

# Sustainable Destination Branding and Marketing Strategies for Tourism Development

Edited by Anukrati Sharma, Juan Ignacio Pulido-Fernández  
and Azizul Hassan



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**Juan Ignacio Pulido-Fernández**  
**Azizul Hassan**



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## Foreword

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Despite ongoing and prominent debates about overtourism, the optimisation of tourism, the role of destination management organisations and the role of the state in tourism, it is clear that sustainability is the most important topic to understand for scholars and professionals in our industry. Unless we find ways to make tourism more sustainable, the future of the global tourism industry, which accounts for more than 300 million jobs worldwide, is in doubt.

This edited collection makes an important contribution to this pressing topic by considering sustainability in the context of branding and marketing. This is an area that has hitherto been relatively neglected in the literature, which has tended to focus on the behaviours of tourists, or the impacts of tourism operations in destinations. In a market saturated by images and driven by intense international competition, it is vital that destinations and tourism businesses prioritise how to best promote themselves in a sustainable way, encouraging responsible tourist behaviour and aligning themselves with sustainable development in the minds of consumers.

The next generation of tourists are the most environmentally and socially conscious we have ever seen. The growth of global environmental protest movements and the development of citizen activism in the developed and developing economies, shows us that this new consciousness is an international phenomenon. The tourists of the near future will hold the tourism industry to increasingly high standards of sustainability. There are countless examples of tourism working as a force for good, creating jobs and preserving landscapes, but new approaches to branding and marketing are needed to communicate this effectively, across a range of new and evolving digital media.

Within this volume there is an excellent collection of best practice case studies, as well as methodological innovations and exciting stimuli for future research on tourism and sustainability. It is a truly international collection, with links to tourism in all of its diversity of forms.

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# Preface

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Nowadays, sustainability is not an option in the tourism industry, but a key tool to ensure competitiveness and the involvement of tourists in the responsible management of destinations. Consequently, we must know how to communicate sustainability in the tourism sector by taking care of the way of sharing its main goals, being credible and honest.

The tourism industry has changed significantly during the last decade. The increasing competitiveness among destinations to attract new visitors is generating the need to use different strategies in order to consolidate the destination image, which becomes a great challenge. This challenge is even greater when destination branding and marketing are linked to aspects related to sustainability and responsibility.

The general image of a destination can be transformed by adopting strategies and tactics of branding and marketing. In the current environment of growing competitiveness, the loyalty of clients and their potential as prescribers of destinations do not only depend on having an element that makes the destination stand out from the competition, but the exclusivity that must be felt by the clients and the reward of enjoying activities adapted to their needs.

This book aims to provide theoretical and practical content for academics, researchers, students, policy makers, destination managers and other stakeholders in the travel, tourism and hospitality industry. Through the presentation of cases and examples, the book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development.

Throughout the different chapters, the reader will find experiences on different aspects of sustainable destination branding and marketing, such as security, tourism policy, luxury image, information and communication technologies or tourist behaviour. Additionally, various tourist typologies, such as accessible tourism, rural tourism, food tourism, dark tourism and film tourism will be analysed.

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# 14 Environmental Sustainability on Tourism Business Enterprise: Model and Case

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## Introduction

Environmental sustainability is a valid topic of the present time relating to people's realization in terms of impacts of their activities on the environment. Also, environment sustainability as a subject is gradually becoming of interest to diverse parties including general beneficiaries, academics, governmental or non-governmental agencies and media in particular. The growing concerns and attentions are leading to research to assess the impact of human activities on nature and the environment (Bricker *et al.*, 2014). Even though environmental sustainability has managed to get a great deal of attention from academia for scientific research, this area still remains less prioritized in tourism, in particular. This lesser interest of tourism researchers in this defined area validates the necessity to prepare this research. In practice, environmental sustainability attracts the attention of concerned parties, but this area still remains under-researched with particular reference to tourism business enterprises. Several studies have examined the Sundarbans as a case study (Hassan, 2012). This forest is a declared Natural World

