

UNIT 5.2

SUSTAINABLE MARKETING TOOLS FOR UNIQUE EXPERIENCE DEVELOPMENT

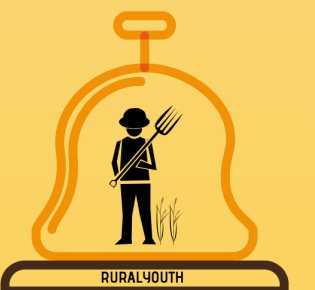
MODULE 5: Rural tourism marketing

OBJECTIVES

In Unit 5.2 you will learn about sustainable marketing and experience and their relation to tourism.

Keywords:

- sustainability
- marketing
- principles
- tools
- experiences



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand what is the relation between sustainable marketing and unique experience development



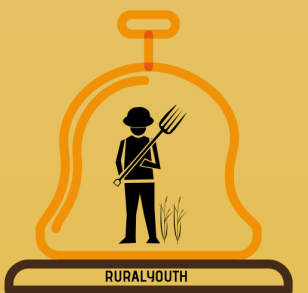
Explain the Role of the Tourism in sustainable marketing



Understand how digital sustainable marketing and experiences affect each other



Understand the importance of sustainable marketing for tourism





TOPICS

1. Sustainable marketing
2. The importance of sustainable tools development
3. The importance of digital sustainable marketing
4. Role of sustainable marketing in tourism experiences

Sustainable Marketing



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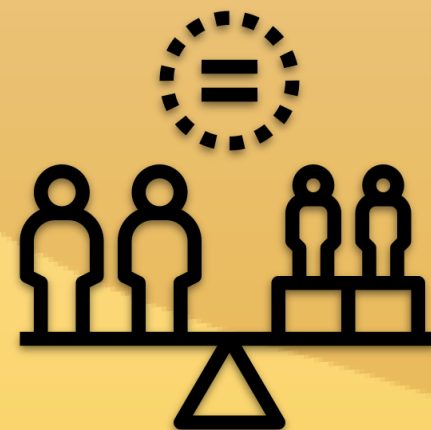
Sustainable marketing could be led to the notion of social and environmental responsibility. Researchers discuss about three dimensions of sustainable marketing, such as - economic viability, social equity and environmental protection. Sustainable marketing can be understood as the promotion of environmental and socially responsible products, practices, and brand values. As well, sustainable marketing is a great way to promote eco-friendly aspects of the company. Sustainable marketing helps to change our daily habits and daily thinking.

economic viability



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social equity

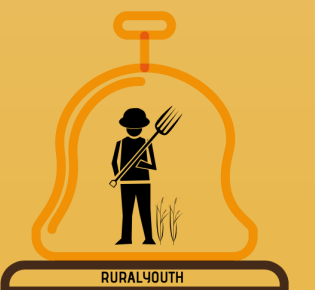


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environmental protection



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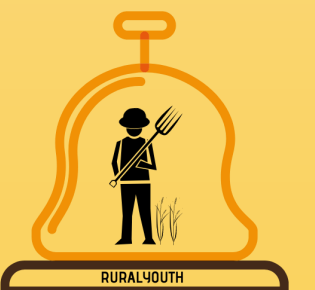




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Thus, what is not sustainable marketing?

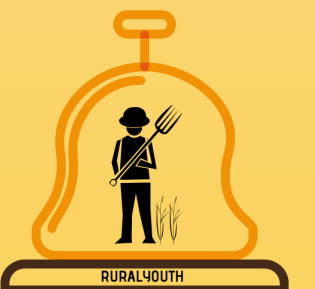
Sustainable marketing - it's not regular marketing. (Marketing efforts to make an organization stand out in the marketplace are part of any marketing strategy), It's not "green" marketing (Green marketing means marketing the sustainability efforts of a company to a target audience), It's not green-wash marketing (Green washing is what happens when a brand makes sustainability claims in their marketing messaging that they can't back up in operations).



Sustainable marketing helps to change our daily habits and daily thinking, As Yodelpop calls us to think again and again: If we've ever spent a little bit more on something because we know it was locally sourced or 100% recyclable, we've experienced sustainable marketing. Businesses can use sustainable marketing for a specific product, time-sensitive cause, or even as their businesses' USP. Thus, building sustainable marketing strategies require changes at the organizational and the marketing level.



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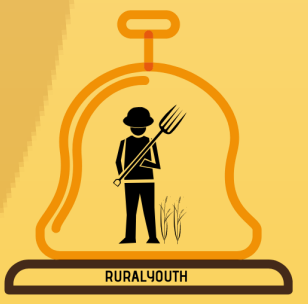
KEEP NATURE WILD SHOP ▾ SALE REVIEWS EXPLORE ▾ TAKE ACTION ▾ RECORD IMPACT 🔍 🛒

