Role of Ethics and Spirituality Behaviour in Promoting Green Marketing for Sustainable Development in Tourism

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Abstract

The planning, production, and advertising of goods and services that meet consumer demands for excellence while having no detrimental effects on the environment is referred to as "green marketing." In the market, these environmentally friendly items' sustainability is crucial. It satisfies current wants without jeopardizing the potential of future generations to satisfy their own. This speaks of a long-term equilibrium between morally sound, environmentally friendly production and consumption methods. A growing component of green marketing that links consumer social and ethical behavior is the sustainable consumption paradigm. Since their consumption actions may have a negative impact on the environment, customers are accountable for the degradation of the environment. It is thought that by using environmentally friendly products, consumers will preserve the environment through their moral behavior. Marketing serves as the conduit between businesses and their clientele. This paper goal is to examine how spirituality and ethics might support green marketing for sustainable tourism industry development. To examine how spirituality and ethics affect consumers' shopping decisions. A standardized questionnaire is created in order to achieve the goals. Both primary and secondary data were used in this investigation. When gathering data, convenience sampling approaches are employed.

Keywords: Ethics, sustainable, marketing, tourism, behavior, products,services, customers

Introduction

The "Global Code of Ethics for Tourism" was implemented by the United Nations World Tourism Organization in July 2001. It emphasizes that the following measures should be taken to make tourism more ethical: Assist in fostering mutual respect and understanding among peoples and communities; function as a means of achieving both individual and group fulfillment; play a pivotal role in sustainable development; Assist in augmenting the cultural legacy of humanity; be

advantageous for the communities and host countries; consider the responsibilities of those involved in the development of tourism; Strive to make travel a human right; defend traveler freedom; uphold the rights of workers and business owners in the travel and tourism sectors; Put the Global Code of Ethics for Tourism into practice (Best, J., Paterson, M., 2010).

Sustainable development is described as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" by the World Commission on Environment and Development in 1987. "Sustainable development, which is based on three pillars, aims to balance social progress, economic development, and environmental preservation." Since then, economies, companies, and people worldwide have made sustainable development the cornerstone of their growth strategies. "Economic development that is conducted without depletion of natural resources" is the definition of sustainable development.Companies everywhere are seeing how adding environmental sustainability to their strategy may help them. Also attempting to benefit from these efforts' incorporation into their organizational goals is the hospitality sector, especially the hotel sector.

Objectives

- To assess the public's view of eco-friendly items in the tourism industry.
- To identify the discrepancy between consumers' actual purchasing behavior and their propensity to purchase eco-friendly products.

Literature Review

➢ Ethics and Spirituality

The definition of ethics is a methodical effort to apply reason to understand our unique social and moral experiences in order to establish the moral principles that should guide behavior and the ideals that are worthwhile to pursue in life. Marketing environmentally friendly items heavily relies on ethical behavior. It is imperative that marketers be abreast of shifts in the ethical and spiritual values of their clientele. Consumer preferences, such as those for organic and healthful goods, environmentally friendly packaging, and other items, reflect social, ethical, and moral values in addition to preferences for price and quality. (Conner, Norman, and Bell, 2003; Cook, Kerr, and Moore, 2002).Whether they are conscious of it or not, people learn about ethics constantly in today's world. Everything has an impact, including society, religion, the family, culture, media, and customs. While there is a high level of ethical awareness, not every individual or community has the same amount of understanding (Shaw and Clarke, 1999).

➢ Ethical Tourism

The movement of European travelers who discovered that tourism expenditures do not benefit local communities gave rise to ethical tourism. Particularly in Europe, it has expanded swiftly. Since the tourism industry is one of the primary drivers of economic growth, ethical travelers believed it was their duty to shape industry practices (Ivanovic, M., 2008). It is an effort to control tourism for the good of all parties involved. There are several types of ethical tourism,

such as responsible, green, sustainable, and community-based. Nature and eco-tourism are examples of environmentally conscious travel.

Malviya makes the ethical point that the purchasing habits of tourists might have an impact on nearby communities. Apart from using local businesses and lodging in guesthouses managed by locals, they can also positively impact local development by showing respect for locals, learning about local customs, and taking care of the environment while on vacation (Malviya, S., 2001). Reversing multinational dominance over tourism and favoring locally produced goods and services can boost the local economy with the help of the local government (Ateljevic, I., 2008).

The preservation and growth of regional economies and communities are very important to ethical tourism. According to Porter, Prince, and D. (2009), consumers have a choice: to reside in a hotel run by locals or buy goods at a store that employs locals and sells their products.