Heritage Site of UNESCO and the largest mangrove forest in the world. The land area as occupied by this forest extends beyond Bangladesh to India. However, a recent incident brought this forest to the attention of those responsible for the environment. This study places particular focus on tourism business enterprises regarding their responsibility for the environment. Later, this study suggests implications based on existing literature and empirical cases aimed to propose models of environmental sustainability. This study uniquely combines existing literature with a selected case that has faced catastrophic circumstances due to irresponsible business practices in recent times. After critically explaining the circumstances and evidence, the study suggests some models relating environmental sustainability roles to tourism enterprises. This study thus emphasizes environmental sustainability while analysing the roles of tourism business enterprises. Later, this research proposes a model suggesting more responsibility towards nature and the environment. Environmental sustainability as implications of the study requires to be considered by tourism business enterprises.

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## Environmental Sustainability and Nature

Environment and natural habitat can be disturbed by unexpected human activities and such disturbances can be expanded over time and over diverse areas (Alderman, 1991; Costanza and Patten, 1995; Kibert *et al.*, 2011). Human and non-human disturbances to the environment and nature can appear in several forms, including woodland and rainforest logging and reduction of forests; pollution in lakes, rivers, oceans and water reservoirs, making them unsuitable for water habitats, including fish; excessive burning of fossil fuels that directly harms the atmosphere and even, damaging major cultivable agricultural lands by applying unrealistic and unsuitable farming practices (Matador Network, 2018). The first concern about sustainability arises from awareness and consciousness about both positive and negative impacts of human activity. In principle, environmental sustainability aims to preserve and expand environmental capabilities to support human existence on earth. Environmental sustainability is not always fully represented through waste reduction or, even less, energy consumption by humans (Giannecchini, 1993; Morelli, 2011). In practice, this type of sustainability is about positive decision making by the people responsible, to reduce negative impacts on the environment (UNEP, 2018).

## Environmental Sustainability and Decision Making

The convergence of internet, unlimited access and convenience, rising customer confidence in online shopping, and changed expectations, provide a global market for legitimate online sales. This allows differentiating experiences and is a key driver to continue to grow ahead of the tourism market. This also suggests the rise of technology-aided customizations to continue to win and maintain customer loyalty needed to deliver globally local and adapted appeal in the future (Baird and Mumford, 1997).

Environmental sustainability is the responsibility of users towards the environment, where the basic purpose remains to create space

to consider and initiate reasonable actions to protect the environment (Maser, 2013). Any decision that goes against a customer's own principles or ideology may result in disappointment or a sense of regret for making such a purchase decision. Feelings of this type very often shape and influence a customer's buying behaviour and decision making (Anfuso *et al.*, 2014). This becomes particularly true when customers actively begin to look for products or services. Such a search generally aims to make them feel good for matching their own demands with environmental well-being (Allegratti, 1990; Boza, 1993; Bushbaker, 1990). If any sign is found as harmful for well-being and development of a surrounding environment, this should be given proper attention and either eliminated or reduced.

## Environmental Sustainability and Tourism Business Enterprising

Environmentally friendly green business, saving resources from reduced waste and increased efficiency, provides peace of mind from reduced concerns about health and safety liability (Alexandra, 2012; McDonald *et al.*, 2002). This improves relation building, pride and morale boosts, attracts more customers and motivates business activities while providing differentiated services, flexible during uncertain times by minimized risks, financial impacts and demonstrated commitment (Hassan, 2012). Customers in recent times are aware of the environmental and social issues that a business enterprise can generate and identify businesses that have capacities to ensure sustainability in a coastal community (Hengky, 2014). On the other hand, investors are also considered as having awareness about the benefits, prospects and future trends of a tourism business organization (Bustam and Stein, 2010). The ever-changing world is bound to encounter more problems, and realistically the determination and capacity to overcome troubles, aid in the face of obstacles and valuable opportunities, striving for more compassion, sympathy and helping others results in serenity and inner strength (Goeldner and Ritchie, 2009; Mill and Morrison, 2002). Natural disasters, increases in storm events and

severe winters, changing migratory bird patterns, etc. could all affect adaptations needed in the tourism businesses, to suit with the best practices for environmental sustainability and dissemination of suitable strategies, with affordable financial impact and business delivery.