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REWARDS NOW

Sustainable marketing example

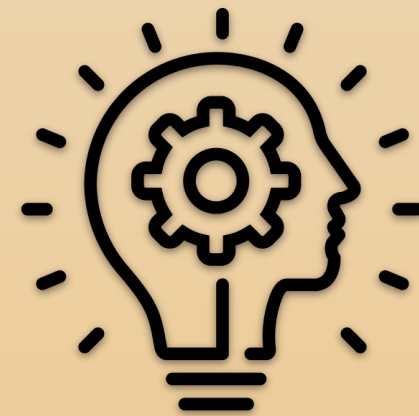
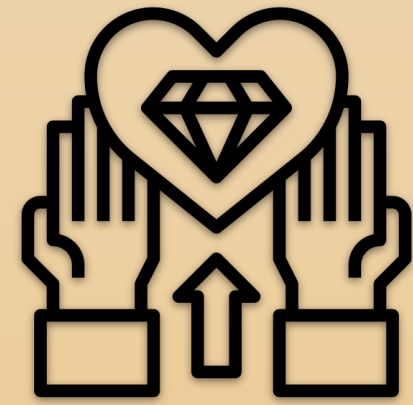


Sustainable Marketing Principles



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It could be noted, the importance of Principles of Sustainable Marketing. Thus, it is important to speak about five Yodelpop suggested principles of sustainable marketing that you can embrace today and put to work in your organization:



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Consumer-oriented marketing

Consumer-oriented marketing means that the company or organization view its marketing strategy from the consumer's point of view.

Customer value marketing

It entails putting most efforts and resources into continuously improving the value added to the offering. As the company creates value for the customer, the customer in turn creates value for the company. Sustainable!

Innovative marketing

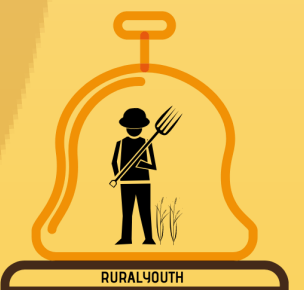
The principle of innovative marketing ensures that an organization never stops finding better ways to develop products, services and better ways to market. Those that ignore innovation will lose customers to those that find better and better ways.

Sense-of-mission marketing

It is the principle that guides a firm to define a broad mission that speaks to society rather than just the product. Adopting a broad mission gives a company a clear, long-term direction and serves the best long-run interests of consumers and the brand.

Societal marketing

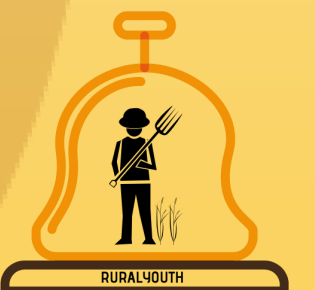
With the principle of societal marketing, the company balances decisions based on the customer wants, the company requirements, and the customer and society's long-term interests.



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Sustainable marketing by Aimee Viall



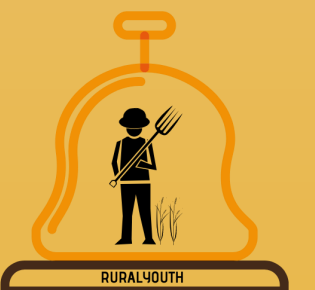
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Sustainable marketing goes beyond the concern for the needs and wants of today's society, but focuses on the well-being of all stakeholders and the broader world. Thus, sustainable marketing, is very important as the process of creating and exchanging value, and it should focus on conceptually: as well, as to value for the client and future generations; as well, as to the result of exposure and interaction of the product with the environment.

Sustainable marketing is very important in the context of climate change challenging values in everyday life too.

Sustainable marketing is a critical part of operating sustainable business

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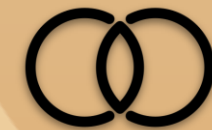
Sustainable Marketing Tools



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To create a shift of the attitude and incentivize businesses and entrepreneurs to take sustainability more seriously, we need tools which fulfil the following requirements:

- They are easy to use, familiar and can represent a common language
- They address the 'why are we doing this' question and help shape a new mind-set
- They clarify the links between sustainability, business opportunities and risk
- They script simple guidelines that are specific, achievable and motivational and can be realistically incorporated into day-to-day practice



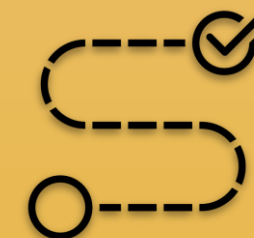
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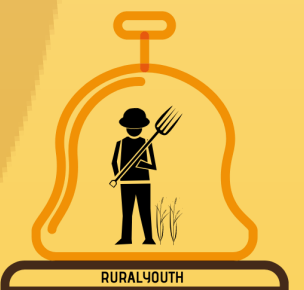
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- They are applicable at different levels of hierarchy (from CFOs to UX designers)
- They incentivize collaboration with other stakeholders, such as regulators, competitors and the supply chain
- They are useful even for businesses with little experience in sustainable business practice and offer the potential for standardization
- They link overall strategic sustainability goals to the goals of individual business units.



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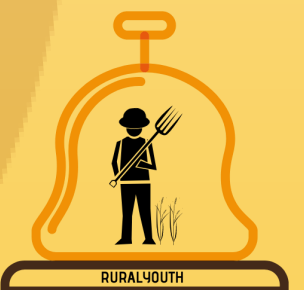
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Sustainable Marketing Strategy



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5 Key Steps to Building a Sustainability Strategy

