

Chapter 21

Green Marketing, Investment and Sustainable Development for Green Tourism



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Abstract Green tourism, a rapidly rising popular concept among tourists, investors, and other stakeholders in both developing and developed countries, offers sustainable, environmentally friendly, and socially responsible tourism services. This study aims to discuss the present scenario of the investment on green tourism and explains important driving forces for sustainable development of the tourism industry in the context of developing country's concept such as Bangladesh. It also describes green marketing, promotional mix, investment policy in the green tourism industry, and sustainable tourism development (STD) in Bangladesh. Besides, this chapter highlights the ways and the reasons that government reacts to actual or potential investments on green tourism development in terms of environmental and sustainable development. In methodology, a qualitative sampling study by a systematic literature review analysis was conducted. More particularly, the PRISMA statement is used to comprehensively evaluate green marketing, green tourism, and sustainable tourism development in developing countries, reviewing 70 research papers in Scopus and Web of Science database. The systematic literature review and findings of the chapter are expected to encourage new investors, tourist agencies, financial institutions, and governments to raise investments on green tourism aiming towards providing customized green tourism service. Green tourism contributes to economic growth and protecting the environment and culture of tourist areas. Finally, the practical significance and recommendations are discussed in the concluding section.

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Introduction

Green marketing offers eco-friendly items such as refillable, ozone-friendly, nutritious foods, phosphate-free and recyclable products. In addition, green marketing may be used in environmentally friendly ways to meet consumers' needs, wants, and requirements while also protecting the environment and society (Nekmahmud & Fekete-Farkas, 2020). Likewise, green tourism is dynamically growing globally, offering tourism services based on sustainable, environment friendly and responsible tourism. Nowadays, both government and private sector are financing the green tourism industry for sustainable development. However, global warming, climate change, emissions, pollution, diminution of natural resources, food deficiencies, erosion, and other threats are the key challenges of current societies (Grosbeck et al., 2019). Tourism has increased significantly over the last 70 years, owing to technological advancements in travel and transportation, economic development, and an increase in disposable income (Scott & Cooper, 2010). Bangladesh is one of the fastest-growing economies globally, offering a diverse range of tourist attractions (e.g. resorts, beaches, historical monuments, forests and tribal people, picnic spots, wildlife of various species) (Nekmahmud & Hassan, 2021). In 2017, the travel and tourism sector contributed 10.4 per cent of global GDP and 9.9 per cent of global employment. In Bangladesh, the tourism sector contributes 4.4 per cent of the total GDP and 3.8 per cent of total employment (2,414.4) (WTTC, 2019). While this scenario is a step forward compared to the past, the global picture indicates that the country has not yet reached its full potential. Tourism is one of the growing sectors in Bangladesh and international visitors praise its rich cultural heritage, beautiful natural scenery and people's hospitality (Ali, 2004). The marketing concept may be used in tourism by utilizing various marketing tools, strategies, and approaches (Popadopoulos, 1989; Calantone & Mazanec, 1991).

Environmental marketing or green marketing strategy can influence positively to achieve green tourism goals. For example, in Bangladesh, many tourism agencies, hotels, resurgents using green marketing tools to attract both foreign and local travelers (Nekmahmud et al., 2020). The Bangladesh government is also focusing on green investment in the tourism industry and making a sustainable tourism industry to attract foreign and local tourists. Tourism may assist a country in immediately create the required infrastructure to support not just tourists but also local communities (Johannesburg Summit, 2002). Besides, tourism may be the main factor for developing countries to alleviate poverty. Tourism may provide significant economic, social and environmental advantages, especially in rural and developing countries. Although mass tourism is connected with negative consequences and various tourist destinations, tourism policy may benefit the economy

(Roy & Roy, 2015). Thus, the tourism industry contributes to the achievement of the Sustainable Development Goal (SDGs). The United Nations (UN) (2020), announced the 17 Sustainable Development Goals (SDGs) in September 2015, a worldwide plan for ensuring a resilient future for all stakeholders. The 12th SDG focuses on maintaining sustainable consumption and production patterns. The aim and indicator are to establish and implement mechanisms to measure the impact of sustainable tourism on employment creation and promotion of indigenous culture and products (United Nations Development Program, 2015). The target of the 11th SDGs also describes strengthening conservation of the world's cultural and natural heritage (Simon et al., 2016). Climate change response in cities focused on poverty and gender sensitivity and mitigation contribute to SDGs achievement (Reckien et al., 2017). As a result, this chapter aims to describe both theoretical and practical consequences in green tourism and sustainable development. The chapter highlights the present scenario of the investment in green tourism. It explains which factors are essential for the development of the green tourism industry in Bangladesh. Furthermore, it explains green marketing strategy and promotional mix (7Ps) on the green tourism industry using a systematic review. At the same time, it bridges the gap between green tourism and sustainable development.

We also followed structured ways to present this systematic review chapter. The first section describes the methodology, research setting and PRISMA statement. The second section presents an overview and the current status of green tourism products and services, green marketing, and green marketing mix on tourism. The third section addresses investment in green tourism, investment policy in Bangladesh, sustainable tourism development (STD). Finally, the chapter highlights the key drivers of sustainable tourism business and makes recommendations for the development of green tourism in Bangladesh. The finding of the chapter supports the tourist agency, tourism industry and marketer to improve the value and consider the current wants or expectations of tourists to deliver more environmentally friendly products and services.

