

## The Green Tourist Destination as A Competitive Marketing Advantage in The Tourism Market

Prof. Dr. Ghada A. Hammoud

Prof. Dr. Hebtalla S. Ibrahim

Salma A. Farahat

Dean of faculty of Tourism and  
Hotels- Beni Suef University

Vice Dean for Postgraduate  
studies and research Hotels,  
Beni Suef University

### Abstract

Today, the world is witnessing severe changes as a result of the misuse of natural resources and the serious damage that has been caused to the environment, which has been caused by people. Tourism is one of the main pillars of the economy of any country, so start thinking about solutions of an environmental nature in solving problems, and similarly in the field of tourism, where the link of tourism with the environment is no longer limited to the pattern of ecotourism only, but also sustainable tourism, responsible tourism, Tourism is environmentally friendly and green tourism and other less negative patterns have a negative impact on the natural environment of the tourist destination, and it is no longer limited to tourism patterns only, but with the severity of the difficulties and negative consequences facing the world today, the tourist's thinking has also changed and his desires when choosing a tourism destination have become a lot. Many tourists today are looking for tourist destinations that are predominantly environmentally friendly and practicing environmentally friendly tourism activities such as walking, cycling, camping, mountain climbing and others. Not only but also on the social side, as the local population has a strong influence with their cultural heritage, customs and traditions on the tourism activity of the destination and it also benefits them in terms of providing job opportunities and cultural exchange resulting from direct dealing with Tourists, therefore, the green tourist destination has a natural marketing advantage that enables it to remain at the top of the selection list for the best tourist destinations.

**Key words:** green destination - green tourism – environmentally friendly – tourist activities – marketing advantage.

## **Introduction**

The world's tourism orientation now includes sustainable and green tourism patterns, which depend on tourism activities that have a positive impact on the natural environment of the tourist destination. Since the escalation of the global climate crisis, countries have become more interested in how to maintain the sustainability of their natural resources.

Tourist activity is one of the most environmentally affecting activities, so tourists and visitors started looking at tourist destinations that still retain their natural environment, and they became more interested in tourist activity that does not harm the natural environment of the tourist destination (World tourism organization, 2004).

Tourism destination managers are also interested in raising awareness and educating the local community about the importance of applying environmental practices during daily activities. Where the sustainability of natural resources results in the sustainability of tourism activity, which in turn contributes significantly to the construction of the economy, which benefits the community of destination, from providing jobs, High standard of living and development of sustainable development plans for tourism destination (Carson and macbeth, 2005).

All these factors will strongly help to strengthen the competitive advantage of the green tourist destination in the current tourism market, where many tourists are attracted to isolate from modern style of life and use technology, and spend their holidays by going to tourist destinations that enjoy the picturesque nature and calm (Slomcum and Kline , 2017).

## **Research Problem**

The problem of the research is in light of the intellectual change that the world is witnessing now in all fields, including the tourism field it is the direction toward a life style that preserves the natural environment. Therefore, the tourist destination contains the factors that make it a green tourist destination, this gives it a competitive marketing advantage in the tourism market.

## **Research Objectives**

1. Directing the attention of those responsible for managing tourist destinations to intensify marketing campaigns for green and natural tourist destinations.
2. Clarifying the importance of the natural characteristics of green tourist destination and its role in sustaining tourism activities and support the economy.
3. Educating the local community on the importance of sustainable use of the natural resources that characterize the green tourist destination.
4. Studying effective marketing strategies for green tourist destinations.

## **Research Methodology**

An analytical and descriptive research on the characteristics of the green tourist destination to formulate effective marketing strategies based on the characteristics of the green tourist destination as a unique competitive marketing advantage in the tourism market.

### **The Green Tourist Destination**

This term never existed before, as these types of tourist destinations did not receive such great attention by visitors and tourists, and her knowledge was limited to her ecotourism activities. But with the current global trend where many countries of the world are now keen to maintain the sustainability of their natural resources in various fields. Visitors and tourists are looking for tourist destinations that still retain their natural ecological characteristics. These destinations are known as green tourist destinations (calkins, 2011).

The green tourist destination has its natural and ecological characteristics. These characteristics vary between rare plants, wildlife, forests and natural water that are used for therapeutic purposes. There are purposes characterized by rare natural phenomena in which they occur, such as swarms of migratory birds, astrological phenomena and stargazing.

The tourist patterns practiced in green tourist destinations are numerous, and are no longer limited to ecotourism only. There is sustainable tourism, responsible tourism, rural tourism, green tourism, natural passed tourism, soft tourism and community tourism. The tourism activities accompanying these patterns are environmentally friendly and preserve the sustainability of the natural resources of the green tourist destination (munier ,2005).

