to gain a better understanding of the current tourist marketing ecosystem. The following is a survey of existing academic literature

on tourist marketing segmentation and its effects. Subsequently, we will outline the research topic and present the results and conclusions of the study.

## **Objective**

Tourism marketing is often associated with negative perceptions due to its nature as a "want" rather than a "need," a luxury or reward, and a non-essential and aspirational form of consumption. The prevalent view is that marketing contributes to wasteful spending, yet it is crucial for the viability and economic contribution of tourist destinations. On the other hand, sustainability, often seen as morally superior, is gaining importance, with the rise of laws, industry initiatives, and companies focusing on sustainable tourism. However, there is a gap in understanding the impact of certifications and frameworks on businesses' perceptions of sustainability investments.

The meteoric rise of sustainable tourism as a "mega trend" presents a significant shift in the industry. As companies increasingly embrace sustainable practices, there is a growing demand for understanding the effectiveness and positive impacts of certifications and frameworks. The lack of a unified framework for sustainable tourism, despite the acknowledgment of the United Nations' 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), raises questions about the practical implementation and recognition of sustainability efforts within the hospitality and travel ecosystem. The multidisciplinary nature of sustainable tourism management and marketing, encompassing various stakeholders and sectors, underscores the need for a comprehensive and nuanced approach to address these challenges. The research objectives are;

1. To assess the perceptions of businesses in the tourism sector regarding the impact of marketing on wasteful spending and the role of marketing in achieving destination goals.
2. To analyze the growth and impact of sustainable tourism, considering the rise of certifications and frameworks, and evaluate businesses' perspectives on the effectiveness of such initiatives.
3. To explore the perspectives of various stakeholders, including public agencies, commercial actors, and local communities, in delivering sustainable tourism products and services.
4. To identify and evaluate the factors influencing businesses' perceptions of sustainability investments, focusing on certifications and frameworks, and propose strategies to demonstrate the positive impacts.

## Literature Review

In this section, we conduct a systematic review of scholarly works focusing on the demand for sustainable tourism marketing and proposed approaches. Additionally, we explore the impacts and roles of government, society, and the environment in reshaping tourism from a traditional profit-oriented business to a more responsible and inclusive commercial segment.

Pahrudin et al. (2022) utilized a bibliometric analytic technique based on the Web of Science (WOS) database to analyze literature on sustainable tourism marketing and tourist management. Their findings highlighted consumer diversification and globalization as key factors influencing the tourism industry's infrastructure and marketing decisions. The study emphasized the role of government and ethical norms in regulating decisions related to sustainable tourism and explored the contribution of marketing and tourist management in promoting ecotourism.

Font & McCabe (2017) provided a concise overview of recent studies examining philosophies, techniques, and outcomes of marketing campaigns aimed at improving tourist locations. The study delved into sustainability marketing's main tenets: sustainable product creation and market development through market segmentation. It discussed reasons, processes, and obstacles faced by companies, along with successes and failures in influencing customer behavior for sustainability objectives. The complexity of sustainable tourist marketing, its methods, and advancements within the field were also highlighted.

Zhang (2021) analyzed tourism as an essential service business with unique "service characteristics" that necessitate new approaches in tourist marketing. The study outlined current issues with Intelligent Tourism Management, exploring the role of cutting-edge IT like big data, the internet of things, artificial intelligence, and blockchain, concluding that conventional tourism is evolving into intelligent tourism. Gato et al. (2022) assessed how local destination marketing organizations (DMOs) could foster an environment conducive to creative tourism. The research employed multivariate statistical analysis and a focus group with local DMOs, emphasizing the importance of organizational culture, learning coordination, and effective knowledge training for maximizing a destination's potential as a marketing tool.

