

# Social Marketing in the Development of Tourism

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**Abstract**—The purpose of this paper is to elaborate the role of social marketing in the development of sustainable tourism. This is a critical review paper that was developed based on several literatures in the tourism context and field of research. In the context of tourism marketing there exists an imbalance when the company sets marketing objectives, or usually called tourism marketing imbalances. Viewing from economic and social perspectives, the key objective of tourism marketing is to encourage as many tourists as possible to visit, thus promoting the growth of tourism economy and the value received by tourists. Through tourism, it is expected that employment can be created, the construction of public facilities will be increased, income will be improved, and the environment and the culture of local communities might be preserved. However, it is found that most tourism activities go against those expectations of a comprehensive tourism development or sustainable tourism. The parties that should morally be responsible for the tourism sustainability of a destination are the tourism industry, the host community, the government and the tourists. However, most of them have not done enough effort to consistently implement the principles of sustainable tourism development. This is where the social marketing plays its role to promote the principles of sustainable tourism. Social marketing techniques aim for behavioral change without any interest to gain financial benefits for the organization that implements it. Campaigns through social marketing techniques explain the benefits that can be gained from behavioral change, and provide opportunities or allow individuals to assess and draw conclusions about the actions they do. It is important that there is a balance in promoting tourism promoting sites and promoting tourism sustainability. Promoting the region can be done with the advertisement, promotion, distribution, sales, and others while promoting the sustainability of tourism can be done with communication and education.

**Keywords**—*Social Marketing, Sustainable Tourism Development, Marketing Imbalance*

## I. INTRODUCTION

Tourism has been recognized to have both positive and negative impacts on the economic, environmental and cultural sectors of a country or region as a tourism destination. But there has been an imbalance of concern in managing each of these impacts. Even the negative impacts of tourism on the environment in the past are often ignored and considered unnecessary issues. Environmental issues are a severe issue and critical in the development of tourism today. Increasing

the number of tourist visits, and the increasing activity of tourism hence the problems generated also increased.

Tourism has a direct and indirect impact on the environment, especially in developing countries. The impact of tourism becomes more complex if the nature of tourism is more global. The direct impacts of tourism on the environment often invite the reaction of society that is changing the pattern of consumption and the use of excessive natural resources. The development of tourism facilities has the potential to increase waste, air pollution and increased noise and other social problems.

The impact of tourism is also indirectly related to the social and economic problems of society. The development of the tourism industry can increase the migration of job seekers to tourism areas that have the potential to cause social problems such as increased crime. The economy of society is heavily influenced by the power of tourist demand in tourism areas so that the prices of goods and services are determined by the purchasing power of tourists that cannot be followed by the local community.

Tourism development has potential to shift local population from the area where they lived previously. Rising tourism investment activity, causing land prices to increase, encouraging people to sell their land to investors from outside region or abroad. In addition, the influence of tourism on the culture of community life is very large. Tourists behavior with their culture often as the reference of local people so that it can erode the local culture and traditional lifestyle.

The tourism sector has been recognized to contribute to the regional or state economy. Indonesia for example, tourism sector is still one of the mainstay sectors in generating foreign exchange after oil and gas (Wardana, 2006). However, the tourism sector also has a negative impact on the economy, especially on the traditional economy of local communities. The traditional economic endeavors of local communities find it difficult to compete with large-scale tourism companies. In addition, the leakage of the economy is a classic phenomenon in tourism, where in developing countries tourism revenue is estimated to be almost 50% run overseas (Lancing P. and Vries P.D., 2007).

Tourism viewed from an economic and social perspective aims to increase the number of tourist visits and provide value to the tourist experience. The tourism industry is expected to

create jobs, gain profits and build relationships with tourists. The main target of tourism in general is economic growth by increasing tourist arrivals and the scale of tourism business becomes larger.