<https://www.euromonitor.com/article/5-key-steps-to-build-a-sustainability-strategy>

report

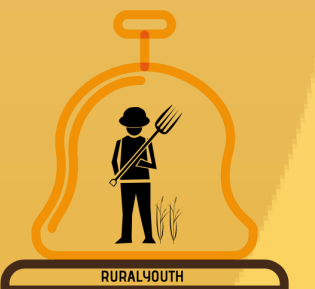
Talk and engage

Assess and prioritise

Commit and collaborate

Educate and communicate

Measure and



5 Key Steps to Building a Sustainability Strategy

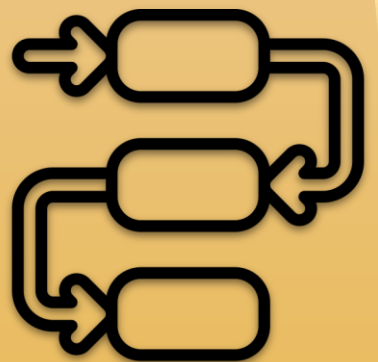
Talk and engage

The first and most critical step when planning a sustainability strategy is building a winning business case for sustainability. At this stage companies usually face conflicts between sustainability and competitiveness, two areas are traditionally seen as opposed to each other.

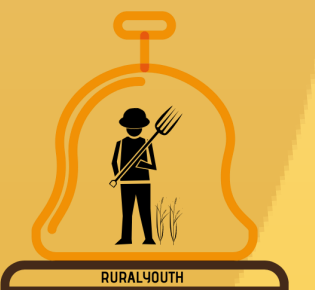


Assess and prioritise

The second step is mapping and prioritising related risks and opportunities across different markets. Every industry has its own sustainability challenges and opportunities depending on the markets where they source, manufacture and sell their products.



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5 Key Steps to Building a Sustainability Strategy

Commit and collaborate

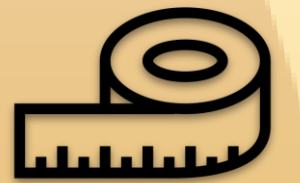
The third step involves proactively setting targets and goals as well as working in partnership to accelerate sustainable business innovation. There is an increasing number of companies setting up science-based targets.



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Measure and report

The next step involves selecting the right metrics to keep the sustainability strategy on track. There is no point in setting goals if you will never know whether you achieve them or not.



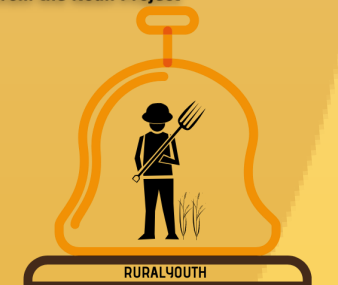
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Educate and communicate

Communication plays an essential role in any sustainability plan. Brands that disclose their results and learnings, both internally (with the shareholders) and externally (with governments, investors, customers, employees, business partners and local communities) are perceived as more transparent.



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Sustainable Marketing and Experiences

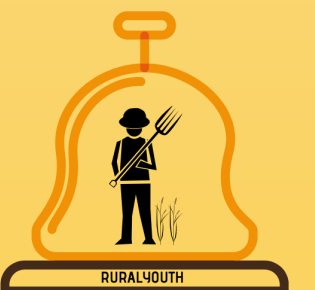


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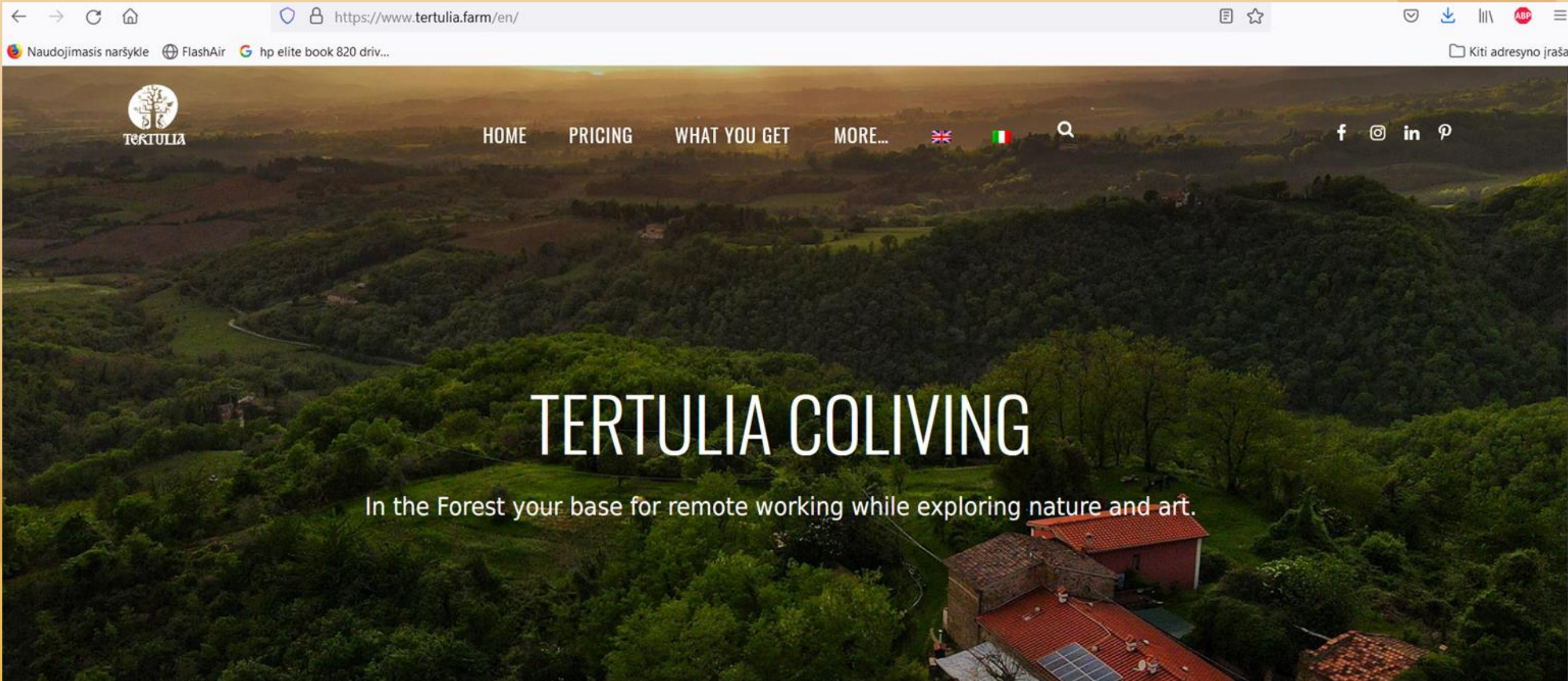
Discover experiences on best practices