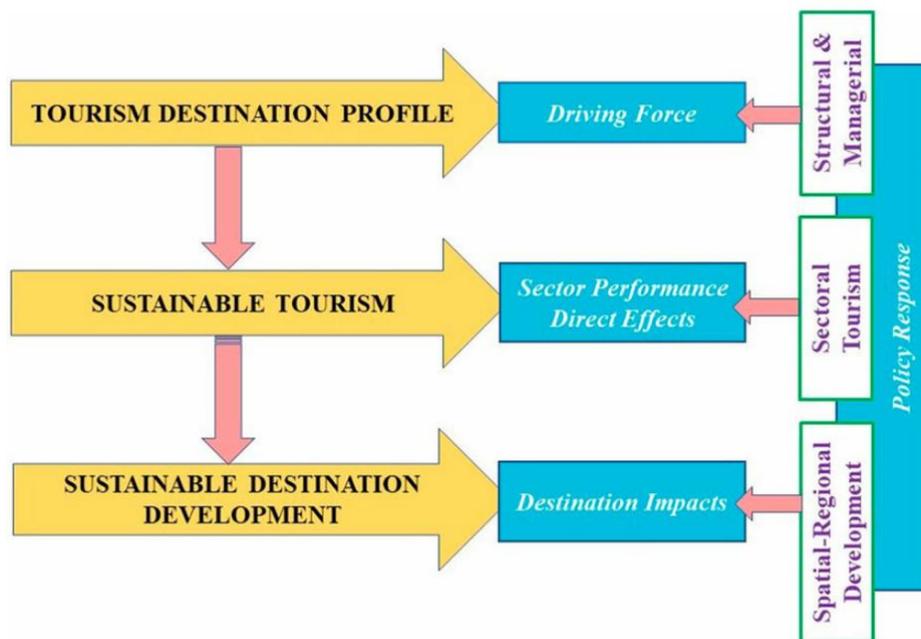
Armutcu et al. (2023) investigated how social media and digital marketing influenced Turkish tourists' actions. The study presented a model for factors influencing visitors' decision-making processes based on online content, highlighting information quality and ease of use. The researchers emphasized the significant impact of visitors' impressions on their plans to visit a tourist area and stressed the need for policymakers, corporations, and marketers to understand visitors' viewpoints. Velentza & Metaxas (2023) examined how tourism companies utilized digital marketing tools, addressing satisfaction levels and the impact of the COVID-19 pandemic. The study aimed to identify unique selling points, draw attention to these features, and develop a marketing strategy for attracting more customers and revenue.

Baloch et al. (2023) proposed a framework for ecotourism considering the connection between tourist development and environmental compatibility. The study highlighted social and

economic benefits but also identified the deterioration of natural and environmental capital. The proposed model framework aimed at achieving sustainable ecotourism development through governmental interventions to preserve resources without negatively impacting local economies or social welfare. Buckley & Underdahl (2023) evaluated environmental tourism studies over time, categorizing six distinct stages. The research explored ongoing transformations in areas such as park administration, ecology, recreation, CSR initiatives, environmental management, climate change, and politics. The authors highlighted the evolving dynamics of land ownership and environmental impacts in the context of tourism.

### Conceptual Framework

The study problem discussed above testifies the growing consumer awareness, inclusivity of tourism as a global business and need of standardization and accreditation of the business policies that constitute the tourism business's operational processes. Based on these desired areas, we've planned up our study to identify the key sustainability aspects that enhance the scope of tourism business and a proposition of marketing models that meet and fulfil the needed aspects. Based on the UN's 2030 agenda of Sustainable Development Goals (SDGs) as applicable on tourism, we refer to the conceptual model TSAF as proposed by Glyptou, (2022) as our base framework:



**Figure 1** Conceptual TSAF Tourism Marketing Model Proposed for Sustainable Tourism

(Source: Glyptou, (2022))

Sustainable development is defined by the Tourism Sustainability Assessment Framework (TSAF) as the interplay of destination-specific change-effect and impact dynamics along the widely-accepted Triple Bottom Line (TBL). The framework given below shows the four stages of TSAFs that lead to the following results: (i) a destination's tourism profile, (ii) an evaluation of the sector's sustainability in light of performance changes, (iii) the role of tourism in the destination's sustainability; and (iv) policy interventions that address specific system weaknesses at each stage.