The aims of this paper is to analyze how to achieve a balance between economic, socio-cultural and environmental issues to maintain tourism sustainably. This is a critical review paper that was developed based on several literatures in the tourism context and field of research. The sustainable tourism development on this paper become main issues to be analyzed, by considering economic, socio-cultural and environmental issues

The sustainable tourism development concept becomes very strategic to be developed in balancing the economic goals and maintenance the important sources of tourism. The sustainable tourism development concept was initiated by The World Tourism Organization (WTO). There are three important issues in sustainable tourism development: sustainable environmental issues, sustainable cultures and sustainable local community economies.

Viewed from management perspective, marketing management with its various variants can contribute to a balance between economic, socio-cultural and environmental issues. The balance of the three elements is often unattainable in the global tourism industry. The application of conventional marketing management in tourism industry aims to generate maximum profits by trying to get an increasing number of tourist arrivals, but generally without regard to the sustainability of tourism sources. It's time to develop a social marketing model to drive aspect of tourism sustainability. The social marketing model can help tourism organizations to gain sustainable approaches in markets (Dinan, C., and Andrian, S., 2000). This paper describes social marketing in the context of sustainable tourism. The social marketing model is expected to play a role in influencing the behavior of the parties related to tourism activities (individuals, community groups of the tourism industry or the wider community) to build sustainable tourism.

## II. TOURISM AND ITS IMPACT

Tourism becomes one of the most important sectors of economic growth in the world. While tourism is sensitive to global disturbances such as the threat of terrorism, disease and natural disasters that result in a decrease in number of tourists, the threat is generally temporary. According to the vision of the World Tourism Organization or UNWTO, by 2020 tourists who will travel to reach 1.56 billion, in the next 15 years are expected to grow an average of 4.1% (WTO, 2001).

The tourism sector is still expected to be a reliable foreign exchange earner to develop the economy of a destination or country, including Indonesia. Indonesia foreign tourist arrivals In 2008, are 6.4 million people (1.9 million people visited Bali) earned 7.57 billion US dollars (Bali Post Wednesday 24 December 2008). Tourism is also recognized to have negative impacts, both on the environment, cultural and socio-economic of local communities. The tourism industry tends to prioritize economic principles to maximize profits so that very

little part of the policy or attention to address the environmental, cultural and economic issues of local communities.

The conventional model of tourism development has a long history resulted in environmental damage (Lansing, P., and Vries D., 2007). The tourism industry is called a smokeless industry but the facts still have negative impacts that can not be denied, related to environmental, economic, social and cultural issues.

Environmental problems have plagued most tourism destination countries. Coastal damage, depletion of water supply, air pollution, disruption of flora and fauna development and noise occurrence are some of the environmental impacts caused by tourism activities. In addition to environmental impact. The economic impact of tourism that is also less profitable is the economic leakage. The economic leak is when some tourism outcomes are unlikely to be enjoyed by the host country or community. Mowforth and Munt (2003) identify the economic leaks caused by tourism are (1) leaks associated with the purchase of goods and services imported by tourists; (2) leakage of imported goods and services carried out by other hotels and tourism companies; (3) leaks relating to the carrying of profits by business owners of tourism originating from other countries.

The impact of tourism on social and cultural aspects is increasingly gaining attention, although it is not easy to track compared with the economic and environmental impacts. Various social consequences as a result of tourism are land grabbing and speculation (Williams, 2002). The occurrence of price escalation and social diffusion or social inequality (Stonich et al., 1995). Although culture is in its core dynamics, change may occur at the level of customs, traditions and lifestyles, due to the influence of the tourist culture. If local people are faced with maintaining what they have inherited, surely they are less likely to accept tourism activities.

Environmental, economic, social and cultural aspects of local communities will be the main consideration in developing tourism. Environment and culture become the main capital attraction of a tourist destination. Environment and culture are the foundations of local people's lives. This means that tourism will be sustainable if local communities' environmental, cultural and socio-economic sustainability can be sustained. Thus the concept of sustainable tourism development becomes increasingly important.