The local community may theoretically gain from tourism in the form of cash for the economy, new jobs, and business prospects. Tourism is a powerful tool for increasing public awareness of the value of preserving cultural heritage. It also presents a significant opportunity to fight poverty because it supports the development of infrastructure, the creation of jobs, the promotion of culture, and the preservation of natural areas (ZENIT News Agency 2009).In an effort to give local people the financial, moral, and environmental justification to preserve their environment and culture, the corporation also funded a number of international conservation projects at the same time. Novelli (2005) states that, in addition to providing travelers with a unique experience, it also actively promotes the well-being of the community.

➢ Sustainable Tourism

In 1996, the United Nations World Tourism Organization (UN-WTO) defined environmentally conscious tourism as "tourism relating to the management of all assets in a manner in which financial, social, and aesthetic requirements can be accomplished while preserving cultural authenticity, necessary processes of ecology, biological variety, and life-sustaining systems." The UN-WTO further stated that the development of sustainable tourism is an approach that fulfills the requirements of current travelers and the communities that host them while protecting and improving requirements for the future. In this regard, sustainable tourism growth covers both natural resources and social-cultural resources for the basic needs of human beings as well as the basic requirements of tourism endeavors and customs, particularly financial, ecological, and social and cultural rights and dignities.

The 1948 Universal Declaration of Human Rights' (UDHR) definition of "all human beings are born free and equal in dignity and rights" is inherently consistent with this. Hence, it may be argued that the perspective of human rights towards the growth of sustainable tourism refers to the promotion and respect of a basic human right to live in peace and harmony with the natural world (Novelli, M., 2005).

➢ The Impacts of Green Hotels

The growth of green hotels has some advantages. First off, lower operational costs can help nearby cities and hotel owners. According to research, certain lodging establishments implement waste management, water conservation, and energy efficiency programs to cut down on operational expenses and minimize the waste of local resources (Erdogan, N., and Tosun, C., 2009). These lower expenses could then be used toward developing or enhancing hotel amenities and the infrastructure of nearby towns. Second, because guests can profit from the well-managed hotels' ability to meet their demands at a reduced cost, it can aid both the local community and hotels in gaining a larger degree of repeat business.

There are certain benefits to the rise of green hotels. First off, neighboring cities and hotel owners can benefit from cheaper operating costs. Based on scholarly study, certain lodging facilities have implemented energy efficiency, waste management, and water conservation programs to reduce operating costs and prevent the wastage of local resources (Erdogan, N., and Tosun, C., 2009). Second, it can help both the local community and hotels achieve a higher level of repeat business since visitors can benefit from the well-managed hotels' capacity to satisfy their requests at a lower cost.

Research Methodology

The primary and secondary data included in the research work were obtained from journals, periodicals, papers, and reports, among other sources. In order to achieve the goals, a standardized survey was created. The methods of convenience sampling are applied. For this work, a total of 120 sample sizes were evaluated.

Results

The Demographic profile of the respondent is summarized in Table A

Table 1: Demographic profile of Respondent

Sr. no.	Profile		Numbers	Percentage
1	**Gender**	Male	66	55%
		Female	44	37%
		Others	10	8%
2	**Age**	20-25	12	10%
		26-30	40	33%
		31-35	43	36%
		Above 35	25	21%
3	**Educational Level**	Graduate	88	73%
		Non Graduate	32	27%

Table 2: Responses Analysis of questionnaire items with 'No', 'somewhat' and 'yes' option

Sr. no.	Items	No. of respondents in (%)		
		No	Somewhat	Yes
1	Do you have any knowledge of the health issues linked to environmental degradation?	7%	16%	77%
2	Do you have a sense of social responsibility that you use to guide your purchase decisions?	14%	31%	55%
3	Do you intend to buy things that do not negatively impact the environment?	9%	11%	80%
4	Do you know if the things you purchase are ethically manufactured? For instance: environmental sustainability, openness, and regard for labor conditions	11%	26%	63%
5	Have you ever bought any environmentally friendly products?	13%	25%	62%
6	Do you think other people should buy eco-friendly products?	5%	9 %	86%
7	Do you intend to purchase any more environmentally friendly goods?	6%	10%	84%
8	Would you choose a tour operator offering these kinds of things if they were located close to or at your destination?	6%	6%	88%
9	Will consumers pay extra for eco-friendly goods and services in the tourism industry if they come with a price tag?	14%	37%	49%

As can be seen from table b, which displays the questionnaire results, there is a statistically significant difference in the percentage of respondents who answered "yes" on all of the aforementioned topics according to the t-test of significance.