Methodology

This chapter reviews the literature on green marketing, investment, and sustainable development in the tourist sector, as published in reputable journals. The PRISMA model (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) was used to perform a systematic review of green tourism in Bangladesh (Liberati et al., 2009; Moher et al., 2009). The primary goal of a systematic review is to give summaries of prior research in a specific field (Budgen & Brereton, 2006). The PRISMA paradigm assists researchers and academics in comprehending and perfecting the literature review (Liberati et al., 2009). There is no detailed timetable for the publishing date of the article in this chapter. We considered not only green tourism practices but also other aspects of sustainable tourism separately (e.g. sustainable tourism,

sustainable development of tourism, green tourism investment). A series of research review approaches are incorporated on green tourism, and sustainable tourism includes keywords “green tourism”, “environmental marketing or green marketing”, “green marketing mix”, “green marketing mixes on green tourism”, “investment”, “green investment”, “sustainable tourism”, “sustainable development”, “sustainable development on tourism”, and so on. The majority of the research articles were gathered from leading publishers such as Springer, Springer Nature, Elsevier, Emerald, Wiley, Sages, Taylor & Francis, and others. Along with the documents provided by those publishers, we gathered articles from other publications to compile the essential information (Ahi & Searcy, 2015).

To complete the research objectives, we also evaluated certain country and global annual reports on the tourism industry published by Bangladesh Parjatan Corporation (BPC), United Nations (UN) report, a statutory board under the Ministry of Civil Aviation & Tourism of Bangladesh, world tourism and World Travel & Tourism Council (WTTC). Nonetheless, our chapter was followed by a systematic review technique, which aided us in systematically concluding our research project. Figure 21.1 exhibits a systematic research framework to explain the research procedure.

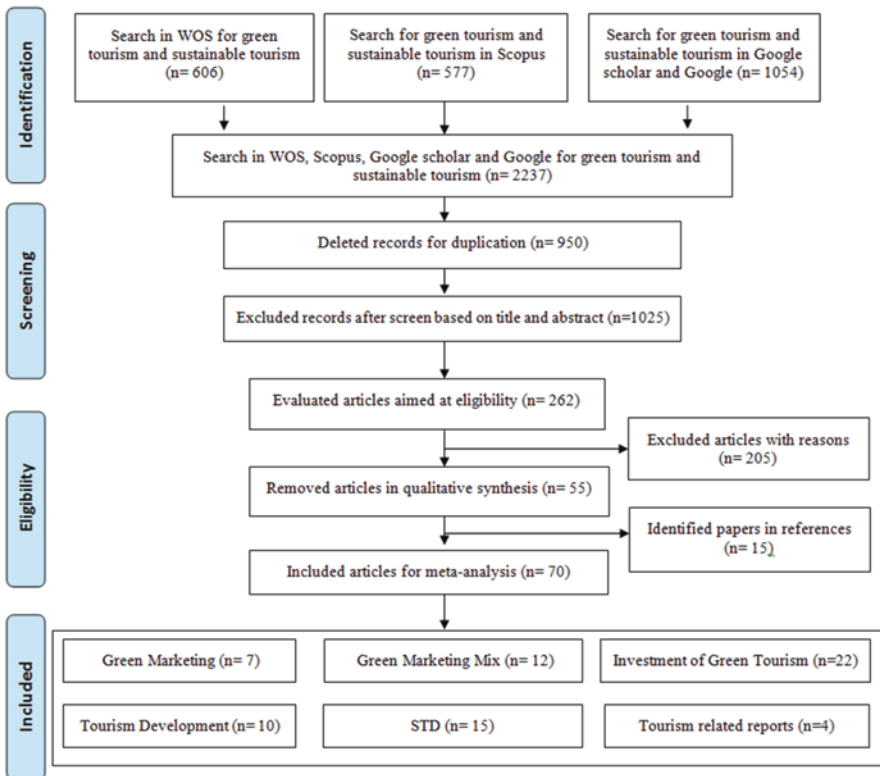


Fig. 21.1 Flowchart of study based on PRISMA statement. (Source: developed by the author’s)

Tourism Places of Bangladesh

Bangladesh is naturally beautiful in South Asia, with stunning tourist attractions such as historic sites, picnic spots, resorts, beaches, forests, and tribal people, as well as diverse wildlife (Nekmahmud & Hassan, 2021). Tourists may enjoy water skiing, river cruise, fishing, hiking, sailing, rowing and sea bathing (Bangladesh has several tourist attractions, including Cox's bazaar (the world's longest uninterrupted stretch of clean sand), Dhaka (the capital known as the city of mosques and muslin), the Sundarbans (home to the majestic Royal Bengal tiger and spotted deer), Sylhet (home of famous religious saints' holy shrines and fascinating hills and tea gardens), Rangamati (the heart of the panoramic lake district), and Chittagong (the country's largest port city known as the city of holy shrines), Mohasthangarh, Mainamati, and Paharpur are the country's archaeological monuments from 300 BC to 1200 AD. The awe-inspiring landscape, vibrant tribal life, and simple rural life of the friendly millions are the primary motivators for potential travelers.