## III. SUSTAINABLE TOURISM DEVELOPMENT

Sustainable tourism development is inseparable from the concept of environmentally sound development in general. The concept of sustainable development is growing because various environmental changes arising from unexpected human economic activities. The concept was first discussed by the World Commission on Environment and Development in a report published in 1987. The world commission defines sustainable development as development to meet current needs without diminishing the ability of future generations to meet their needs. According to Irwan and Suparmoko (1999: 322),

environmentally sound development is the foundation for sustainable development.

The concept of sustainable development can be interpreted in a broad sense and a narrow sense. Sustainable development in the broad sense is defined as development by not reducing the capacity of future generations to undertake development despite the depletion of natural resource reserves and the deterioration of the environment. But the depletion of natural resource reserves and the deterioration of the environment can be replaced by other resources either by human resources or by capital resources. Sustainable development in the strict sense is defined as development that does not diminish the ability of future generations to undertake development, but by keeping the existing natural and environmental functions undisturbed, without being replaced by other resources.

The concept of sustainable tourism itself has grown over the last three decades, as a result of environmental campaigns by organizations such as Green Peace, Friends of the Earth, Tourism Concern and others. This term became very popular in the mid-1980s, and especially since the meeting of the Rio Earth Summit in 1991 and the evolution of Agenda 21. The concept of sustainable tourism in the *Journal of Sustainable Tourism*, defined as a positive approach undertaken to reduce tension and friction due to the interaction between the tourism industry, tourists, the environment and the community as hosts for tourists who come for a vacation (Branwell and Lane, 1993). The Sustainable Tourism Charter (1995) mentions the development of sustainable tourism is a development that can be ecologically supported as well as economically feasible, as well as ethically and socially equitable to the community. Sustainable tourism development is an integrated and organized effort to improve the quality of life by regulating the sustainable provision, development, utilization and maintenance of resources. Thus it can mean that a sustainable tourism approach is a coordinated and integrated effort of the parties concerned to safeguard tourism resources sustainably.

The purpose of sustainable tourism development is to achieve the balance of benefits received between tourists, the community and the tourist destination itself. These objectives are in line with definition of sustainable tourism development of WTO (Roberto and Perez, 2001) are the following; Sustainable tourism development meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources that can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Thus sustainable tourism development establishes three conditions: environmental sources must be protected; local communities should get benefit both economically and in terms of improving the quality of life; and tourists should get a quality experience. Lesley Frace (1997: 24), states, in the development of tourism industry on an ongoing basis there are three factors that can not be ignored is the issue of ecological maintenance, relationships with local communities and tourist satisfaction. While E.Cater and B. Goodall, (1997: 85), states in the tourism industry between tourism development, environmental development and socio-economic development

is a circular and cumulative relationship. The development of sustainable tourism industry places the aspect of environmental resources as a basis for compromise, determining the prospects of the local population in the future.

According to McKercher, B., (2003), sustainable tourism development can be identified as having four pillars: (1) sustainable economy is an economic effort to generate profits now and in the future, (2) sustainable ecology that is harmonious development with the essence of ecological processes, 3) sustainable culture is the development of improving the quality of life, harmonious with its impact on culture and values as well as maintaining the identity of its people and (4) sustainable society that development is designed with benefit to the local community and increase its income. The four pillars indicate the development of sustainable tourism industry is an effort to establish a balance between the economic value obtained by the tourism industry and the benefits gained by local residents, the maintenance of the environment and the maintenance of the socio-cultural values of local communities.

The principles of sustainable tourism development include stakeholder participation, local ownership, sustainable use of resources, the presence of organizations in place of community objectives, attention to carrying capacity, monitoring and evaluation, accountability and presence training and promotion. Local people should monitor or control the development of tourism by engaging in determining the tourism vision, identifying resources to be nurtured and enhanced, and developing objectives and strategies for the development and management of tourist attractions. The community must also participate in implementing the strategies that have been prepared previously. Participants in tourism development include NGOs, volunteer groups, local governments, tourism associations, business associations and other influential and interested parties and communities that will be impacted by tourism activities.