Stage 1 of the TSAF considers tourism as the primary force behind a destination's transformation. It takes into consideration the host destination's profile as shaped by the supply and demand for tourism as well as the organization of the tourist industry. Although the specific terminologies, typologies, and limits used in this stage could differ based on the researcher's background, the locality, or the destination's features, it still captures the essential framework of tourist activity at every location.

The Stage 2 of the TSAF encompasses the direct impacts and non-connected performance of the tourist industry. It mediates transitions towards sustainable tourism and serves as a baseline for assessing tourism performance. At this point, the industry may respond by reorganizing itself into multiple sectors, which might lead to product diversification in the form of niche and special interest tourism, a reduction in the industry's environmental impact, or more regulation of the reliance of tour operators.

Thirdly at Stage 3 after evaluating how changes to tourism sustainability performance affect other areas of production, we lessen the impact of tourism on the unique aspects of the host destination's economy, carrying capacity, human and natural resource availability, and overall performance. Therefore, the available financial, human, and natural capital of the destination is used to determine the entire and complete multiplier impact of tourism. Although operational adjustments may play a mediating role in the sector's sustainable performance, the relevance of tourism effects and sustainability at the destination level are ultimately determined by the host destination's resources and functions.

This conceptual framework integrates insights from diverse studies, highlighting the complex interplay of factors influencing the quality of life for women in different contexts. The framework provides a foundation for understanding the multidimensional aspects of women's lives, encompassing work, motherhood, health, and societal factors.

## **Materials and Methods**

### **Research Design**

This study employs a mixed-methods approach, incorporating both qualitative and quantitative research methods to comprehensively address the research objectives.

## **Conceptual Framework**

The conceptual framework for this research is based on the Tourism Sustainability Assessment Framework (TSAF), as proposed by Glyptou (2022). The TSAF provides a structured model for evaluating sustainable development in tourism, considering destination-specific change-effect and impact dynamics along the Triple Bottom Line (TBL).

## **Study Objectives**

The primary objectives include identifying key sustainability aspects influencing the scope of the tourism business and proposing marketing models aligned with these aspects. The study will assess the applicability of the TSAF in the context of the UN's 2030 Sustainable Development Goals (SDGs) for tourism.

## **Data Collection**

**Qualitative Data:** In-depth interviews will be conducted with industry experts, policymakers, and stakeholders to gather insights into sustainability aspects and marketing models. **Quantitative Data:** Surveys will be distributed to a sample of tourists, businesses, and local communities to quantitatively measure perceptions, preferences, and impacts related to sustainable tourism. Condition on Marketing Strategies, data sourced from Maulana et al. (2022) project, including Bawean's demographic information, pre and post-COVID-19 foreign tourist data, and the impacts on smaller tourist spots. Central Bureau of Statistics data used to validate foreign visitor statistics. Marketing Strategy Framework and Implementation, data collected on the marketing strategy's planning conditions, focusing on attraction, amenities, accessibility, and ancillary services. Information on Bawean's recovery planning post-COVID-19, emphasizing the promotion and improvements of Tourist Villages.

## **Sampling**

**Qualitative Sample:** Purposive sampling will be employed to select key informants with expertise in tourism, sustainability, and marketing. **Quantitative Sample:** Stratified random sampling will be used to ensure representation from diverse demographic groups among tourists, businesses, and local communities.

## **Data Analysis**

**Qualitative Analysis:** Thematic analysis will be applied to identify recurring themes and patterns from interview transcripts. **Quantitative Analysis:** Statistical techniques such as

regression analysis and factor analysis will be employed to analyze survey data and assess relationships between variables.

### **Instrumentation**

Structured interviews and surveys will be developed based on the TSAF framework, incorporating questions related to sustainability aspects, marketing models, and the UN's SDGs.

### **Real-Time Observation**

To validate the TSAF framework, real-time observations will be conducted at tourist destinations, focusing on the four stages of the framework. This observational data will serve to corroborate and enhance the findings from interviews and surveys.

### **Data Triangulation**

Triangulation will be employed to enhance the validity of findings by comparing results from different data sources, such as interviews, surveys, and real-time observations.