Green Tourism

'Green Tourism' refers to any tourism activities in a natural location where the focus is on the natural resource or tourism that is deemed ecologically friendly (Henion, 1976). An important role of green tourism is to conserve large and small places and their accompanying wildlife for future generations (Meler & Ham, 2012). Therefore, green tourism, a subset of ecotourism, is low-impact tourism aimed at preserving an area's ecology and culture. Although the United Nations (2020) has established certain requirements for ecotourism, green tourism can encompass a wide variety of norms and circumstances, ranging from totally compliant to less harmful to the environment than conventional tourism.

Green tourism is a reflection of sustainable tourism practices that balances the demands of the ecology and environment, residents, businesses, and visitors (Azam and Sarker, 2011; Ibnou-Laaroussi, Rjoub and Wong, 2020). It is committed to minimizing the harmful environmental and social consequences of its tourist activities. Green tourism is a way of travelling that reduces your harm to the environment while you travel. Green travel practices include:

- To choose eco-friendly hotels
- To choose eco-friendly modes of transportation
- To limit or even eliminating flights
- Not over-ordering in restaurants to prevent waste
- To eat local and organic foods
- To reduce your use of plastic and other garbage while you travel

Green Marketing

Green marketing can be defined as a holistic management process that emerges from societal marketing (Peattie and Crane, 2005). Green marketing is responsible for profitably and sustainably identifying, predicting, and serving the needs of consumers and society (Peattie, 1995). Polonsky and Rosenberger III (2001) defines “green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with a minimal detrimental impact on the natural environment”. It became increasingly popular due to the rising importance of environmental sustainability (Dangelico and Vocalelli, 2017; Nekmahmud & Fekete-Farkas, 2020). Additionally, green marketing is a progression of thoughts toward environmental concern in decision-making, philosophy, ecological responsibility, and general organizational tools (Sharma et al., 2010). Green marketing brings ecosystem compatibility and achieves the goals of the consumer and organizational satisfaction than traditional marketing.

Green Marketing for Green Tourism

The application of green marketing in tourism is a proactive approach to stakeholders and customers. Green marketing now applies in the tourist business, which considers the tourism product providing based on the idea of aggregate supply relating to specific partial goods. Green marketing offers environmentally friendly products and services which is reusable, recycling, and remanufacturing (Hasan et al., 2019). Likewise, green tourism is low-impact tourism that aims to conserve an area’s ecology and culture (Nekmahmud, 2020). Green marketing is an essential precondition for the operation of green tourism and is interconnected, having reciprocal and mutual effects (Meler & Ham, 2012). New concepts like social media or electronic word of mouth continue to develop in green tourism marketing. Green marketing and green tourism in Bangladesh are yet badly undeveloped (Nekmahmud et al., 2021). But now, the government and private tourism companies (e.g. hotels, restaurants, and tourist agencies) are focusing green marketing or environmental marketing strategy on green tourism.

Green Marketing Mix on Tourism

Kotler and Keller (2018) define a variety of fundamental marketing terminology, including marketing mix (product, price, place, and promotion), marketing strategy (segmentation, differentiation, targeting, and positioning), marketing communication mix, and branding. Several marketing academics (e.g. Polonsky & Rosenberger

III, 2001; Davari & Strutton, 2014; Hasan et al., 2019) focus on studying the classic green marketing mix. The classical marketing mix model is known as the 4Ps (price, product, place, and promotion) which were structured by McCarthy in 1975 (McCarthy, 1975). The marketing mix refers to the “seller’s view of the marketing tools available for influencing buyers” (Kotler & Keller, 2006: p. 19). Tourism marketing takes use of the adaptation of the novel marketing mix (Pomeringa et al., 2011). Morrison (2009) added eight elements to the tourism context, which is a popular tourism marketing paradigm. Additionally, Bao (2018) incorporated 10 elements into the tourism marketing mix: product, price, promotion, and place (McCarthy, 1960); participants, process, and physical evidence (Booms & Bitner, 1981); and partnership, packaging, and programming (Morrison, 2009). Nevertheless, Polonsky and Rosenberger III (2001) introduced green 4Ps for the implementation of green marketing strategies. We apply an enlarged marketing mix (7Ps) to the green tourism industry, which is applicable for hospitality service providers, green tourism organizations, and other environmentally friendly travel-related firms.

Product

Production is “anything that can be offered to a market to satisfy a want or need” (Kotler & Keller, 2006: p. 372). Green products and services are defined by their capacity to have less negative environmental consequences than comparable products and services (iSustainableearth, 2014). The destination may be the final product in tourism, comprised of both private and public products, or it may be an “industry” component, such as an attraction, restaurant, accommodation facility, or tour operator (Pomering et al., 2011). Green tourism products need the commitment of all relevant stakeholders and strong government commitment to guarantee that tourism products meet their economic, environmental and socio-cultural goals. Different sorts of green tourism products along the “tourism supply chain” participate in the green travel market such as green destinations, protected areas, organic food or local vegetarian/vegan foods, green hotel and services, green restaurant, environmental-friendly travelling products, environmental-friendly travel agency, environmental friendly incoming tour operators and transport services, recyclable, reusable, Bio-products and local green shop and its products (Nekmahmud et al., 2021).

