

Responsible Marketing in Tourism: Balancing Impact & Attraction

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Impacts of Responsible Marketing

- Accurately represents the experience
- Attracts the “right” visitor who aligns with the destination’s values
- Drives repeat visitation and word-of-mouth promotion
- Repeat visitors stay longer and spend more on experiences
- Generates benefits for the entire destination including businesses, residents, and the environment

Impacts of Less Responsible Marketing

- Falsely showcases the experience
- Attracts “wrong” visitor with misaligned motivations and values
- Costs us more as an organization or destination due to costs incurred by short- and long-term impacts generated by marketing activities
- Negatively impacts the perceived value of tourism among the local community
- Destination’s efforts are weakened

Key Points

- Consider the long-term consequences of marketing decisions on destinations and communities, helping to sustain the key reasons that visitors travel to an area including local culture, heritage, and the natural landscape.
- Focus on attracting the “right” visitor whose values align with the values of your organization, contributing to a sense of control over who you invite and increasing the chances of creating mutually beneficial relationships.
- Educating the visitor is a significant part of marketing, providing an opportunity to encourage responsible travel behaviour.
- Greenwashing: when organizations falsely advertise their products or practices as environmentally friendly.
- Greenhushing: when organizations choose to not communicate their environmental sustainability efforts, contributing to minimal transparency and collaboration ([source](#)).

Additional Resources

- **Rooted Storytelling** - a variety of guides, videos and downloads
- **High Value Segments** - learn about the benefits of attracting visitors with similar values
- **Blog: These 5 Content Marketing Trends are Influencing Your Destination’s Future Visitors**