## **Results**

We validate our proposed conceptual tourism marketing framework contextually with respect to the proceedings of improvements and policy changes done in real time condition under a current scenario. The findings given below are the case of improvement policies of tourism marketing as incorporated in Bawean Island in post Covid era. The processed are discussed first and thereafter measured in terms of the conceptual marketing framework given above.

### **Condition on which Marketing Strategies Planned**

Here, we present a quantitative case study on sustainable tourism discussed in the project of Maulana et al. (2022). The researchers on Bawean Island used an exploratory strategy to learn about green economy tourist management. The majority of Bawean's population works as fisherman or farmers; the island is part of the autonomous Gresik regency, which has just two sub-districts, Sangkapura and Tambak. Beaches, waterfalls, lakes, themed villages, cuisine, and other natural and social-economic attractions abound on Bawean Island due to its advantageous location in the center of the Java Sea.

Rather than locals, tourists from other countries flocked to Bawean. Regrettably, during the COVID-19 pandemic, the overall quantity of foreign tourists visiting Bawean island dropped precipitously to 70%. Initial research indicates that international tourism and travel services declined in the second and third quarters of 2020, with a particularly sharp drop in foreign visitors to East Java—just 0.86 percent of the country's total. Only 689, or 0.04% of the total number of

international visitors visiting East Java in 2021, according to the Central Bureau of Statistics, is a significant decrease from the previous year.

The effects on well-known landmarks are frequently revealed by macro-level analyses of the tourism industry's collapse during COVID-19. However, in Bawean, smaller or more isolated tourist spots are often overlooked, even if they may be carrying a heavier load.

### **Marketing Strategy Framework**

The marketing policy that is implemented to recover from the disruption as mentioned in section (a) of findings is a component of a larger strategy to develop and enhance the surrounding area for the benefit of the local population, visitors, and the region as a whole. Attractions, amenities, accessibility, and Ancillary Services are the four pillars upon which Cooper (2016) asserts that tourist destinations are built.

Attraction refers to the process of drawing in tourists to particular locations. These can be either man-made (such as events) or naturally occurring attractions designed to entice travelers. As an added bonus to popular tourist spots, Amenities often include lodging, dining options, entertainment, and more. Access is a kind of transportation that facilitates travel to popular tourist spots. Roads, public transit, land and air transportation hubs, ports, and train stations are all part of this component. The administration of tourist hotspots receives assistance from Ancillary Services, a local community group. Such groups can operate independently or be part of a larger network that includes governments or international organizations.

### **Implementation of Marketing Strategy**

Based on its geographic location, immediate recovery planning included the promotion and improvements on Tourist Villages. This endeavour is initiated taking into account the environmental, social, and economic effects on surrounding towns. It is anticipated that the village's economy will, of course, take a nosedive when visitors arrive. How the village administration and community take care of the tourist attractions, as well as how they advertise the town to the outside are considered as main determinants to relate to the amount of money that comes in and goes out of the tourist village.

Promotion of tourism goods is planned via enhancing the capacity of host communities. Attractions designed with the community's cultural and environmental values in mind. Doing so ensured that the tourist town can continue to function with minimal outside support, and it also allowed the management to reap some financial rewards from the venture. Long-term preservation of cultural and natural assets while simultaneously protecting their social, economic, and environmental integrity are particularly looked after. Tourism marketing included to fit in with their natural surroundings. The main factor for the success of developing green economy-based tourism was compatibility with the local environment. The current ecology and environment will also be managed by the influx of tourists who follow the natural flow of things.

As a result of the ban on individuals engaging in their typical activities, the turnover rate in many tourist destinations has decreased. Furthermore, tourist administration is also impacted. Income levels are a major factor since they determine people's ability to make a living. In tourist

communities that have been awarded by COVID-19, changes in people's income will have a negative impact on the community's income. From what we can tell, the COVID-19 outbreak has reduced revenue for every single tourist hamlet. Despite the fact that the COVID-19 Pandemic disrupted all preexisting order structures, particularly in the tourism industry, the framework seriously emphasized on the good management to ensure that tourist communities continued to thrive. In this initiative, focus was given to ensure that even if the tourist hamlet was seeing a decline in tourists, the management must take this into serious consideration in order to preserve it correctly. Those that left were less productive since the economic recovery never materialized. Because people can't cycle their production or crafts, they will face challenges.