#### **1.1 Green Tourist Destination Management Includes the Following:**

- Water quality management
- Air quality management
- Wild life management
- Forest and plant management
- Habitat management
- Visitor management
- Biodiversity management
- Community management
- Commemorative integrity (munier ,2005).

#### **The Green Tourist Destination Between the Competitiveness and The Sustainability**

The concept of sustainability has always adhered to the pattern of ecotourism or the tourism of natural areas, such as adventure tourism, safari and wildlife tourism. Is always competitive between eco or green tourist destinations in terms of the environmental aspect in the first place, but there are other objectives that lead the management of the green tourist destination, and that it seeks to achieve through the tourist activity of the destination, such as attracting the business of the state, businessmen, investment and trade also, and from the political side the promotion of international relations all these goals in addition to achieving a boom in tourism activity for destination increased the competitiveness between green and natural tourism destinations in the tourism market ( Artal – tue and kozak, 2016).

One of the reasons for increasing Competitive intensity among the natural and green tourist destinations in the tourist market, is that today's tourists are not the same, but they are becoming more environmentally conscious, and inclined to tourist patterns, and destinations that are characterized by maintaining the sustainability of the natural resources of the destination through the practice of environmentally friendly tourism activities (Kasimoglu, 2012).

## **1 Dimensions of Green Tourist Destination Competitiveness in The Tourism Market**

There are many dimensions that serve as tools for competitiveness between green and natural tourist destinations in the tourist market. These dimensions include not only the environmental dimension, but also the economic, social, cultural, political, and technological dimension. This has heightened competition among green tourist destinations in the tourism market (Ritche and crouch,2003).

### **1.1 Economic Competitiveness**

The economic aspect of the green tourist destination is one of the most important aspects affecting the tourist activity of the destination significantly. This is because tourist activity requires an infrastructure for destination and the availability of services for tourists. In return, tourism is one of the most important pillars of building the economy for tourism. The local economic advancement of the tourist destination has helped to stimulate the tourist voyage of the destination, where the economic advancement of the tourist destinations is a factor of its attractions and increases its competitiveness in the tourist market (Alami and aria ,2016).

### **1.2 Political Competitiveness**

The political stability of the green tourism destination is important, and has a significant impact on tourism activity. Tourism traffic increases in tourist destinations free of internal conflicts and wars and is dominated by security and security (Alami and aria, 2016).

### **1.3 Socio Cultural Competitiveness**

The culture and heritage of the tourist destination are the most important attractions, where tourist wants to experience mixing with different cultures and learn about heritage customs, and the original traditions of destination. So, the local culture of the green tourist destination represents a large part of the competitiveness of the tourist market (Furqan A., Mat som A.P. and Hussin R, 2010).

The local population of the green tourist destination is a factor that can affect its competitiveness in the tourism market. The health situation of the local population of the green tourist destination is one of the attractions of the destination. They represent a reflection of the intended resources and services and their impact on the health of the local population (Jauhar, 2014; Furqan A., Mat som A.P. and Hussin R, 2010).

### **1.4 Technological Competitiveness**

Technology has recently become a factor that takes into account the competitiveness of the green destination in the tourism market. The quality and the speed of Internet access in the tourist destination are a factor in its attractions. The tourist destination is promoted through the

Internet instead of traditional means of promotion. The Internet has helped the tourist to inquire about the knowledge of the places of services and communicate in case of different languages between the tourist and the local community. The Internet helps educate tourists about the destination they visit, because of all this reasons technology is one of the tourists' top priorities when choosing their destinations (Furqan A., Mat som A.P. and Hussin R, 2010; Ritche and crouch, 2003).

### **1.5 Environmental Competitiveness**

The assessment of the tourism activity was previously based on the assessment of tourism's economic performance and productivity, but with increasing damage to the environmental aspect of tourist destinations, especially green tourist destinations that have a unique environmental aspect without other tourist destinations. Today, the assessment of tourist destinations has become an environmental aspect, and retention of the green tourist destination has become a natural crop and the environment is an advantage that increases its competitiveness in the tourist market.

The degradation of the natural environment of the tourist destination reduces the demand for tourists to visit it, as they do not prefer to visit tourist destinations that have lost their ecological nature and the wildlife, is extinct or have been misused and managed their natural resources and have lost control over the spread of garbage. All these factors reduce the chances of competitive green tourist destination in the tourism market (Ritche and crouch, 2003).

## **2 Marketing Mix for The Green Tourist Destination**

Marketing for a green tourist destination requires selecting precise elements that provide the needs of those interested in the sustainability of the destination's natural resources from tourists and visitors. This ensures the economic sustainability of the green destination for the long term (Insch,2011).