Tourism development should offer quality employment to local communities. Tourism supporting facilities such as hotels, restaurants, etc., should be developed and maintained by the local community. Some experience shows that education and training for local residents and accessibility of local businesses / entrepreneurs are needed in realizing local ownership. Furthermore, the linkages between business actors and local communities should be sought in supporting local ownership.

Tourism development should be able to use resources on a sustainability principle which means that its activities should avoid excessive use of irreversible resources. Local community participation in the planning, development and oversight stage is essential so that the balance of resource use can be realized. In practice, tourism activities should ensure that natural resources and artificial resources can be maintained and improved using existing criteria and regulations.

Tourism planning should give great attention to the opportunities for employment, income, and improvements in

local people's health as reflected in tourism development policies. The management and utilization of natural resources such as land and water must ensure accountability and ensure that existing resources are not over-exploited.

Furthermore, monitoring and evaluation activities of sustainable tourism development include preparation of guidelines, evaluation of the impact of tourism activities and development of indicators and limitations to measuring the impact of tourism. The carrying capacity of the destination should be a development guide. Such guidelines or auxiliary tools should cover national, regional and local scales.

To realize the goal of sustainable tourism development that is the balance between the economic value obtained by tourism industry and benefits received by local residents, it is necessary to maintain the environment and maintain the socio-cultural values of local community by integrating the relevant tourism development management model. Indifference to environmental and cultural preservation may well have been a classic problem in the principles of capitalistic economics. This behavior of ignorance needs to be changed so that all parties are jointly responsible for the environment and social culture. The model of social marketing management becomes a marketing model that can be considered for application in the sustainable tourism sector.

#### IV. SOCIAL MARKETING IN SUSTAINABLE TOURISM

The concept of conventional marketing is tending only linked to the business of profiting from the process of exchange of products or services offered. The current marketing concept is applied more broadly into the context of unprofitable enterprises as written by Kotler and Levy (1969), which the first to suggest that marketing can be related to nonprofit organizations. Marketing organizations should take the view that their roles are broader and should consider not only their welfare and development but also the welfare and development of the communities in which they live. Sustainability of a business is very important, to achieve that goal there must be a balance of benefits received by the elements involved in it. Social marketing can help to realize the balance of economic, social and environmental goals (Carson, D., at. Al, 2004).

Marketing today is no longer used solely by business corporations, but also social organizations, including government departments. Any person, organization, or institution that tries to persuade a person or a group to act in the best interests of society, for example in the case of saving the environment, cultural preservation, contributing to natural disasters, not smoking in public places, saving electricity on the right has carried out marketing.

Businesses in the future should no longer be opposed to non-profit organizations. In line with the shift in value, the business world sees the importance of prioritizing social values and opportunity for non-profit organizations to coexist synergistically, for example through CSR (corporate social responsibility) program. For the business world CSR programs should no longer be embodied in narrow social activities, but have already begun to lead to wider activities such as cultural

preservation, the environment as do the social organizations of Green Peace, Friends of the Earth and Tourism Concern.

Social marketing is a variant of classical marketing, becoming highly relevant for social or nonprofit purposes, where the concept emphasizes the marketing of ideas or ideas to change the behavior of specific target segments. Social marketing is the design, implementation and control of programs deemed to affect the acceptability of social ideas including consideration of product planning, pricing, communication, distribution and marketing research (Kotler and Zaltman, 1971). Meanwhile, according to Andreasen (1995), social marketing is the application of commercial marketing techniques to analyze the planning, implementation, and evaluation of programs designed to influence the voluntary behavior of target individuals with the aim of improving the well-being of individuals and communities.