To ensure the continued success of the island's tourist industry, the Bawean government was emphasized to maintain its real boost. Both the availability of maintenance funds and the ease of entry or permissions for tourists were important considerations. The main purpose of this was to protect managers from the consequences of the COVID-19 epidemic. The backing of municipal governments has been substantial thus far. In order to reopen their tourist towns, managers are required by government rules to adhere to health standards. These protocols include providing facilities for hand washing, encouraging tourists to always wear masks, and aggressively reminding them to maintain

Above discussion, if we measure in terms of the conceptual tourism marketing model TSAF as given in our methodology section, provides evidences to support the conceptual model.

Firstly, in the real time case studied, tourism has been shown to affect the region's economy significantly in Covid pandemic disruption and so the improvement measures are meant to enhance the region's primary economy. The region, as described to be a semi-developed tribal area, development proceedings adopted keeping in mind the preservation of the region's natural resources and social traditions. In fact, the development policies included highlighting the culture and natural environment of the region.

This validates the Secondly State criteria of the conceptual framework stressing on the need of sustainable development taking into account the direct impacts of tourism in non-performance areas, such as ethical consideration and environmental preservation as a notable aspect to include in tourism's marketing domain. Thus, the adopted policies indicated inclusivity and association and responsibility towards the society and environment as the two integral facets of today's sustainable development of tourism.

Thirdly, the marketing planning that emphasized on development of tourism villages is a clear indication of development of the destination as a sustainable tourism destination enhancing its scope and authenticity among the tourists showcasing the region's explicit features and influencing awareness and promotion of environmental as well as ethical conservation keeping a balance with the region's socio-economic development.

Here, government policies and the tourism marketing's strategic planning played a vital role are shown to be essential to be supervised, evaluated and transformed based on the conditional demands. Disruption, as presented here, can be termed as a channel of bringing transformation and further adaptability towards changes and guides towards futuristic inclusive tourism marketing strategies that can provide optimal solutions to the disruptions and crisis phases through feasible transformation. Here, the planning on tourism villages is a model that

can be considered as a solution options for nature based eco-tourism, which is a transformation shifting from tourism's traditional perspective that considered profitability as the primary criteria to the responsibility and adaptability with the society and environment. Thus, the tourism marketing planning as discussed in the case validates the demand of the sustainable marketing framework as is proposed in our conceptual model.

## **Discussion**

The research objectives revolve around assessing perceptions, analyzing sustainable tourism growth, exploring stakeholder perspectives, and identifying factors influencing businesses' perceptions of sustainability investments. The real-time case study in Bawean Island provides valuable insights into how marketing strategies evolve to address these objectives, especially in the context of the post-COVID era.

### **Assessment of Perceptions and Impact of Marketing**

The Bawean Island case demonstrates a significant drop in foreign tourists during the COVID-19 pandemic, indicating the immediate impact on the tourism sector. Macro-level analyses often overlook smaller tourist spots, emphasizing the need for a nuanced understanding of the diverse impacts within the industry. The research effectively assesses the impact of marketing by highlighting the specific challenges faced by lesser-known destinations during disruptions.

The Condition on which Marketing Strategies Planned; the case study conducted by Maulana et al. (2022) on sustainable tourism in Bawean Island provides a comprehensive understanding of the context underpinning the planning of marketing strategies, especially in the wake of the COVID-19 pandemic. Maulana et al. (2022) employed an exploratory strategy to investigate green economy tourist management in Bawean Island, known for its diverse attractions and predominantly occupied by fishermen and farmers. The study focused on the two sub-districts, Sangkapura and Tambak, within the autonomous Gresik regency.