Convincing clients to choose eco-friendly items instead of conventional ones would be simple, given that the majority of respondents (77%) are aware of the health risks associated with environmental deterioration. Purchasing things that do not harm the environment is one way that a significant portion of respondents (55%) fulfill their sense of responsibility to society.

Most respondents (80%) said they would be prepared to buy environmentally friendly goods. 60% of respondents, a sizable portion, are aware of the products' ethical standing. 62% of respondents said they have at least once in their lives made an eco-friendly product purchase. A remarkable high percentage (86%) of respondents are eager to advise people to use environmentally friendly products, demonstrating their care for concerns related to the environment.

84% of respondents said they would be willing to purchase a green product in the future, possibly as a result of the benefits to their own health or the environment. If green products are accessible close to the destination, 88% of the respondents would prefer to purchase them. This result

suggests that if environmentally friendly amenities were more widely available, most customers would choose them. While 49% of respondents are willing to pay more for environmentally friendly goods, the majority (51%) are only partially or not at all willing to pay more for these goods and services. This demonstrates that a customer's inability to purchase eco-friendly products may stem from budgetary constraints.

Table 3: Responses Analysis of Respondent with t- Test value

Sr. no.	Items	No. of respondents with %	T-Test of significance between two highest % responses	
			t- statistic	Two tailed probability
1	If yes, What is the main reason that makes you willing to pay more for eco- friendly products/ services?			
	Environmental protection responsibility	50%	2.379	.0190
	Getting high level of moral satisfaction	35%		
	Potential increase of product value	15%		
2	If No, what is the main reason that makes you not willing to pay more for eco-friendly products/ services?			
	Cannot see the benefit of those features	34%	0.132	.8955
	Tour operator only claim, actually it is not same	32%		
	Product/ services cost is too high, cannot afford	12%		
	Low range of Products	22%		
3	Which marketing elements strongly influence your buying behavior towards eco-friendly tourism product?			
	Brand	22%	1.326	.1874
	Price	52%		
	Place	16%		
	Package	5%		
	All	5%		
4	What kind of products would you like to buy at destination among various eco-friendlytourism products?			
	Food products	64%	9.202	.0000
	Electronic goods	4%		
	Stationary	5%		
	Decoration items	22%		
	All	5%		

Reliability for environmental conservation is the main motivating factor in respondents' willingness to pay more for eco-friendly goods and services, as indicated by 50% of respondents, compared to 35% who mentioned obtaining a high degree of moral satisfaction as their next most popular justification. At t = 2.379 and p =.0190, the difference is statistically significant.

The two primary reasons given by those who are unwilling to pay extra for green goods or services are that, according to 34% of respondents, they do not see the benefits of these goods, and 32% believe that these goods are merely environmentally friendly on paper. Given that the percentages do not differ significantly (t value=0.132; p =.8955), both of these explanations are equally important.

Price and brand are the two major marketing factors that influence consumers' decisions to purchase eco-friendly tourism products (52% and 22%, respectively). The difference in their percentages is not statistically significant (t value = 1.326; p =.1874), indicating that both elements have an equal impact on consumers' decisions to purchase eco-friendly tourism products. The majority of respondents (64%), however, want their food products to be eco-friendly, indicating that they view eco-friendly products as both healthy and safe for the environment. As a result, the market can expand the range of food products to support the long-term growth of green marketing in the tourism sector.

Conclusion

The concept of sustainability holds significant value for the tourism industry, particularly for current and upcoming generations. This means that in order to ensure the long-term sustainability of tourist growth, a sufficient balance between the three dimensions needs to be maintained. Sustainability principles pertain to the environmental, economic, and socio-cultural aspects of tourism development. First and foremost, it is important to maximize the natural environment and cultural resources of the community in a tourist destination. Secondly, it is important to respect the social and cultural authenticity of the local communities and preserve their living traditions, cultural heritage, and local wisdom. Lastly, it is important to ensure that sustainable tourism practices are in place that will benefit all parties involved in the socioeconomic process, including fair business opportunities, steady employment and income, social services for the host communities, and the reduction of poverty (Tribe, J., P., 2009).

This essay examined the function of ethics and spirituality in advancing green marketing for the sustainable growth of the travel and tourism industries. The study's findings highlight how many respondents feel a sense of responsibility towards the environment and society, as well as being aware of the health risks associated with environmental deterioration.

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