Price

The pricing of tourism services is a very key factor compared to other elements of the marketing mix. The price is the amount of money paid by visitors for a product or service. The price must cover the production cost and make a profit (Bowie &

Buttle, 2004). While specialist sustainable tourism goods may command premium pricing, the price rarely reflects the entire cost of the product's negative externalities. The primary focus of tourism pricing has been on cheap prices to attract large volume and hence large profit margins for businesses (Swarbrooke, 1999). Sustainability principles also entail ensuring that tourists feel they have got value for money, rather than leaving them with the notion of being exploited (Batra, 2006).

Place

The term "place" refers to the 'direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfilment' (Blythe, 2009: p. 146). The place where tourists purchase tourism products varies significantly. For example, travel agents, tour wholesalers, and tour operators are the distribution channels for tourism products. Product or service must be offered in the appropriate place, at the right time and in the right quantity to serve the demands of tourists. Convenience, easy information search about the product, and related elements are factors of critical importance in placing and distributing business offerings into the tourism markets (Bao, 2018).

Promotion

Promotion is "how firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands that they sell" (Kotler & Keller, 2006: p. 536). Promotional activities may also be utilized to influence tourists purchasing decisions. For instance, it aims to promote more environmentally friendly modes of transport, such as train travel, via its websites and marketing campaigns in addition to reducing the carbon footprint of Scotland's 75% of visitors who arrive by car or air (Lane, 2009). One effective promotional instrument for green marketing strategy is green promotion. There are numerous ways to express green practices to consumers, including green product labels or eco-labels, green packaging, advertising through trade publications and newsletters, flyers, leaflets, and social media. Social media and eco-labels are the two most effective platforms for promoting green marketing activities in the tourist and hospitality industries. Ecolabels are defined as the hotel industry's assurances of high-quality green operations. A tourism eco-label is a quality certification that minimizes environmental adverse consequences and increases standards of environmental quality. Numerous ecolabels are used in the hospitality sector, including ISO 14001. Nowadays, green hotels and restaurants are responsible for energy & water saving, using greenhouse gas, waste management, reusing, and recycling strategy.

Physical Evidence

Physical evidence consists of “the environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service” (Zeithaml et al., 2006: p. 27). Physical evidence is critical in the tourist environment, both at the firm level and at the destination level (Urry, 1992). Tourism firms must continue to spend in refurbishing to maintain high levels of repeat and recommended sales and to foster consumer loyalty (Bowie & Buttle, 2004; Morrison, 2002). Tourism businesses that fail to maintain their physical environments will ultimately get fatigued and will be forced to compete on price to attract tourists, resulting in lower profitability.

People

People are vital to promoting any product or service. In the service industries context in general and in the tourism industry in particular, people are not producers, but rather the products themselves (McLean, 2002). The individual who provides the services are the ones who represent the company and a key to the success of the experience. People deliver services in different circumstances, including travel agencies, tourist guides, hotels and restaurants, and transport companies. The physical appearance, dressing code, attitude, behaviour, knowledge/competencies, green knowledge, and skills greatly impact customers’ perception of the tourism offering and experience.

Process

Process is described as how the service is accumulated, the “actual procedures, mechanisms, and flow of activities by which the service is delivered – the service delivery and operating systems” (Zeithaml et al., 2006: p. 27). The term “process” refers to “the combination of actions that results in the delivering of product advantages” (Rafiq and Ahmed, 1995). In the tourist industry, the process may refer to the transition from paper-based to digital booking and account management systems, as well as the management of the food and beverage supply chain and labour, the use of low-carbon transportation modes, such as hybrid or electric vehicles, to transport visitors to, within, and from a destination; and the implementation of effective waste reduction and recycling systems, particularly in environmentally vulnerable locations, for example, national parks, islands, and protected areas (Bohdanowicz et al., 2011).

Investment in Green Tourism in Bangladesh

Green investment is the expenditure needed to minimize greenhouse gas emissions and air pollutants without considerably affecting non-energy products’ production and consumption. In the tourist sector, investments are crucial for the tourist business to flourish. Both government and private companies are involved in the development of the tourist sector in Bangladesh. Governments and private owners should invest some of their capital in the growth of tourism (Shamsuddoha & Nedelea, 2008). The government should implement a long-term strategy for ecotourism and tourism sustainable development. Figure 21.2 illustrates the investment in the green tourism industry by various stakeholders.

Nowadays, the government is investing in the green tourism industry, for example, eco transportation, ecotourism zoon, marine drive road, green infrastructure development, conservation of biodiversity, marine, natural resources, and land ecosystems, etc. The private sector in tourism is being provided with a variety of concessionary investment incentives. Commercial banks provide major loan for financing to the tourist industry. Bangladesh has a limited foreign exchange market (Shamsuddoha & Nedelea, 2008). The private sector is invested in organic food & restaurant, eco-friendly tourism products & services, green hotel, recycling tourism products, energy efficiency, green transportation, etc. On the other hand, Public-Private Partnerships (PPPs) is an essential instrument that governments may use to provide vital infrastructure services. PPPs are a method of contracting for services that makes use of private sector experience and innovation. They