Tourism Dynamics and Pandemic Impact; the COVID-19 pandemic significantly impacted Bawean Island's tourism sector, with a staggering 70% decline in foreign tourists. International tourism in East Java, where Bawean is located, experienced a sharp decline during 2020, with only 0.86 percent of the country's total international visitors in East Java in 2021. Unlike macro-level analyses that often concentrate on well-known landmarks, the study underscores the importance of recognizing smaller or isolated tourist spots. Despite potentially carrying a heavier load, these destinations tend to be overlooked, emphasizing the need for a more nuanced understanding. Assessment of Perceptions and Marketing Impact; the research effectively assesses the impact of marketing by shedding light on the challenges faced by lesser-known destinations during disruptions. The substantial drop in foreign tourists on Bawean Island during the pandemic demonstrates the immediate repercussions on the tourism sector.

Maulana et al. (2022) conducted a case study on sustainable tourism in Bawean Island, employing an exploratory strategy to delve into green economy tourist management. The study focused on Sangkapura and Tambak, two sub-districts within the autonomous Gresik regency, where Bawean Island is situated. The COVID-19 pandemic led to a significant decline in foreign tourists on Bawean Island, constituting a 70% reduction, as reported by Maulana et al. (2022). International tourism in East Java, including Bawean Island, experienced a notable decline during 2020, with only 0.86 percent of the country's total international visitors in East Java in 2021 (Central Bureau of Statistics). The Bawean Island case study highlights the need for marketing strategies that consider the unique challenges faced by smaller tourist spots. Further exploration could delve into the adaptability and resilience of such destinations in the face of disruptions, providing insights for more inclusive and sustainable tourism strategies. In conclusion, the case study on Bawean Island exemplifies the importance of understanding the nuanced impacts of disruptions on tourism, emphasizing the role of marketing in mitigating challenges faced by lesser-known destinations.

### **Analysis of Sustainable Tourism Growth**

The marketing strategy implemented in Bawean focuses on sustainable tourism, aligning with the global trend of embracing green economy tourist management. The development of Tourist Villages and emphasis on compatibility with the local environment align with sustainable tourism principles. The case reflects the industry's responsiveness to the rise of certifications and frameworks by actively promoting eco-friendly practices and emphasizing cultural and environmental preservation. The marketing strategy implemented in Bawean Island exemplifies a proactive approach towards sustainable tourism, aligning with the prevailing global trend of embracing green economy tourist management. The study conducted by Maulana et al. (2022) sheds light on the concerted efforts to develop and enhance the region while fostering sustainability. This aligns with broader global initiatives aimed at mitigating the environmental impact of tourism and promoting responsible practices.

Sustainable Tourism Principles, the development of Tourist Villages in Bawean reflects a commitment to sustainable tourism principles. This approach emphasizes responsible tourism practices that take into account environmental, cultural, and social factors. The emphasis on compatibility with the local environment signifies a dedication to minimizing the ecological footprint of tourism activities, contributing to the preservation of the island's natural beauty (Maulana et al., 2022).

Industry Responsiveness to Certifications and Frameworks, Bawean's marketing strategy (Shankar, 2021) showcases the industry's responsiveness to the rise of certifications and frameworks in sustainable tourism. By actively promoting eco-friendly practices, the destination positions itself as a responsible and environmentally conscious choice for travelers (Cooper, 2016).

Emphasis on Cultural and Environmental Preservation; the marketing strategy places a significant emphasis on cultural and environmental preservation, acknowledging the intrinsic value of these aspects in attracting and retaining tourists. This focus not only aligns with sustainable tourism but also contributes to the authenticity and uniqueness of the destination (United Nations World Tourism Organization - UNWTO).