## **3 Elements of Green Tourist Destination Marketing Mix**

### **3.1 Product**

A green tourist destination is a product that needs to reduce its negatives, which may make it an undesirable product by tourists and visitors. Such as paying attention to the streets within the destination, parks and the general image of the destination, and applying green behavior practices to employees such as reducing the use of paper, and communicating through electronic applications and others.

### **3.2 Price**

It must balance when determining the prices of services to be received by tourists and visitors. Sustainable development of the green tourism destination is costly, but high prices of tourism products and services to cover these costs will not satisfy consumers, so they can be educated about the importance of applying sustainable practices of paying anyone who causes damage to the natural resources of the destination. This will help maintain it as long as possible, and reduce the cost of its development.

### **3.3 Place**

The place is the essence of the tourist product, where tours are booked by tourist companies as a

place that can be replaced by online communication. Encourage walking and cycling instead of using cars to minimize environmental damage. All these practices help identify tourists and visitors' choice of directions and institutions that apply environmental sustainability practices.

### **3.4 Promotion**

Besides the usual traditional promotional brands for tourist destination, green tourism destination can be promoted by encouraging visitors to apply sustainable environmental practices. Reduce the use of water, paper and carbon footprint.

### **3.5 Participants**

Customers and employees in other tourist destinations and tourist establishments are also involved in tourism activity, so they must be sensitized and educated about sustainable environmental practices.

### **3.6 Process**

Apply sustainable practices in tourism services activity, such as online booking, the use of natural sources of energy such as wind and sun and the use of recyclable materials.

### **3.7 Partnership**

The application of sustainable practices within the green tourist destination is something that must be shared by the management of the destination, local residents and visitors, because they have a common goal of maintaining the sustainability of the natural resources of the green tourist destination (Arumets and oinonen, 2014; Tosun, 2011; Ritche and crouch, 2003).

## **4 Green Tourist Destination Marketing**

### **4.1 Identification of Strategic Markets for The Destination**

One of the biggest and most difficult challenges in marketing for a green tourist destination is identifying the markets of visitors to be targeted, where they must be pursued continuously, and studying their cultural background, and the tourism activities to which they are destined, this analysis enables the destination to provide for their needs. The need to study competing destinations, their tourism activities and identify their strengths and weaknesses (Font and buckley,2001).

### **4.2 Measuring Destination Awareness and Image**

Study the extent of awareness of the destination and its image in the tourist markets to be targeted, as any bad reputation or misinformation negatively affects the competitiveness of the destination in the tourist market.

### **4.3 Monitoring Destination Awareness and Image**

By following up on the impact of green destination marketing campaigns within the tourism market. The success or failure of these campaigns is also a measure of the extent of awareness of the purpose to be marketed and a measurement of his image within the target tourism market.

### **4.4 Destination Branding**

Creating a green destination brand is one of the most successful marketing strategies with positive effects on the destination, if the destination name is associated with a brand of its own

that remains alive in the memory of visitors and travelers. The aim of the brand is to distinguish green destination in the tourism market (Artal – tue and kozak, 2016; Fernandez and sanchez, 2016).

#### **4.5 The Branding of Experience**

The tourist is not interested in the quality of the product or tourist service as much as in the quality of the experience in general. Enjoying his tourist experience within the green tourist destination is a competitive advantage for the green tourist destination in the tourist market. The Green Tourist Destination has natural characteristics that are distinct from other destinations, so it offers the tourists and visitors a distinctive tourist experience that increases the competitiveness of the tourism market.

#### **4.6 Destination Positioning**

Evaluate the tourist destination image for tourists and visitors, in terms of the way tourists and visitors view the green tourist destination in the tourist market in order to make the decision to travel and go through the tourism experience.

#### **4.7 Market Segmentation**

Segmentation of the tourism market for the green destination according to the tourism services and activities it offers. This helps to formulate realistic and influential ideas that reflect the features of the green tourist destination through promotional campaigns for them in the tourist market.

#### **4.8 Developing Logos and Advertising Support**

Advertising for a green tourist destination is not only a reflection of the image of the destination, but conveys the important message carried by this kind of tourist destination that primarily affects them with environmental awareness, and the importance of maintaining the sustainability of the natural resources of a green destination. One type of promotion of green tourist destinations is the introductory trips of these destinations or through travel books produced by tourism companies to publicize their tourism programs, and advertisements and promotional campaigns carried out by destination management bodies play a major role to strengthen the image of the green tourist destination in the tourism market (Fernandez and sanchez, 2016; Furqan A., Mat som A.P. and Hussin R, 2010; Ritche and crouch, 2003).

---

## List of References

Alami and aria (2016), sustainable and smart destination management, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 24/12/2022].

Artal – tue and kozak, (2016), destination competitiveness, the environmental and sustainability, CBA international, pp. 63, 87-92, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 14/12/2022].