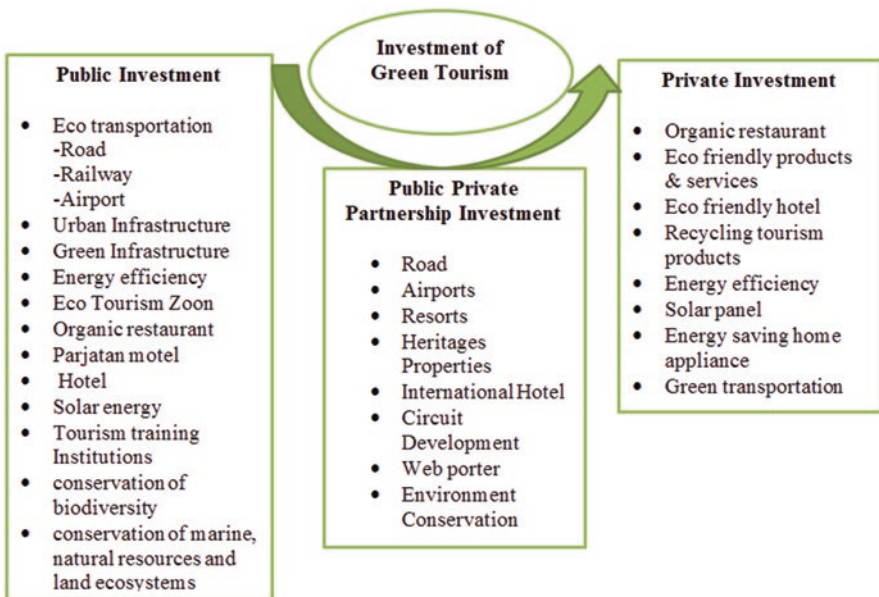


Fig. 21.2 Investment of Green tourism industry. (sources: illustrated by author's, 2021)

regularly force private finance in development in the tourism industry for development in road, airports, resorts, heritage properties, international hotel, circuit development, web porter, and environmental conservation. PPPs implements under the correct circumstances enhance economic growth, enhance service delivery, and improve tourism in Bangladesh.

Tourism Developments and Present Status of Tourism in Bangladesh

The tourism business in Bangladesh has enlarged significantly over the previous decade, resulting in the establishment of new travel agencies and hotels, as well as increased rivalry among them. According to Bangladesh Parjatan Corporation (2019), the Bangladesh government developed the tourism industry by reconstructing (e.g. new Parjatan holiday complex, kids zone, money exchange, tourist ship, international hotel, children amassment park, dusty free shop, ecotourism park). Private sectors build many 5-star and 4-star hotels and restaurants for tourists. In 2019, the total budget of the tourism industry was 6169.00 (Lakh BDT) for development, and total expenditure was 3848.43 (Lakh BDT). The Table 21.1 summarizes Bangladesh Parjatan Corporation's revenue, expenditure, and profit for the fiscal year 2019-2020.

Green Tourism and Investment Policy in Bangladesh

Bangladesh government approved the first tourist policy in 1992. On 14 December 2009, Bangladesh released its National Tourism Policy in response to global demand. It includes 31 objectives and goals, as well as short policy actions. The

Table 21.1 Income, expenditure, and profit of Bangladesh Parjatan Corporation for 2019–2020

Fiscal year	Total income (Lakh Taka)	Total expenditure (Lakh Taka)	Profit before tax (Lakh Taka)
2015–2016	3403.32	2602.82	788.98
2016–2017	3888.76	2896.86	976.76
2017–2018	4485.04	3191.78	1273.82
2018–2019	3433.67	2593.82	820.81
Total	15210.79	11284.88	3859.97

Source: Bangladesh Parjatan Corporation (2019)

most fundamental issue on which the Bangladesh tourism policy might be criticized is that the policy is published in the Bengali language on the official website of the Ministry of Tourism and Civil Aviation (2012). The tourism policy has no rules and regulations related to green investment and sustainable development. But it has one objective of policy 2010 that “enhancement and maintenance of tourism resource through the development of ecotourism while protecting the balance of environment and neighbourhood”. Besides, the primary objectives of Bangladesh’s National Tourism Policy 2010 are: establishing a strong and secure foothold for Bangladeshi tourists through coordination with relevant government organizations; creating a tourism-friendly environment, and marketing its tourism potential both domestically and internationally; and raising public awareness about protection, development, and promotion in tourism.

In 1992 the Bangladeshi National Tourist Policy aimed at investing, conserving, developing and maintaining tourism resources and opening up a recognized industry for private capital investment. The policy is ambiguous, and it should be informed about global trends and based on the most up-to-date sociopolitical/economic facts available (Hassan & Burns, 2014).

Bangladesh government should enact new legislation and regulations for the growth of sustainable tourism. But it has taken the initiative to introduce ecotourism zone for protecting the tourism business. However, the existence of a tourism strategy that acknowledges the value of tourists, the tourist trade, investors, and interest groups increases and strengthens a tourist destination’s legitimacy and appeal. In the absence of such a tourist strategy, there is typically insufficient knowledge regarding the destination’s current condition of tourism, attitudes toward tourist, and future orientations for tourism. At the national level, policy formulation involves professional knowledge of global shifting forces as well as the availability of local resources and voices. An efficient tourist policy plan should incorporate theoretical and thematic considerations (Hassan & Burns, 2014).