Tertulia is a coliving and coworking space in Tuscany, not far from Florence but completely surrounded by nature of Mugello. We have discovered this place thanks to our interview with Nomad Stays founder, Marc Phillips. Such a great surprise to find a unique reality so close to home, so we went there straight away to know more about it.

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Discover experiences on best practices



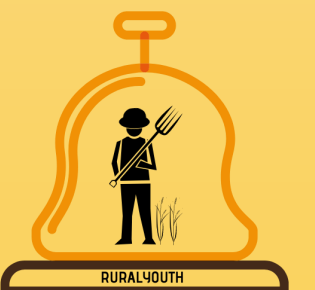
Tertulia



Discover experiences on best practices

Tertulia gives a possibility to digital nomads to live sharing spaces with other inspiring people, but the most important thing is that here one can balance working moments with full immersion in nature and its rhythms.

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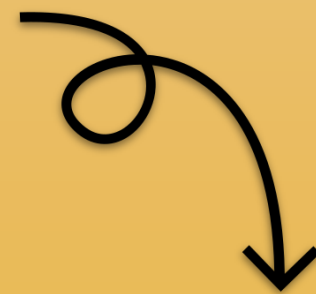


Discover experiences on best practices

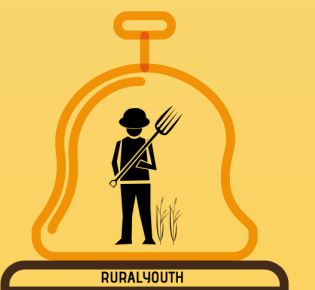
SVART HOTEL - 360' sustainability journey in the north of Norway.
Exclusive interview with Ivaylo Lefterov, hotel development director.

I think that's where with Svart we are trying to think differently, how we want to run the hotel, how we are building and designing it at the moment, and the whole operation and guest experience. **We are trying to create this 360' holistic circular approach to help everyone be part of the journey** and be integrated. So the guest education will be a huge part of that.