### **Non-Tourism Practices as an Environmental Disaster – The Sundarbans**

Bangladesh has an abundance of tourism resources and the intervention of development practitioners has led to their gradual improvement (Hassan, 2014; Hassan and Forhad, 2013; Hassan and Sharma, 2017a, b; Hassan and Rahimi, 2018). In Bangladesh, tourist destinations having WHS status have not been widely visited, despite their great potential (Hassan and Burns, 2014). The Sundarbans (UNESCO World Heritage Site) is the world's largest mangrove and tidal halophytic mangrove forest, covering an area of 10,000 km<sup>2</sup> in both Bangladesh and India (Hassan, 2012). According to the Daily Prothom Alo (2015) on 9 December 2014, an oil spill incident took place in the Shela River that runs inside the Sundarbans. The incident site is near to the Mongla Port of Bangladesh and about 100 km from the Kolkata Port of India. This incident occurred when the oil tanker *Southern Star VIII*, carrying 350,000 litres of furnace oil, had a collision with a cargo vessel. The oil tanker was anchored between the confluence of the Passur River and the Shela River. The cargo vessel collided with the tanker in dense fog at 5.00 am on 9 December 2014. The oil tanker sank in the river and by 17 December, the oil had spread over an area of 350 km<sup>2</sup> in canals and rivers, and blackened the nearby shoreline.

National Geographic (2014) stated that as an emergency action, the government encouraged local populations to collect the oil and sell it back to the Bangladesh Petroleum Corporation. Although the local collectors faced serious health risks and contracted skin diseases, by 12 January 2014 approximately 70,000 litres of oil were cleaned by them along with the Bangladesh Navy and several other responsible agencies of the Government of Bangladesh. International organizations, mainly the United

Nations, expressed concerns over the oil spillage incident and urged the Bangladesh Government to impose a ban on movement of commercial vessels through the Sundarbans. Following the interest of the Bangladesh Government in international assistance with the oil collection process and oil spillage control initiatives, on 15 December 2014, the Economic Relations Division of the Bangladesh Government sent a letter to the United Nations' Bangladesh office requesting their help for oil collection. In response to the letter, the United Nations sent a team from UNEP and OCHA to the spill site. Also, the United Nations Disaster Assessment and Coordination team reached Bangladesh to support the cleaning initiatives.

Huffington Post (2017) reported that oil spillage seriously threatens the natural habitat in both flora and fauna of the forest including aquamarine resources with dolphins, fish, plankton, trees and forest-dependent peoples. The incident took place in the protected mangrove area that is considered as home of the Ganges and Irrawaddy dolphins. According to National Geographic (2010), the ten species that are expected to be at risk from the oil spillage are the Ganges and Irrawaddy dolphins, the Royal Bengal tigers, the great egrets, the Rhesus macaques, the black-capped kingfisher, the leopards, the Northern River terrapins, the chitals, the saltwater crocodiles, and the horseshoe crabs. The thick oil layer on the river threatened both the natural habitat and the surrounding populations – those who rely on the river as a source of their livelihood. The negative effects of this oil spillage hampered the growth of aquatic organisms and plants. Wildlife near the river is at constant risk of death because of the serious effects on their life cycle and because the oil acts as a barrier to food collection (National Geographic, 2010).