Sustainable Development

Mostly, development implies a process that increases the living conditions of the human being (Bartelmus, 1986). “Development is not just about increased wealth. It means change; changes in behaviour, aspirations, and in the way which one understands the world around one” (Dudley, 1993: p. 165). Even, it encompasses larger concerns of the quality of life (e.g. infant mortality, life expectancy and educational attainment, access to basic freedoms, spiritual welfare, and nutritional status) (Pearce et al., 2013). In this point of view, the United Nations World Commission on Environment and Development (WCED) defines sustainable development as “a development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987: p. 42). Thus, sustainable development is a type of development plan that maximizes long-term wealth and welfare by managing all-natural resources, assets, and physical assets, as well as humane sources.

Sustainable Development for Tourism (STD)

The concept of “sustainable tourism” is derived from the more general concept of “sustainable development”. STD is a concept that describes balanced economic, social, and cultural development without harming the environment, allowing for sustained growth. Sharpley (2000) defined the concept of sustainable tourism in two ways: as an economic activity and as a component of wider sustainable development. Figure 21.3 presents the conceptual model of STD proposed by (Grah et al., 2020), where sustainable urban tourism development merges. Tourism is a socio-cultural and economic phenomenon having extensive economic, social, cultural and environmental consequences (Padin, 2012). Sustainable tourism also depends on economic, ecological, and social & cultural sustainability (WTTC, 1995).

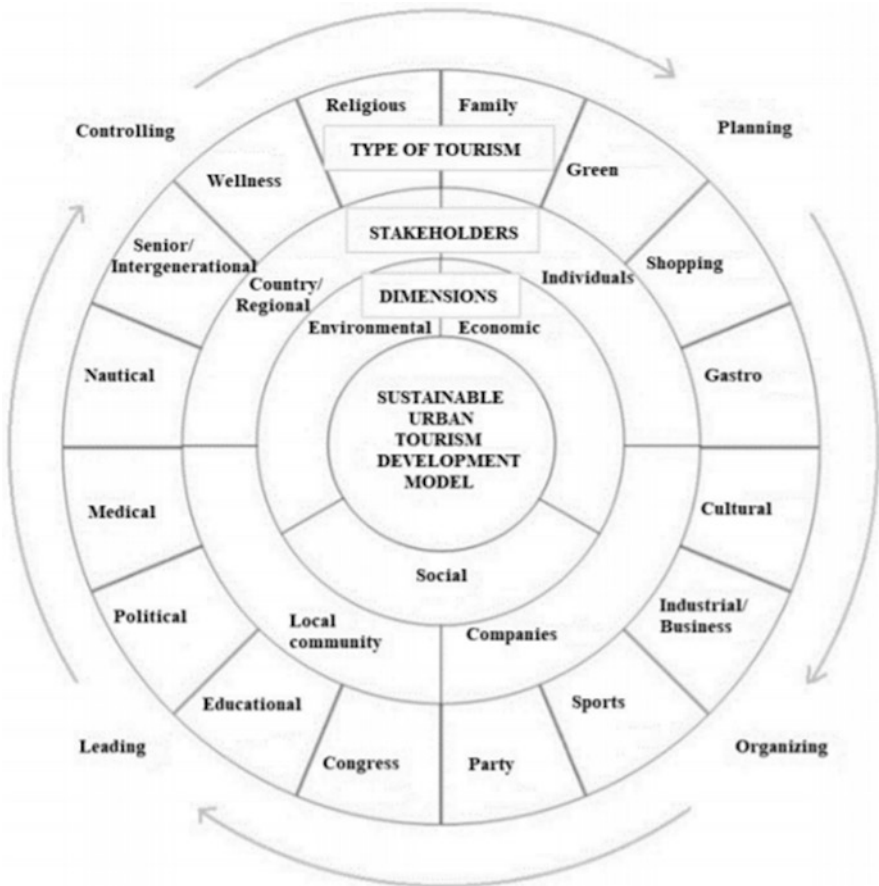


Fig. 21.3 Sustainable urban tourism development model. (Sources: adapted from Grah et al., 2020)

Social and Cultural Sustainability

Sustainable social and cultural development ensures compatibility, which is accomplished via a community's traditional values while also enhancing its identity (Angelevska-Najdeska & Rakicevik, 2012; WTTC, 1995). It demonstrates the host communities' sociocultural authenticity, traditional values, and the preservation of their architectural and cultural heritage, while also contributing to multicultural understanding and tolerance (Pomeroy et al., 2011).

Environmental Sustainability

Environmental or Ecological sustainability refers to the practice of certifying development that is sustainable with the preservation of critical ecological processes, biological diversity, and biological resources. Thus, sustainable tourism development should make use of environmental resources that support important ecological processes and contribute to the conservation of natural heritage and biodiversity.

Economic Sustainability

Economic sustainability enables cost-effective development and resource management to support future generations. It proves feasibility by providing socioeconomic benefits, long-term economic operations that are equally distributed to all stakeholders, including stable employment and income-generating opportunities, as well as social services to host communities, and contributing to poverty reduction (Pomeroy et al., 2011).

Nonetheless, different local, national, and global stakeholders are active in the development of sustainable tourism, including governments, non-governmental organizations, tourism industry sectors, host communities, travelers, academics, and the media (Grah et al., 2020; Ellis & Sheridan, 2014; Swarbrooke, 1999). Thus, regardless of their role in tourism, all stakeholders may express their concerns and contribute to sustainable growth. In Bangladesh, there are several categories of tourism, such as cultural, historical, natural, sports, religious, nautical, industrial, and so on. To achieve STD, the implementation of SDGs and stakeholder involvement and interaction are very mandatory. By contrast, creating sustainable tourism should consider a wide range of consequences and activities described by Horner and Swarbrooke (2009):

- Resource usage – water and land usage.
- Wildlife – Safaris, hunting, zoos, natural environments.
- The host community – allocation of advantages from tourism, degree of control.
- Tourist – cultural issues, behaviour abroad.