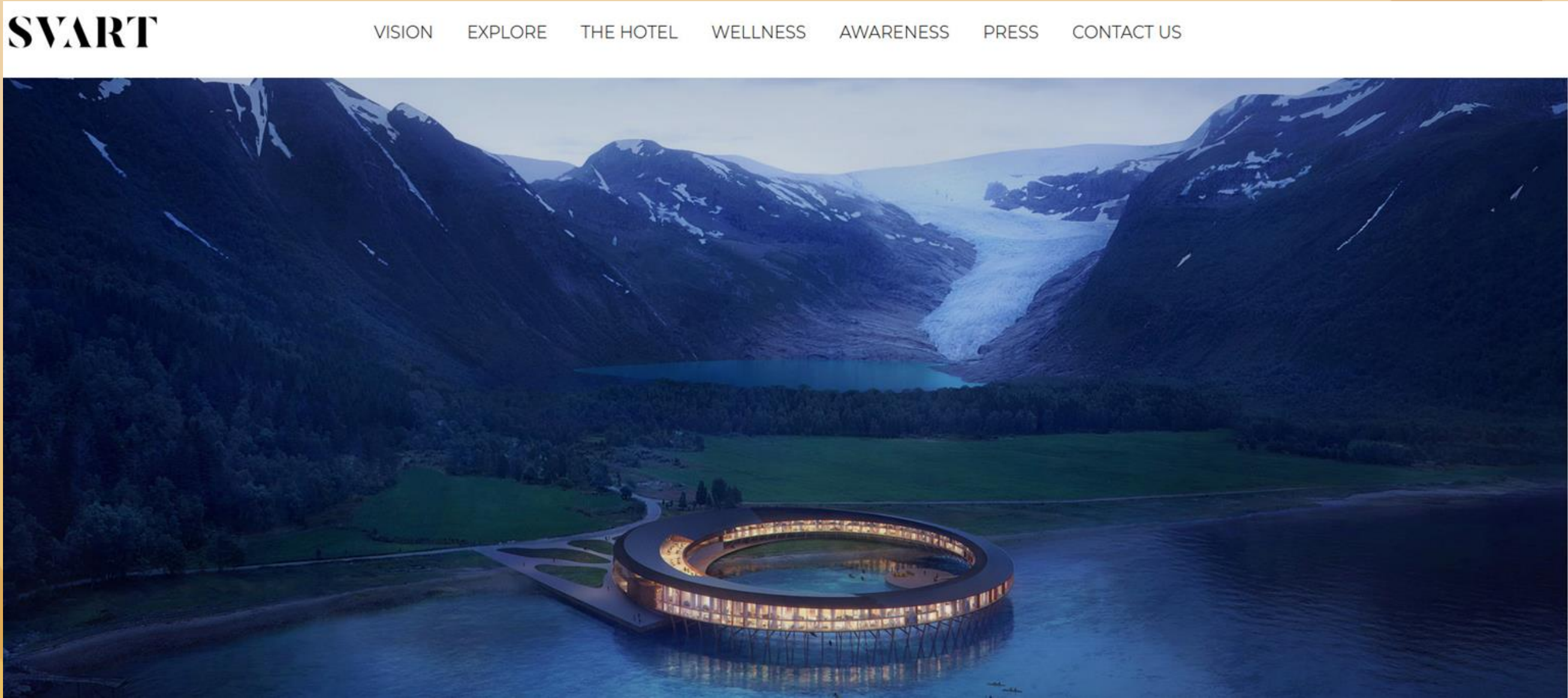
Theaftertravel



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Discover experiences on best practices

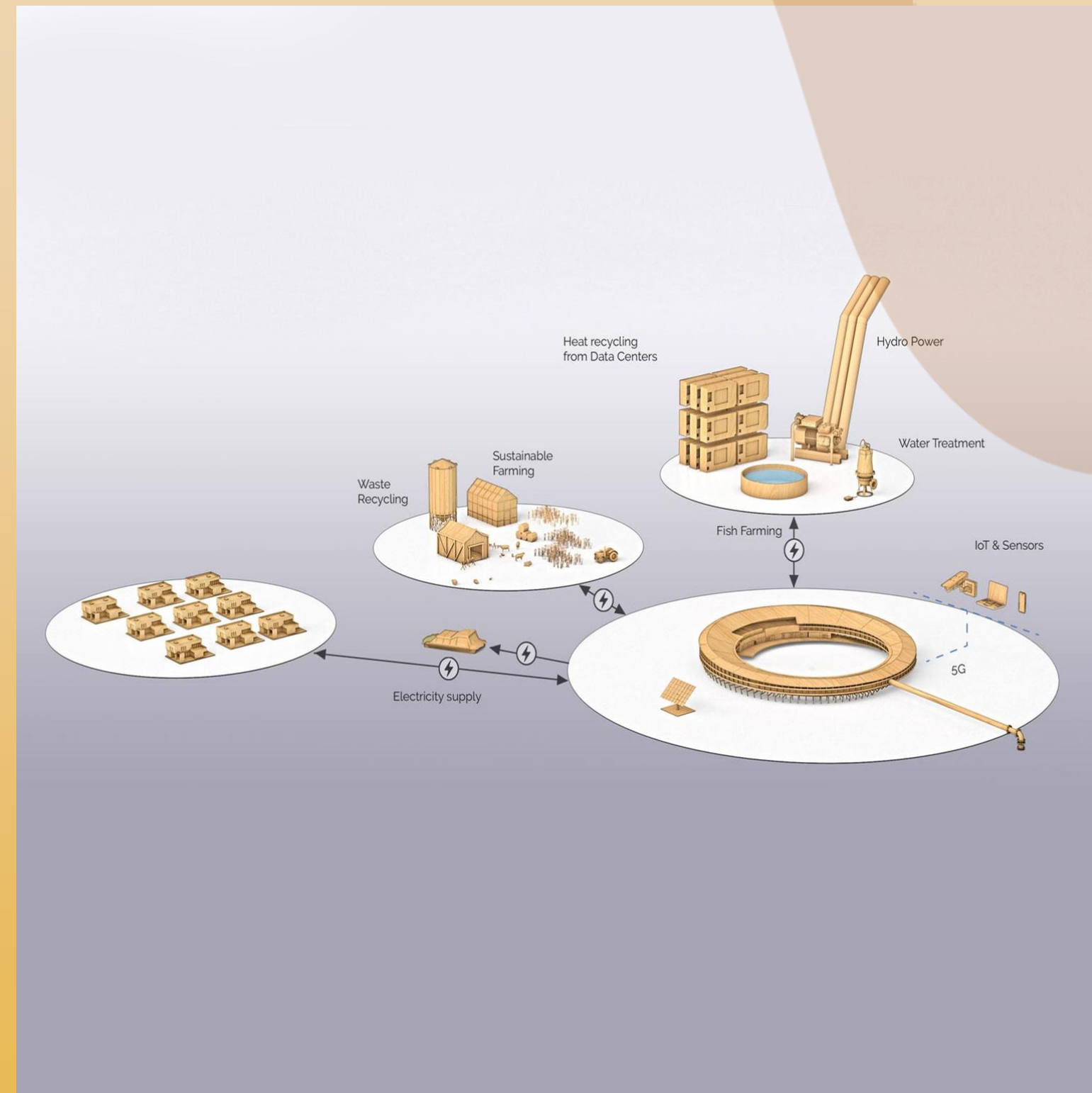


Svart

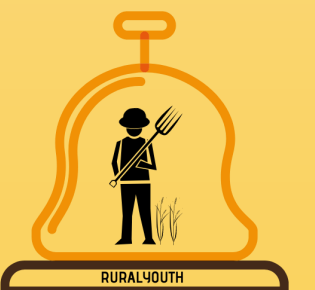


Discover experiences on best practices

Svart goal is to enable full off-grid operation within five years of its opening. It means that the hotel and its adjacent services, including the greenhouse farm, boat shuttles, and experiences, will be completely self-sufficient in electricity, water and waste management. They are focusing on “farm to table” service and innovative approach to guest lifestyle journey.