Marketing Strategy Framework: Pillars of Sustainable Destination Development, Cooper's (2016) framework, highlighting the pillars of tourist destinations, provides a comprehensive structure for understanding the components essential for effective marketing strategy development. The focus on developing attractions in Bawean, including Tourist Villages and natural wonders, aligns with Cooper's notion of drawing tourists to specific locations. These attractions, whether man-made or natural, contribute to the overall appeal of the destination (Cooper, 2016). Bawean Island's marketing strategy, rooted in sustainable tourism principles and Cooper's framework, provides a holistic approach to destination development. By aligning with global trends, emphasizing responsible practices, and integrating key pillars of destination marketing, Bawean sets a precedent for fostering a sustainable and inclusive tourism paradigm. This discussion provides a synthesis of the research findings, linking them to established principles in sustainable tourism and destination marketing (Susilo, et al, 2021). The citation references support the discussion by anchoring it in existing literature and recognized frameworks.

### **Exploration of Stakeholder Perspectives**

Stakeholders in Bawean include local communities, government, and the tourism industry, all contributing to the recovery planning and sustainable development. The involvement of the Bawean government, local community groups, and international organizations showcases a collaborative approach to sustainable tourism. The study effectively explores various stakeholder perspectives, emphasizing the multifaceted nature of sustainable tourism development.

In the pursuit of sustainable tourism development, Bawean Island engages a diverse array of stakeholders, including local communities, government entities, and the tourism industry. The collaborative involvement of these stakeholders underscores a comprehensive strategy for recovery planning and sustainable growth. Local communities form an integral part of Bawean's sustainable tourism initiatives, actively participating in the preservation and promotion of their cultural and natural heritage. The case study emphasizes the community's role in managing tourist attractions, contributing to a nuanced understanding of how their engagement influences the economic and social dynamics (Dredge, 2017; Andereck, et al, 2005)

The Bawean government plays a pivotal role in supporting the island's tourism industry during the COVID-19 pandemic, providing financial aid and streamlining entry procedures for tourists. This governmental backing showcases the significance of policy and financial support in sustaining tourist communities through disruptive periods (Gössling, Scott, & Hall, 2020; Jamal & Camargo, 2017). The inclusion of international organizations highlights a global perspective on

sustainable tourism. Collaboration with these entities suggests a commitment to aligning Bawean's initiatives with international standards and best practices. Engaging with global organizations fosters knowledge exchange and provides additional resources for sustainable tourism development (UNWTO; Hall, 2010).

Implementation of Marketing Strategy: Toward Sustainable Tourism Practices that Bawean's recovery planning and sustainable tourism development are closely tied to the strategic implementation of marketing initiatives. The emphasis on Tourist Villages and green economy-based tourism demonstrates a commitment to responsible and ethical practices. Environmental, Social, and Economic Considerations concerned to recovery planning is initiated with a focus on Tourist Villages, acknowledging the anticipated impacts on the environment, society, and economy. Attention to how the village administration and community handle tourist attractions reflects a holistic approach that considers the interconnectedness of these factors (Gössling et al., 2012; Bramwell & Lane, 2013). Promotion of Tourism Goods and Community Capacity Enhancement, the promotion of tourism goods is coupled with the enhancement of host community capacity. This approach aligns with sustainable tourism principles by empowering local communities and ensuring their active involvement in tourism-related activities (Jamal & Camargo, 2017; Scheyvens, 2002) The long-term preservation of cultural and natural assets signifies a commitment to the sustainable development of tourism. This approach prioritizes the protection of Bawean's unique identity while balancing economic benefits (Fennell, 2014; Holden, 2013)

### **Factors Influencing Businesses' Perceptions of Sustainability Investments**

The Bawean case identifies factors such as geographic location, economic impacts on surrounding towns, and environmental considerations influencing the marketing strategy. The focus on Tourist Villages aligns with the idea of developing destinations for the benefit of the local population and the region as a whole. The emphasis on government support, maintenance funds, and adherence to health standards indicates the importance of external factors in shaping businesses' perceptions of sustainability investments. Validation of Conceptual Tourism Marketing Framework (TSAF)

- The Bawean Island case study aligns with the proposed conceptual TSAF Tourism Marketing Model.
- The emphasis on sustainable development, ethical considerations, and environmental preservation validates the framework's Second Stage criteria.
- The marketing planning for tourism villages supports the framework's Third Stage, highlighting the importance of inclusivity, responsibility, and a balance between socio-economic development and environmental conservation.
- The Bawean Island case serves as a practical application of the proposed conceptual framework.