According to the Guardian (2014), on 13 December 2015, an Irrawaddy dolphin was found dead and floating on the Harintana-Tembulbungia Channel of the Shela River. Even though the actual reason for the death was unclear, locals claimed that very few dolphins had been seen in the area since the oil spill. Then on 18 December 2015 two otters were found dead and recovered from the Shela River by workers of the Bangladesh Forest Department. Otters are considered as an endangered species that

has been included in the International Union for Conservation of Nature endangered list. An autopsy of these otters confirmed the reason of their death as ingestion of oil. Apart from all of these, the Department of Forest workers found monitor lizards, crocodiles and many other animal species smeared with oil at the Chandpai range of the Sundarbans. The oil spill posed a major threat to the forest's food cycle and diverse reports proved that various micro-organisms in the primary level food cycle were actually dying. After months, on 22 April 2015, *Prothom Alo*, a national daily newspaper in Bangladesh (Prothom Alo, 2018), reported that there is a fear of more oil spillage from the *Southern Star VIII*. This oil tanker with 6000 litres of furnace oil is still stranded on the river bank, and a natural calamity could lead to another oil spillage disaster from the tanker.

The presence of unwanted substances in the air negatively impacts human, animals and plants. Similarly, the sludge due to oil, chemicals and sewage causes pathogens to grow, while the organic and inorganic components change the composition of the air, aided with thermal pollution and the lower oxygen content kills the fish. The protection of the Sundarbans is inevitable; anything else would be wilful destruction. In principle, studies of destinations with WHS status have come up with a code of practice (Hassan and Iankova, 2012; Hassan and Rahman, 2015a, b, ; Rahman and Hassan, 2016).

## Methodology

This study is qualitative by nature and mainly relied on face-to-face interviews. A total of 40 interviews were taken with 10 tourism business enterprises and operators and the remaining 30 interviews were with forest-dependent people or beneficiaries. The basic reason for such classification was to bring out views of both business operators and the beneficiaries, symmetrically. This classification actually offered the researcher to understand the mindset and opinions of the service providers and beneficiaries in a similar manner. However, it was established that business enterprises in tourism can hardly ignore the involvement of beneficiaries as well as the service providers. This was one of

the key reasons to ensure the representation of both types of respondents. Interviews with the business entrepreneurs or operators were taken outside the forest in their business premises. Interviews with this group of respondents lasted 15–20 minutes. Interviews with beneficiaries were taken both inside and outside of the forest. These respondents were contacted in person while they were at work. Duration of these interviews was 10–15 minutes long. For both cases, two different types of semi-structured questionnaires were used. The first questionnaire was mainly concerned with business-related aspects, exploring the desired roles of a responsible tourism business enterprise and the operational aspects related to it. Again, the questions with the beneficiaries included diversities of a tourism business enterprise followed by their opinions about responsible tourism business enterprises in operating in a fragile natural habitat. The interviews were recorded and then transcribed by the authors. Data validity and reliability from these interviews were confirmed. All of the interviews were classified in terms of their basic contents and outlines. The answers were then coded and categorized in one of several subsections. Summaries of the interviews are then coded as interview 1, 2 or 3 and placed in the findings and analysis section to produce the results for this study. The model of environmental sustainability for tourism business enterprises were then proposed as per outcome of the data collection process. Apart from all of these, a thorough review of existing literature has been carried out. Also, relevant data and information as mainly available on the internet and printed or non-printed publications have also been considered for data and information collection. Data collection of a secondary type has been undertaken using the daily newspapers published in Bangladesh. The recent oil spillage incident was one of the main aspects of this study, relying both on published and empirical data sources. The sequential incidents as cases have highlighted findings as printed on the national dailies as well as articles on the internet. This oil spillage incident actually laid the ground of this research in areas of environmental sustainability relating the responsibilities of tourism enterprises. This oil spillage was not the drastic consequence of mass tourism; rather, this was an individual business accident. However, this

study has been inspired from this incident to reach the goal of this research and to draw an acceptable conclusion.