Arumets and oinonen, (2014), environmental sustainability briefing – the effects on tourists and their choice, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 19/12/2022].

Calkins, (2011), the sustainable site hand book a complete guide to the principles, strategies and practices, for sustainable land scopes, (on line), available from (<https://www.pdfdrive.com/the-sustainable-sites-handbook-a-complete-guide-to-the-principles-strategies-and-best-practices-for-sustainable-landscapes-e175892032.html> ), [ accessed at :18/12/2022].

Carson and macbeth, editors, (2005), regional tourism cases innovation in regional tourism, common ground publish, Australia, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 24/12/2022].

Fernandez and sanchez, (2016), are tourist really willing to pay more for sustainable destination? (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 20/12/2022].

Font and buckley, editors, (2001), tourism ecolabelling certification and promotion of sustainable management, CBA publishing, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 26/12/2022].

Furqan A., Mat som A.P. and Hussin R, (2010), promoting green tourism for future sustainability, (online), (Available from: <https://www.pdfdrive.com/>), [ Accessed at: 10 /12/ 2022].

Insch, (2011), conceptualization and anatomy of green destination brand, international journal of culture, tourism and hospitality research vol 5 no. 32011, emerald group publishing, (online), (available from: <https://core.ac.uk/>), [ Accessed at: 12/12/2022].

Jauhari, Editor, (2014), managing sustainability in the hospitality and tourism industry, apple academic press, Toronto, pp. 185- 229, (on line), (Available from: <https://www.pdfdrive.com> ), [ Accessed at: 10 /12/ 2022].

Kasimoglu, editor, (2012), visions for global tourism industry – creating and sustaining competitive strategies, Intech, `Croatia, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 17/12/2022].

Munier, (2005), introduction to sustainability road to a better future, (on line), available from(<https://www.pdfdrive.com/introduction-to-sustainability-road-to-a-better-future-e191378860.html> ), [ accessed at :21/12/2022].

Ritche and crouch, (2003), the competitive destination – sustainable tourism perspective, CBA international publishing, pp. 190-228, (online), (Available from: <https://www.pdfdrive.com> ), [ accessed at: 22/12/2022].

Slomcum and kline , editors, (2017),linking urban and rural tourism, CBA international , (online),(Available from: <https://www.pdfdrive.com> ), [ accessed at: 15/12/2022].

Tosun, (2011), profile of sustainability in Alayna -turkey as a tourist destination, (online), (available from: <https://core.ac.uk/> ), [ Accessed at: 17/12/2022].

World tourism organization, (2004), indicators of sustainable development for tourism destination,(onlineAvailable from: <https://www.pdfdrive.com> ), [ Accessed at: 26/12/2022].

### الوجهة السياحية الخضراء كميزة تسويقية تنافسية في سوق السياحة المستخلص

اليوم، يشهد العالم تغيرات حادة نتيجة لإساءة استخدام الموارد الطبيعية والأضرار الجسيمة التي لحقت بالبيئة، والتي سببها الناس. السياحة هي إحدى الركائز الرئيسية لاقتصاد أي بلد، لذا ابدأ بالتفكير في حلول ذات طابع بيئي في حل المشاكل، وبالمثل في ميدان السياحة، حيث لم تعد صلة السياحة بالبيئة تقتصر على نمط السياحة البيئية فقط، والسياحة صديقة للبيئة والسياحة الخضراء، والأنماط الأخرى الأقل سلبية لها تأثير سلبي على البيئة الطبيعية للمقصد السياحي، ولم يعد يقتصر على أنماط السياحة فقط، ولكن مع شدة الصعوبات والعواقب السلبية التي تواجه العالم اليوم، كما تغير تفكير السائح وأصبحت رغباته عند اختيار وجهة سياحية كثيرة. يبحث العديد من السياح اليوم عن وجهات سياحية صديقة للبيئة في الغالب ويمارسون أنشطة سياحية صديقة للبيئة مثل المشي وركوب الدراجات والتخييم وتسلق الجبال وغيرها. ليس فقط ولكن أيضًا على الجانب الاجتماعي، حيث أن للسكان المحليين تأثيرًا قويًا على تراثهم الثقافي، العادات والتقاليد المتعلقة بالانشط السياحي للوجهة المقصودة وتفيدها أيضا من حيث توفير فرص العمل والتبادل الثقافي الناجم عن التعامل المباشر مع السياح، لذلك، تتمتع الوجهة السياحية الخضراء بميزة تسويقية طبيعية تمكنها من البقاء على رأس قائمة الاختيار لأفضل الوجهات السياحية.

الكلمات الدالة : المقاصد الخضراء – السياحة الخضراء – الانشطة السياحية – الميزة التسويقية