- Operational practices of tourist enterprises (hotels, resorts, points of attraction) – recycling, buying, waste disposal, energy efficiency
- Public sector policies – financing, legislation, planning.
- The industry – self-regulation, norms of practice, engagement with the host community, employment policies, environmental measures.
- Conservation policies and practices – landscapes, townscapes, animals.
- Pollution – air, water, noise, visual.

Linking Green Tourism and Sustainable Development

Green tourism and sustainable development are interconnected with each other. Green tourism is the key indicator for sustainable tourism development. Sustainability can be considered as an integrated paradigm when evaluating links between tourism and the natural environment (Throsby, 2016). Tourism must be rebuilt in this century with consideration to changing global linkages and social structures, technological innovations, increased spatial awareness and environmental issues (Pigram & Wahab, 2005). The combination of environmental efforts within the larger development framework will allow achieving the SDGs. Since the Earth Summit in 1992, demand has risen to strengthen the environmental performance of the tourism industry alongside other economic sectors (Pigram & Wahab, 1997; 2005), the movement to create green tourism across the globe. Besides three sustainability concepts such as ecological, economic and social, cultural sustainability are an important issue, especially when tourist operations are based on local or indigenous culture and tradition. Globally sustainable tourism development remains a telic idea. The path to sustainability is vibrant for present and future economic, ecological and socio-cultural well-being (Murphy & Price, 2005) and should be connected with community-based economics, equity conservation and environmental integration (Fig. 21.4).

Driving Forces of Sustainable Tourism Development in Bangladesh

There are several driving forces for sustainable tourism development (STD) in Bangladesh, especially accommodation, new rules and regulations, transportation development, infrastructure development, political, cultural, community development, culture protection and tourism taxes, and economic development and so on. The notable key forces of the tourism industry depend on different kinds of infrastructure improvements such as new roads, improvement in telecommunications and electrical power plants to meet the needs of the tourism industry together as well as offering benefit to all members of the host community (Singh & Mishra, 2004). Figure 21.5 exhibits a different kind of driving forces of sustainable tourism development in Bangladesh.



Fig. 21.4 A model of Green tourism values and principles. (Source: Adapted from Hall et al. 1997)



Fig. 21.5 Driving forces of sustainable tourism development (STD) in Bangladesh. (Source: explanations by author's, 2021)

Accommodation

Accommodation is the vital driving force of tourism development in Bangladesh, which directly links with tourism service (e.g. hotels, restaurants, lodges, guest-houses, etc.). Firstly, it promotes creating additional job opportunities to serve visitors requirements and, secondly, it supports trade and commerce (Singh & Mishra, 2004). New hotels, motels, guest houses, and apartments are built based on the tourism industry, which is financed by both public and private. At the present, tourist spots in Bangladesh have available accommodations such as private hotels, state tourism Parjatan motels, huts/cottages, tourist hotels, forest department restrooms etc. There are available accommodation facilities in Cox's Bazar, Bandarban, Sylhet, and others tourist destination.

Transportation

Local transportation provides an immediate benefit in terms of accessibility and significantly reduces travel time for visitors and members of the local community. Local transportation connects all tourist fascinations directly to the destination and indirectly generates job opportunity for private tour operators, auto-rickshaw drivers, and taxi drivers, among others (Singh & Mishra, 2004). There are not available local city bus services and adequate space for parking in Bangladesh. Even the public bus service is insufficient to view local attractions, and alternative modes of transportation are extremely expensive in comparison to the public bus.

Tourism, Taxes, and Economic Development

Taxes imposed on tourism development can contribute to local governments reduce their tax burdens. Tourism is frequently considered an economic driver for regional development (Singh & Mishra, 2004). Economic systems should operate under specified cultural parameters. Local administrative tasks include issuing permits and operating times, providing road maintenance, controlling architectural designs, promoting public financing and taking other actions that are affecting business in the tourist industry. The economy is a major factor that affects the tourism industry. For example, when the economic condition is so bad, people do not wish to travel as much. According to econometric models, the GDP growth rate in Bangladesh was 7.8 in 2018 and is expected to reach around 7.20 percent in 2021 and 7.30 percent in 2022. So day by day, it is increasing, and it also a key-driven force of sustainable tourism in Bangladesh.

Infrastructure Development

There are several issues with basic infrastructure facilities that are monitored and controlled by many authorities and departments. In Bangladesh, governments, private and public-private partnerships (PPP) are investing and budgeting for the development of infrastructure. When the infrastructure is developed, thus it helps to increase the sustainable tourism industry. Furthermore, It contributes to the growth of GDP. The main features of green tourism include environmental conservation and education, as well as income distribution to indigenous people through significant partnerships.

Political Stability

Political stability is an important issue of the macro environment for achieving sustainable development. If a country is free of wars, conflicts, and terrorism, visitors are willing to visit.