- It highlights the industry's adaptability and transformation in response to disruptions, emphasizing the need for sustainable practices and responsible tourism marketing.

- The case study provides evidence supporting the relevance of the conceptual TSAF Tourism Marketing Model in guiding tourism strategies toward sustainability.

Measuring Success Through the TSAF Conceptual Model, validating Sustainable Development Criteria was analyzing the discussed case through the conceptual tourism marketing model TSAF provides a robust framework for understanding its implications for sustainable development. Economic Significance in Pandemic Disruption, the case study effectively demonstrates the economic significance of tourism, especially in the context of the COVID-19 pandemic, validating the importance of tourism as a driver of the region's primary economy (Gössling et al., 2020; Becken, 2010). Ethical and Environmental Considerations, the incorporation of ethical considerations and environmental preservation validates the TSAF's criteria for sustainable development, reinforcing the need for ethical and environmentally conscious practices in tourism marketing (Font, McCabe, & Jepson, 2017; Sharpley, 2014). Development of Sustainable Tourism Destination, the emphasis on developing tourism villages aligns with the TSAF's focus on sustainable tourism destination development, showcasing the region's distinctive features and influencing awareness of environmental and ethical conservation (Gössling & Scott, 2012; Weaver, 2006)

In conclusion, the evolution of marketing strategies in the tourism industry, as evidenced by the Bawean Island case, underscores the industry's commitment to sustainability, community involvement, and responsible practices. The proposed conceptual framework aligns with the observed trends and serves as a valuable guide for future inclusive and sustainable tourism marketing strategies.

## **Conclusion**

Tourism, nowadays are much more inclusive and responsible towards society and environment. Shifting from the traditional profit seeking business to ethically conscious business domain is a positive transformation taking place in tourism based on the need of inclusivity as the primary criteria for sustainability. Accordingly, as discussed in the findings, sustainability-based tourism marketing planning is an effective tool to be formulated and implemented in tourism infrastructure. Its effectiveness is clearly explained in the findings as emphasis towards conservation of environment and regional tradition and improvement in the region's socio-economic conditions. Altogether, tourism marketing planning is transforming to become more ethically responsible and thus is a channel to ensure sustainability and generate awareness towards environmental conservation as well as society's ethical safety and worth.

## **Suggestions**

### **Suggestions for the Public**

1. Actively participate in tourism planning discussions and decision-making processes.
2. Choose destinations and businesses that follow sustainable practices.
3. Integrate sustainability principles into marketing strategies.
4. Develop policies that incentivize sustainable tourism marketing practices.

### **Suggestions for Future Research**

1. Future studies can compare sustainability-based tourism marketing strategies across different countries or regions to identify best practices and contextual differences.
2. More research is needed to develop measurable indicators that assess the direct impact of sustainable marketing planning on environmental conservation and socio-economic development.
3. Investigate how digital platforms and social media influence sustainable tourism awareness and traveler behavior.
4. Conduct long-term studies to assess whether sustainability-based tourism marketing results in lasting environmental and economic benefits.
5. Explore how tourists' ethical values influence destination choice and how marketing strategies can effectively shape responsible behavior.

## **Declaration of Interests**

The authors declare that they have no financial or non-financial conflicts of interest that could influence the objectivity or validity of their research. This includes, but is not limited to, financial affiliations with organizations mentioned in the paper, personal relationships, or other circumstances that may compromise the impartiality of their work.

## **Ethical Considerations**

The research complies with ethical standards and guidelines set forth by relevant institutions and governing bodies. Consent was obtained from participants involved in any data collection, and their anonymity and confidentiality are preserved. The study respects the principles of fairness, integrity, and transparency in presenting and interpreting data. Any potential biases or limitations in the research are acknowledged and addressed transparently.

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## Definition of Conflicts of Interest

The authors define conflicts of interest as any circumstances that could compromise the impartiality, objectivity, or validity of the research. The declaration of interests (as outlined above) serves to transparently communicate any potential conflicts, ensuring the integrity of the research process.

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