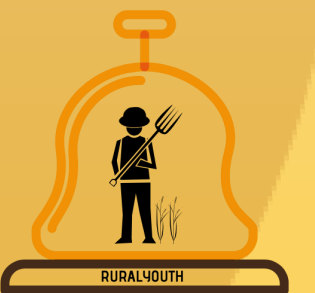
Svart



There are many beautiful hotels around the world in hospitality, and many of them do beautiful, sustainable things. But **there is a lot of greenwashing out there, this is what we want to avoid.** We want to stand by our words. **Ivaylo Lefterov**



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Sustainable Digital Marketing



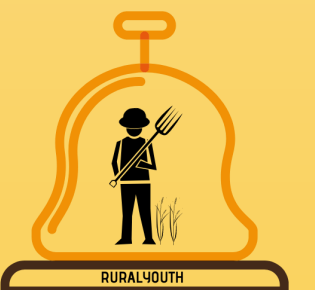
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What Is Sustainable Digital Marketing?

Sustainable digital marketing are all the ways to sustainably and ethically promote an eco-conscious business online. This means promoting a brand's sustainable and ethical products or services and eco-friendly practices in a way that is profitable for both the company, our planet and its people, in the long run.



[Prismglobalmarketing](https://www.prismglobalmarketing.com)



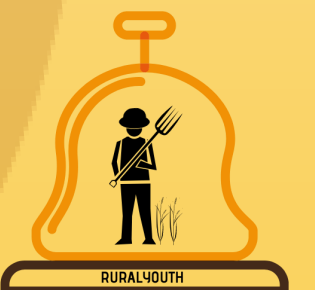
Sustainable digital marketing is not greenwashing. While greenwashing is when a company gives a false impression that its products are more ethical and sustainable than they really are, sustainable digital marketing requires brands to address critical environmental and labour issues **FIRST**, before promoting them.

Having a sustainable digital marketing strategy means thinking about how you can grow a community and create revenue online, with ethics and morals. It's a fine balance you have to find, but when you do find it, that when the magic happens.

greenwashing

[grəən-wash-ing] /verb

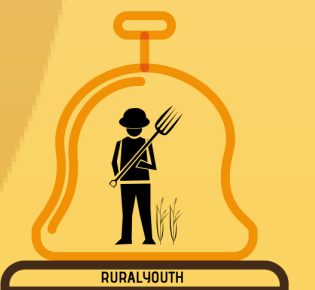
1. Is a term used to describe the marketing tactics used by big-name, fast-fashion companies to advertise their new supposed sustainable lines of clothing.
2. The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.



Sustainable digital marketing isn't fundamentally different, the tools and strategies are the same but it requires a shift in how and why you communicate online and promote your activities. Here are a few things you should keep in mind when building an ethical digital marketing strategy:

- Focus on your WHY
- Know your values, and stick to them
- Be transparent
- Be authentic
- Be kind
- Be culturally sensitive and aware
- Listen to your audience
- Do not cheat
- Reduce the impact of your digital marketing strategies

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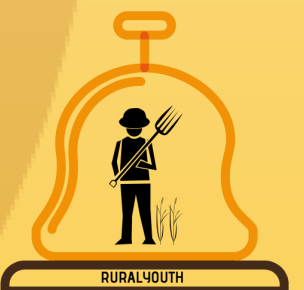


“[Sustainable marketing is the] process of creating, communicating and delivering value to customers in such a way that both natural (resources nature provides) and human (resources people provide) capital are preserved or enhanced throughout.”

Sustainable Marketing by Diane Martin and John Schouten.



It's not regular marketing.
It's not “green” marketing.
It's not green-wash marketing.



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**SURF
TO FIND OUT
MORE**

- 👉 Listen to podcast about Sustainable Marketing, specifically about The Practical Challenges Facing Marketers and Businesses!
- 👉 Read The Ultimate Guide to Sustainable Marketing!
- 👉 Find out more about the 6 Tools for Sustainable Product and Business Model Innovation!
- 👉 What Is Sustainable Digital Marketing? Find out here!
- **URL not working**

MATCH THE PARAGRAPHS!



Sustainable marketing could be led to the notion...

... to promote eco-friendly aspects of the company.

Sustainable marketing is a great way...

...to change our daily habits and daily thinking.

Sustainable marketing helps...

of social and environmental responsibility.

Sustainable marketing...

...on the well-being of all stakeholders and the broader world.

Sustainable marketing focuses...

...it's not regular marketing.



TEST YOUR KNOWLEDGE!



Sustainable marketing - ?