Achieving Sustainable Development Goals (SDGs)

Bangladesh is a fast-growing developing country and trying to achieve 17 sustainable development goals (SDGs) and its target. Sustainable tourism or green tourism is part of SDG. Therefore, the tourism industry is contributing to achieving SDGs effectively. For instance, the 12th SDG focuses on ensuring sustainable consumption and production patterns, with the target and indicator aimed at developing and implementing instruments to assess the impact of sustainable tourism on sustainable development. Sustainable tourism generates jobs, promotes indigenous culture and products, and implements a variety of sustainable tourism strategies, policies, and action plans with adequate monitoring and assessment. Bangladesh government takes initiatives to fill up the SDGs within 2030. That is why SDGs is also the key driving force of sustainable tourism development.

Resources and Renewable Energy

Bangladesh has different types of tourism resources such as resorts, beaches, historical monuments, urban tourism, tribal people, forests, and wildlife of various species. Utilizing these resources are the key driving for sustainable tourism development. The government of Bangladesh should also invest in these resources to attract tourists and create employment opportunities. Nonetheless, renewable

energy in Bangladesh refers to the generation of electricity from renewable energy sources such as biogas, biomass, hydropower (Islam, 2013), solar, and wind (Akter, 1997). Renewable energy also cuts greenhouse gas emissions by up to 20% and creates full-time equivalent jobs. So it is also driving forces of sustainable tourism development.

Employment and Cultural Development

The job crisis is one of the world's most serious problems. In Bangladesh, a key source of concern is the youth unemployment rate. Therefore, the tourism industry can help to create huge job opportunities. Bangladesh's government is now investing in the tourist sector in order to expand employment opportunities. On the other hand, conserving, and protecting all cultural and natural treasures are the key drivers of sustainable tourism development. The 11th SDG aim further reinforces the conservation of world cultural and natural heritage (Simon et al., 2016).

Conclusion and Recommendations

Greening is a crucial issue in the tourism industry. People are more conscious of environmental issues and seek environment-friendly services. The implication of environmental marketing or green marketing is essential for achieving green tourism and sustainable tourism. On the other hand, Bangladesh is a third-world country with limited financial resources, but it may boost GDP by focusing a reliance on tourism. Bangladesh Parjatan Corporation (BPC) is the country's only government-owned tourism operator that should employ a modern marketing strategy. Bangladesh has several potential tourist destinations, but it needs to increase its visibility, and it has several prospects to gain international and domestic revenue from tourists. Foreign tourists are concerned about environmental issues. Therefore, if you want to attract foreign tourists, you have to invest more in the green tourism industry. Green tourism and sustainable tourism development are parts of the Sustainable Development Goals (SDGs) that will aid in their achievement.

In this chapter, we have put forward some suggestions and recommendations for the development of the sustainable tourism industry. Suppose the Bangladesh Parjatan Corporation (BPC) follows on from these long-term suggestions. In that case, it will become a revenue-generating organization, and the Bangladesh tourism industry will be the main earning source from foreigners. Bangladesh government should formulate an environmentally friendly or green tourism policy for sustainable development. In addition, the private sector should push the government to cooperate in the development of the tourist business.

After reviewing the related published papers and Bangladesh government policy 2010, it has found many complications regarding green marketing, investment, and

sustainable development in the tourism industry. Following actions are important for the growth of the Bangladesh green tourism sector: first, there is no international standard tourism education to develop marketing or salespeople to effectively offer the tourism product in local and worldwide perspectives. Tourist-related disciplines like hotel and tourism management, ecotourism and sustainable tourism, tour guide training, leisure and recreation studies should be introduced at all universities and colleges. Besides, it should begin training programs and workshops related to tourism and tourism marketing. Second, the Bangladesh government should open an international tourism information desk in train stations, bus stations, and airports to give foreign tourists facilities. Third, Bangladesh Parjatan Corporation (BPC) should put pressure on government authority to pursue its sustainable strategy more carefully to explore the place, investment and growth of tourism. The government should encourage private investors to green investment in the proper place. Fourth, the government should make environment friendly and sustainable tourism policy for developing green tourism. Fifth, the government should encourage reducing the tax on environment friendly and green tourism products and services. Sixth, the government should invest in renewable energy in the tourism industry. Seventh, the government should take action about the security system at the tourist place. Eighth, infrastructure for tourism should be developed and maintained. There is a demand for a rail link between Cox's Bazar and Chattogram because this communication infrastructure alone is insufficient to ensure visitor attraction. Ninth, maintaining political stability to attract international tourism. Ninth, to attract international tourists, political stability must be maintained. Tenth, different types of tourist vehicles (i.e. buses, taxis, rental cars, boats, etc.) should be well maintained so as not to cause unnecessary air and noise pollution and to employ non-polluting vehicles such as electric automobiles, eco-cars, energy-saving or shuttle buses in resorts (Altinay & Hussain, 2005). Eleventh, road and other transportation systems should develop adequately in order to stop traffic jamming, and ensuring the use of mass transit and pedestrian systems. Twelfth, applying appropriate architectural design standards and using construction materials for all structures in tourism regions to make them architecturally and environmentally friendly and applying energy conservation design strategies (Altinay & Hussain, 2005). Finally, solid waste disposal systems should be implemented appropriately, with waste tourist products recycled to the maximum extent feasible.

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