### Findings and Analysis

Findings clearly outline a valid relationship between environmental sustainability, technology, global business and tourism. Respondent 4 argued, *'In the present world when, business enterprises are becoming more responsible to the nature and mankind. There are very little scopes that tourism as an industry can ignore the importance of sustainability'*. Respondent 35 opined that, *'Global business initiatives are more driven towards sustainability while, technology adoption is the navigating factor of global businesses'*. Findings outline that in the case of the Sundarbans, the responsible business operators have hardly given a thought to environmental sustainability. No official regulations have ever been followed. The Sundarbans is a Natural WHS, meaning that this area has to be offered proper and adequate attention to address its conservation issues. But in practice, hardly any such regulatory or policy applications have been implemented to serve the purpose. The negligence of both responsible governmental agencies and business entrepreneurs is clear. Thus, the carelessness of business operational activities led to the drastic oil spillage incident inside the Sundarbans. Respondent 39 opined that, *'this catastrophic event could possibly be avoided in case, a set of regulation was formulated and implemented at the same time'*. However, this incident actually managed to get attention of the concerned authorities to place adequate measures to ensure environmental sustainability in the Sundarbans. The responsibility of tourism business enterprises cannot be avoided while promoting tourism in this fragile and delicate natural setting as in the Sundarbans.

According to respondent 21, *'environment sustainability mostly is a public agenda in recent years with the involvement and interests of government and different agencies'*. As long as the government is concerned with effective policy planning to ensure environment sustainability, the likelihood is that people's awareness will also reach a desired level. This is one of the reasons that necessitate the clear engagement of both public

and private agencies to get involved and support environmental sustainability practices. Effective roles for both the government and the public is one of the keys for success in environmental sustainability planning and programmes. Policy planning to ensure sustainability can regulate resource usage to meet demands of the masses. According to respondent 15, *'The oil spillage incident in the Sundarbans provides the message that both sustainability and tourism activities are indebted to appropriate technology adoption. This is so important that tourist activities can be halted or destroyed by such irresponsible actions'*.

Respondents 12, 13, 14, 15, 16, 19 and 32 argued that a tourism business enterprise needs to be more compatible with environment and nature. Also, tourism business enterprise is expected to practise both environmental and social sustainability. Sustainability practices by such businesses need to develop systems and processes that can allow a business to become entirely sustainable in the future. This becomes particularly important when people's demand for a certain product or service increases rapidly. Such demand is expected to be met operationally or practically to benefit the people, the environment and society. Respondent 20 believed that the survival and returns of tourism can be diverse. He stressed tourism outcomes by stating that, *'Tourism needs to be conventionally rewarding. The outcomes of tourism can cover many aspects while promoting sustainability and local socio-economic developments'*.

Respondents 10, 21, 22, 23, 26, 27, 28 and 30 stressed that returns from tourism business enterprises are expected to appear in diverse ways. According to respondent 33, *'the existence and returns from a tourism enterprise impacts the economy and nature while generating business initiatives, impact habitats and environment'*. Thus, both the human attitudes to and tourism business activities in the environment need to be balanced with a positive attitude, mindset and activities. Irresponsible attitudes towards the environment do not merely bring disastrous consequences but also severely harm the interrelationship between humans, their surroundings and business operations. People's engagement with the environment is not merely limited to their individual actions for business purposes. Their engagement with the environment and nature needs to be balanced for mutual benefit.



Respondents 1, 3, 5, 33, 34, 37 and 38 warned that *'in cases when such engagement fails, this leads to serious complications and negative effects on the environment itself'*.

Measures to ensure environmental sustainability need to be effective and capable of positive results to remain operational over a longer period of time. For example, in terms of energy consumption. Respondent 2 believed that *'increasing demands to cut energy costs can effectively save a tourism business enterprise's overall operational costs thus helping to improve the bottom line'*. Regular checks and updates of cost–benefit analysis can obviously lead to contrast sustainability practices with other or similar businesses. The cost–benefit analysis can help to become environmentally sustainable when this analysis supports a reduction in general costs as well as implementing procedures that use environmentally friendly materials.

