

Marketing and Sustainable Tourism: A Rapid Systematized literature review

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Abstract

The role of marketing in promoting sustainability in tourism has been a topic of debate, with some researchers viewing it as a hindrance to sustainability due to its focus on increasing tourist numbers and commodifying tourism. However, others believe that marketing can positively promote sustainability. A more holistic view of marketing is needed in the tourism literature to address this issue. This study aims to identify how marketing can effectively communicate a destination's sustainable attributes to attract an environmentally conscious traveler. The authors conducted a rapid literature review of empirical evidence from the last two decades and evaluated important domains of study in tourism and marketing for sustainable tourism practices. The study proposes a future research agenda to address identified empirical gaps from three perspectives - Communication, Consumer, and Stakeholder. The authors advocate for a more holistic approach to marketing that prioritizes creating sustainable tourism experiences. This research encourages the involvement of marketing practices to achieve ESG goals of caring for the environment, creating a positive impact on society, and upholding good governance. Overall, critical views and further research are necessary to improve sustainable tourism marketing.