Social marketing techniques aim to campaign for changes in behavior openly without any interest to gain financial benefits for the organization that implement them. Campaigns through social marketing techniques explain the benefits that can be gained from a behavioral change, and provide opportunities or allow individuals to assess and draw conclusions about the actions they deserve. Social marketing has the following characteristics: (Andreasen, 1995).

1. Aims to benefit individuals or society as a whole, not profit to marketers.
2. Try to provide benefits to the community by affecting the behavior directly.
3. Provide adequate consideration to the needs of target communities. These needs can be reflected in the form of benefits from behavioral changes that are marketed to each target group as a result of the adoption of expected changes in behavior.

Social marketing encourages people to "buy" products, services, ideas or behaviors (Sandra, C. at al 2005). The fundamental difference between commercial marketers and social marketers as told by Wilson and Olds (1991), is that commercial marketing focuses on the individual needs identified by the individual concerned. While in social marketing focus on individual needs identified by marketers. "The former tries to sell you something you know you want, and the latter tries to sell you something you do not know you want, or in many cases you know you do not want."

Social marketing plays a role to remind individuals or groups of what they want, because they do not know, or they already know but they do not want. Social marketing has been widely used in tackling social problems such as; family planning issues, HIV infection, the dangers of smoking, substance abuse, pollution, cultural preservation, the environment and others.

#### V. TOURISM MARKETING IMBALANCE

The imbalance in setting marketing objectives is common in the context of tourism marketing, (Carson, D. 2004). The core objective in the economic and social perspectives of



Source: Carson, D. 2004.

tourism marketing is to encourage as many tourist visits as possible to enhance the economic growth of tourism as well as the value received by tourists. Through tourism, it is expected to create jobs, build public facilities, increase income, maintaining the environment and culture of local communities. The current reality is that more tourism activities go against the objectives of a comprehensive tourism development or sustainable tourism. The parties that are actually morally responsible for the tourism sustainability of a destination is the tourism industry, the people, the government and the tourists themselves. However, among those responsible parties still exist that have not been consistent in implementing the principles of sustainable tourism development. This is where the role of social marketing to campaign the principles of sustainable tourism.

The classic problem still occurs where commercial business actors (tourism organizations, public institutions, private companies) generally put more emphasis on economic considerations and pay very little attention to socio-cultural and environmental issues. Most of them think that marketing is same as a promotion that concentrates only on the number of tourists that can be imported.

Mass tourism practice is not rare to bring the wrong tourists, bring negative impacts on local communities both in the economic and environmental. It is sad that from year to year that tourism entrepreneurs continue to encourage everyone to visit a tourist destination, regardless of how people should behave when they arrive in the area (Ryan, 1991). Similarly, it is very sad that decision makers invite investors to invest in building tourism facilities without regard to the sustainability of tourism itself.

Tourists and investors who are expected to visit and invest in the future are those who agree and appreciate the essence of the environment and adopt the principles of sustainability. Recently, many people have realized that social marketing will play an important role in realizing the principles of sustainable tourism. The social marketing approach requires the parties or organizations involved in tourism to pay greater attention to attractive market segments regarding the economy and willing to behave towards the principles of sustainable tourism. Carson (2004), argues that it is important to balance in promoting the tourism (promoting site) and promoting tourism sustainability. Promoting the region can be done with advertensi, promotion, distribution, sales, and others while promoting the sustainability of tourism can be done by building communication and education.

Social marketing describes an integrated approach to behavior change issues. The integration is a characteristic of social marketing, making the concept more complex in managing and designing campaign forms. Therefore in the

social marketing of tourism, marketing mix framework that has been accepted by various parties can be applied as a market strategy.

## VI. SOCIAL MARKETING MIX

The marketing mix framework as a strategy for implementing marketing programs was introduced by McCarthy in 1960, famous for "4Ps" which consists of product, price, place and promotion. Kotler (1983) recommends two additional marketing mixes: partnerships and policy. This marketing mix template can be applied in the context of social tourism marketing.