A prominent tourism entrepreneur having operations in the Sundarbans for at least the last three decades (respondent 40) argued that *'in terms of both investors and customers, sustainability practices in tourism businesses can offer some sort of competitive edge to stay profitable in the global tourism business'*. In cases, risks generated from irresponsible human activities may lead to serious consequences for the environment. Risks that can endanger and threaten environmental sustainability need to be minimized to maximize well-being. Resource collection costs and risks need to be reduced to a minimum level to advance positive sustainability initiatives and practices. Also respondents 31, 32, 33, 34, 36, 37 and 38 emphasized issues pertaining to possible risks of destruction of resource collection sources, which need to be viewed as important and seriously regulated to create lively spaces for tourism business operations. However, respondent 3 stressed that *'activities and irresponsible adjustments for business purposes also need to be transformed to better and acceptable actions'*. Competitive factors need to be identified and given adequate attention to pursue responsible tourism business initiatives.

Respondent 3 stressed that *'customers of tourism business services and products are commonly defined as relatively more conscious and aware of their behaviour and responsibilities towards the environment'*. Thus, it is essential that demands of these customers are fully understood, as well as

their moral and ethical considerations. Customer perspectives are evident and recognizable with the products featured as the ethical among a wider variety of choices, especially in tourism business. It is desirable to realize the influential powers of customers on their purchase attitude. The conscience of customers is a reasonable and valid factor in the process of selection and purchase of products and services. Almost all of the existing tourism business entrepreneurs having established business enterprises responded that, customer conscience is influenced by a number of distinguishable factors that include the role of media, general opinion, personal values and the government's involvement in ensuring sustainability practices.

Respondent 35 explained that *'tourism business entrepreneurs and marketers need to understand the conscience of customers and take effective measures to capitalize the opportunity of their realization towards the environment'*. Tourism business entrepreneurs or marketers can then at least become able to tailor their service or product offer in accordance with the expectation of customers. Effective measures in relation to customer conscience support tourism business operators to become more environmentally sustainable. On the other hand, environmentally friendly and sustainable tourism products or services need to be developed to meet customer demands.

Respondents 6, 7, 8 and 9 particularly defined environment friendliness of a product or service helps to brighten a tourism business's or enterprise's profile to different types of customers leading to the creation of an acceptable brand image. Better brand image emerges from product attributes, metaphors and an array of benefits impacting the brand value, which lead to a better position in a competitive business. Such enterprises are very often viewed as innovators, market leaders and responsible to society and environment. Tourism products or services that are unsustainable are commonly viewed as less attractive and outdated as these can lead to harmful effects on the environment. Positive image certainly can lead to attract different customer bases and to gain their trust. Even in tourism, the purchase of product or service by a customer or tourist does not always involve moral values of the tourists as responsible towards the environment. Still, some sort of consciousness about sustainability is present within most

customers. Purchasers very often realize the actual value of that particular product or service and feel that such purchase can have positive effects. Based on such customer consciousness, the creation of an acceptable image of a tourism business enterprise is not only a challenge but also a huge responsibility of the entrepreneurs. Thus, the interview process shows that, any initiative concerning environmental sustainability would positively leverage a tourism business enterprise, making it more competitive and seeing it as contributing towards the well-being of both the environment and nature.

A summary of the interview findings also outlines the global market setting from the tourism business perspective. The responsible input into tourism business operational activities should naturally lead to brand image, competitiveness, capital, sustainability and improved bottom line. Tourism of this nature includes a continuum of practices, supply characteristics, and market pressures which need to become sustainable. Consideration of markets and customers is very important to the development of appropriate services with value additions and a progressively profitable impact. Environmentally sustainable business involves knowledge about the natural setting, indigenous peoples' expectation, the avoidance of natural disturbances, providing a sense of adventure, and respecting the natural fragility. In such a scenario, technology is the only source of dependence which ensures reliability to the business process and sustainability. Providing network communication in far-flung places is the challenge or the risk which the entrepreneur takes while their customers

rejoice in the natural delight, returning to share their experience.