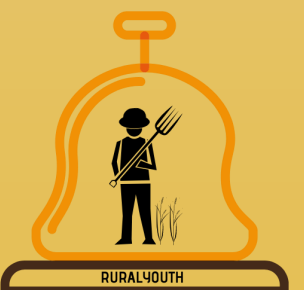
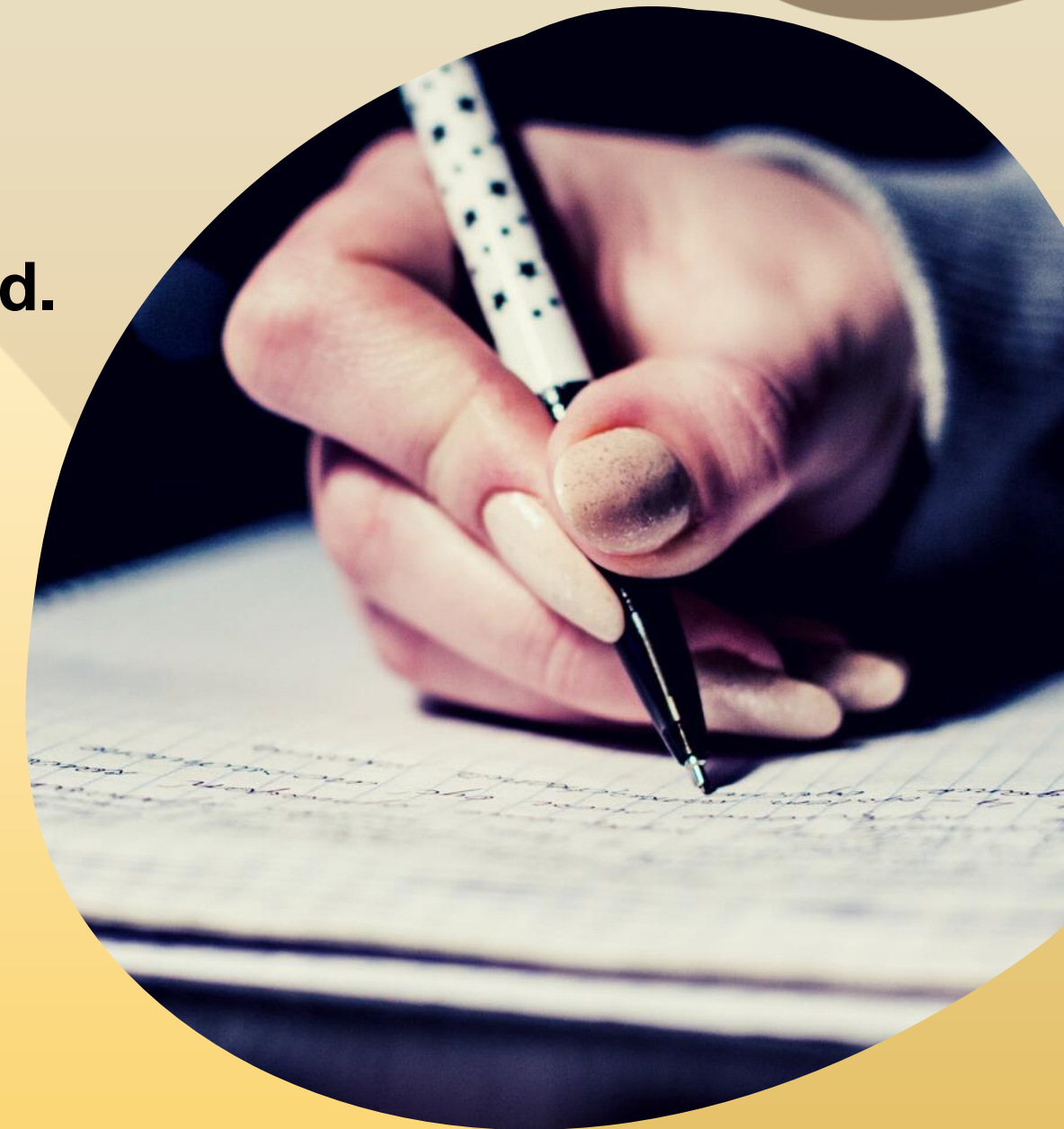
- a) marketing strategy.
- c) business development.
- b) focuses on the well-being of all stakeholders and the broader world.**
- d) nature preservation.

Sustainable marketing is _____.

- a) history development
- b) a great way to promote eco-friendly aspects of the company**
- c) nature preservation
- d) none of above

Sustainable marketing _____.

- a) is usual marketing
- c) it's not regular marketing**
- b) none of above
- d) is marketing from the past



_____ marketing means marketing the sustainability efforts of a company to a target audience

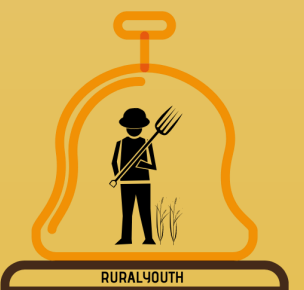
- a) black
- c) orange
- b) white
- d) green**

_____ marketing means that the company or organization view its marketing strategy from the consumer's point of view

- a) value oriented
- b) consumer oriented**
- c) idea oriented
- d) none of above

Sustainable marketing is very important in the context of _____

- a) climate change**
- c) research
- b) nature
- d) none of above



Principles of sustainable marketing:

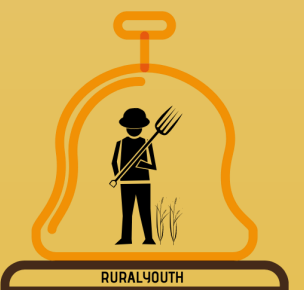
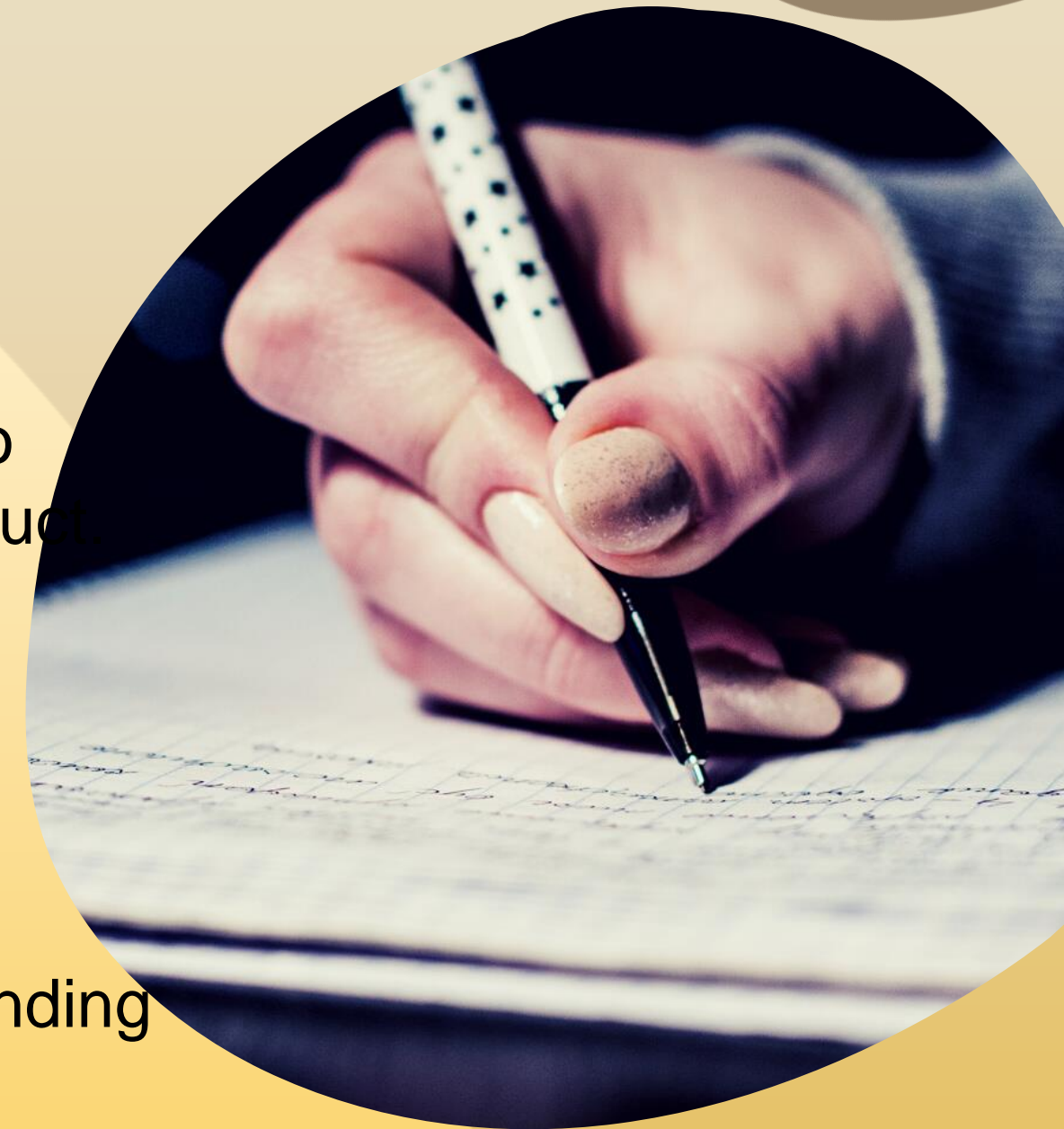
- a) innovation and society
- b) Consumer and value oriented
- c) Sense making marketing
- d) Consumer-oriented marketing, Customer value marketing, Innovative marketing, Sense-of-mission marketing, Societal marketing.**

Sense-of-mission marketing is the _____ that guides a firm to define a broad mission that speaks to society rather than just the product.

- a) value
- c) attractiveness
- b) principle**
- d) fun

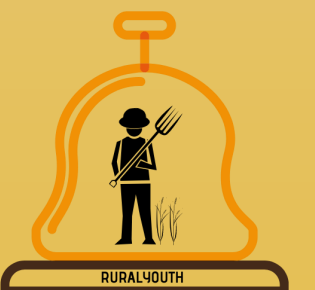
The principle of _____ ensures that an organization never stops finding better ways to develop products, services and better ways to market.

- a) value
- b) critical marketing
- c) Innovative marketing**
- a) none of above



DISCUSSION

1. With your friends, try to imagine the possible future of sustainable marketing.
1. With your friends, discuss the best examples of sustainable marketing.
1. Share your ideas about unique experience development challenges for sustainable marketing.



SUMMARY

- In this unit, you have learned about sustainable marketing, discovered the importance of principles and tools in sustainable marketing development, have been paid attention to dark sides of this kind of marketing, such as greenwashing.
- When looking for rural travelling places try to take your attention to sustainability of you travel destination, critically rethinking if here are used really sustainable marketing tools or just greenwashing strategy elements.
- In Unit 5.3 you will learn about marketing products and marketing channels and their relation to rural tourism.