### A. Products

Products in the social marketing of tourism are ideas to stimulate expected behavioral changes. The idea of campaigning for the preservation of the environment, culture, and the empowerment of people's economy in tourism is the material of social marketing. These ideas are generally present in various government regulations, as well as social norms. However, due to lack of regulatory oversight and low awareness respecting these norms with strong capitalistic moral principles in the tourism economy, resulted in a serious abandonment of conservation efforts toward tourism resources. For example one of the legal products governing tourism in Bali is Perda N0. 31 of 1993. This law contains the philosophy of "Tri Hita Karana" which has a universal meaning to preserve and preserve this nature. This philosophy has succeeded in providing enlightenment and awareness to the Hindu community in Bali in preserving the culture and environment of the Bali Region. Tri Hita Karana Campaign is one of the social marketing movement in Bali Region.

### B. Price

Price can mean cost the form of money needed to change behavior of target societies. In practice individual costs to adopt behavioral changes are generally in the form of non-money costs, but in the form of opportunity costs.

### C. Place

The place shows the location where the behavior change campaign was performed. The place can also show the information channel used to reach the target market. In tourism marketing, marketers should consider the communication channel appropriately to spread the message. Cooperation and commitment from various parties related to the activities of tourism intermediary institutions, such as travel agents, tour operators, accommodation management businesses, and other institutions responsible for the attractiveness of tourism, are indispensable.

### D. Promotion

Promotion relates to methods that must be used to stimulate the interests of the target that can ultimately change their behavior. In this case, the campaign's instruments or methods are tailored to the target segment level.

To adopt complex social marketing problems, Kotler (1993) adds 4P with 2 P namely Partnerships and Policy.

### E. Partnership

To influence the behavior of target segments from different categories is not easy. Many tourism organizations are too small to be able to make changes to themselves. Thus the partnership or cooperation between tourism organizations involved in social marketing is indispensable. This partnership can be established between organizations of both private and public sector organizations.

### F. Policy

To change the behavior of certain target segments may be coercive. In such situations, regulatory tools are required, so who are involved in social marketing, need to consider influencing those who have the power to make such a coercive.

## VII. CONCLUSION

Tourism has been recognized to have both positive and negative impacts on the economic, environmental and cultural sectors of a country or region as a tourism destination. But there has been an imbalance of attention in managing each of these impacts. Even the negative impacts of tourism on the environment in the past are considered unimportant issues. Increasing number of tourist arrivals, and increasing activity of tourism, hence the problems caused increasing.

Environmental, cultural and economic aspects of local communities are central issues to consider in tourism development. Environment and culture become the main capital attraction of a tourist destination. Environment and culture are the foundations of local people's lives. This means that tourism will be sustainable if local communities' environmental, cultural and socio-economic sustainability can be sustained. Thus the concept of sustainable tourism development becomes increasingly important.

The principle of sustainable tourism development emphasizes the balance of benefits received by the parties involved in it. Social marketing can help to achieve a balance of economic, social, and cultural objectives. In the context of tourism marketing there is an imbalance in setting marketing goals. The core purpose of tourism marketing in economic and social perspectives is to encourage as many tourists to visit so as to enhance the growth of tourism economy and the value received by tourists.

The current reality, tourism activities are at odds with the overall goal of tourism development or sustainable tourism. The parties that are morally responsible for the tourism sustainability of a destination are the tourism industry, the local community, the government and the tourists themselves. However, those responsible parties have not consistently implemented the principles of sustainable tourism development.

Here is the role of social marketing as a movement to campaign for the principles of sustainable tourism. Social marketing is the application of commercial marketing techniques to analyze the planning, implementation, and evaluation of programs designed to influence the voluntary

behavior of target individuals with the aim of improving the well-being of individuals and communities.

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