Thus, Fig. 14.1 shows how environmental sustainability positively impacts on brand image, capital input and improvement of the bottom line. These inputs lead to a tourism enterprise having operations in a fragile environmental setting made competitive. The perceived positive brand image consequences are reduced publicity costs, and more investment is made in capacity maximization. Thus, a greater emphasis on environmental sustainability allows forming an intangible cycle base, finally leading to better profit.

## Conclusion

Concern about environmental sustainability leads people to develop environmentally friendly practices and to search for long-term benefit rather than short-term gains. Environmental resources need to be rationally approached with considerations of their life cycle and utilization, before attempting any related business activities. When a resource is collected from the environment there remains a common speculation that the resource would offer some sort of benefit to users. It is a challenge to introduce and retain environmentally sustainable practices in terms of natural resource collection, use of and demand for appropriate technology application. It is encouraging that people's awareness of and commitment to reduce pollution and protect nature is increasing, and such practices undoubtedly lead to escalating human attitudes towards the environment and support of environmental sustainability. The

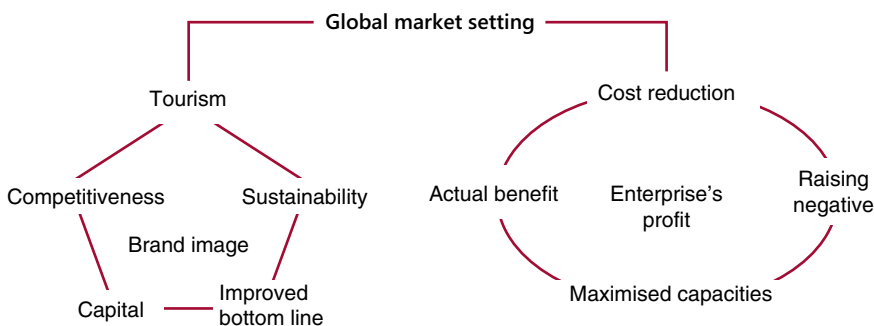


Fig. 14.1. Environmental sustainability and tourism enterprises in the global market setting.



aim of this research was to review the existing literature of environmental sustainability and tourism business enterprises joining them to propose a model. The said model has been proposed on the ground of both theoretical and empirical evidences. The study has been able to propose this model conjoining environmental sustainability with tourism business enterprises and their operations. It is true that the Sundarbans is home to many natural species of flora and fauna. The oil spillage incident of the recent past has undoubtedly disturbed the ecological settings of this forest by creating imbalances. This human-made disaster has been said to cause catastrophic damage to the fragile ecological settings of this mangrove forest. Relying on the primary and empirical data and information, this study proposes the model

as concerned with environmental sustainability. This study concludes that tourism business enterprises having operations inside the Sundarbans need to address the natural and ecological delicacies leaving them completely unharmed and undisturbed. Less conceptual interest in harnessing the natural and ecological settings in a Natural WHS was the basic limitation of this study. A better explicit and extended study could possibly contribute to generating knowledge in a more meaningful way. This was the core backdrop of this research. Future researchers can concentrate on studying the aftermath of the oil spillage incident to gauge the awareness of tourism business entrepreneurs or operations. In addition, the roles of several agencies need to be outlined in a more explanatory way.

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# Sustainable Destination Branding and Marketing Strategies for Tourism Development

Edited by Anukrati Sharma, Juan Ignacio Pulido-Fernández and Azizul Hassan

Destination branding and marketing form the foundation 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.

Competition between destinations has led to a real need for different strategies in order to differentiate the tourism product. This book:

- Uniquely covers both marketing and branding of a destination from a sustainability perspective;
- Considers the role of emotions and experiences when advertising a destination;
- Brings together a set of global authors to provide a varied and universally applicable approach to the subject.

A thought-provoking read for anyone interested in questions of sustainability in destinations, this book provides an invaluable resource for researchers of tourism, marketing and international development studies as well as destination managers.

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