



The Impact Of Sustainable Tourism Marketing on Tourist Behavior in Cultural Heritage Destinations

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Abstract

It is an undeniable fact that the tourism industry is increasing rapidly in states and other countries every year due to its contribution to the economy. The sector's contribution to the economic growth and development of countries through foreign exchange earnings and employment generation has made a significant contribution to the global travel market. Protecting the tourist destination's resources and ensuring its sustainability is essential for achieving a sustainable competitive advantage. Given the increasing pressure on natural and environmental resources today, the management of natural and cultural relics, which are more important than those of tourism, is one of the key issues to ensure competitiveness. Therefore, it is important to consider infrastructure at the destination, and the infrastructure approach provides an appropriate theoretical framework. Globalization, technological advances, and increasing numbers of tourists have stiffened competition among destinations and necessitated the modification of itineraries according to the tourist experience. Cultural destinations are of particular interest to tourists due to their history, culture, and traditions; This makes protecting their assets even more difficult. In this context, sustainable tourism emerges as a strategy not only for the promotion of destinations but also for the preservation of their natural and cultural heritage. This study aims to examine the effects of sustainable tourism behavior of consumers in historical contexts. At the research level, the concepts of sustainable tourism, sustainable space tourism, contextual characteristics, and tourism behavior are presented, and a conceptual analysis is carried out based on a review of national and international literature.

Keywords: Sustainability, Tourism, Marketing, Cultural Heritage, Tourist, Behavior

1.Introduction

Cultural heritage tourism is one of the growing fields with various new tourist destinations. Tourism helps in creating awareness among the people and strengthens the cultural identity of the people. Recent research shows that cultural tourism has become a key segment of the international tourism market, and interest in this category is increasing along with the rise of cultural activities. The cultural significance of tourism is not only the relics of the past but also the transmission of attachments and identities. In this context, historical sites function not only as abstractions but also as sites where people interact and create meanings. Though all traditions change with time and place, the uniqueness of each gives rise to its own meaning and spirit; It also made him popular. Biodiversity is as essential to nature as diverse world cultures are to humanity. Therefore, cultural diversity is a humanitarian concern and should be identified, supported, and protected for the sake of current and future generations.

When the cultural heritage tourism literature is examined, it is revealed that it has an interdisciplinary structure. Fields such as tourism studies, cultural studies, sociology, anthropology, and psychology address cultural heritage tourism with their own philosophical and methodological approaches. With the spread of

the experience economy in recent years, qualitative methods have increased in heritage tourism research. These methods focus on understanding the multifaceted nature of tourists' experiences at heritage sites.

Culture is an important and influential concept that shapes how people live, what they value, what they believe, and how they live their daily lives. This is the subject of debate in tourism theory and practice. How people travel depends heavily on their culture. This is especially true for cultural heritage tourism because history, symbolism, and cultural aesthetics play a crucial role in shaping individual and collective identities. Another important aspect of cultural heritage tourism is identity construction. Rapid changes in the contemporary world threaten people's sense of self, which further emphasizes the need to connect with the past. Heritage sites are important places where these connections can be re-established. In these spaces, tourists interact with cultural experiences while making meaning of the past and participating in the symbolic reconstruction of identity.

While economic benefits are the driving force behind tourism development, it comes at the expense of environmental, social, and cultural degradation. Visitors can help in many ways. They contribute to the local economy by purchasing local goods and services. They help the environment by being eco-friendly and choosing pleasure responsibly. They also contribute to socio-cultural sustainability through their experiences of the destination and their interactions with locals. Thus, visitors can contribute to the development of sustainable tourism, both physically and spiritually. According to research, visitors' positive attitudes increase their support for sustainable tourism. Indeed, sustainability can only be achieved if it supports the responsible behavior of visitors and their choices regarding sustainable products/services. Therefore, it is important to understand the impact of tourism and how to support sustainable tourism development. This knowledge will help to develop a more comprehensive approach to sustainability that incorporates the supply (presentation) and demand (visit) aspects of tourism.

2. Conceptual Framework

2.1. Sustainability and Sustainable Tourism

Changes in the world over the past 20 to 30 years have also affected mobility. The political and economic changes in the world have also contributed to the growth of tourism. A focus on sustainable growth is one of the key factors accelerating the pace of change in the industry. Sustainable development refers to the process of changing management, economy, technology, and institutions, transforming organizations to meet the needs of the present and the future (Budeanu, 2005). As best understood and defined, sustainable development is meeting present needs without compromising future benefits. One of the necessities for sustainable development is public transportation. After all, to create sustainable tourism at home or abroad, natural resources and sustainable tourism traditions can be completely destroyed. This undermines future tourism and undermines sustainable development. Sustainable tourism is an approach that emphasizes the importance of local communities and promotes the economic development of tourism. Since then, certification programs based on environmental performance and under various names have been established, with various awards/labels awarded to hotels, travel agencies and/or tourism associations. Since then, sustainable tourism has evolved into a more comprehensive approach, which refers to a fundamental understanding of the environment, which can be considered as a tool for economic growth, social well-being and environmental protection. As society has become aware of this, tourism policies and organizational initiatives have influenced all regions, allowing the concept to spread and to be given meaning and significance. (Kuşat, 2012: 228).

Tourism is an industry that relies heavily on data. While tourism is a tool for the development and protection of cultural heritage, the protection and enhancement of these heritage resources are essential for tourism purposes (Cherplan, 2013: 51). We cannot talk about tourism where cultural heritage is being destroyed. The growth of the tourism industry in a country leads to social and economic changes. Furthermore, the environmental impact of tourism was found to be increasing as the world population increases. The development of the tourism movement has also affected the environment, and the increasing



focus on the economic aspects of tourism has led to a focus on the relationship between tourism and the environment. (Wall, 2002: 90).

Sustainable tourism is a positive approach to reducing the negative impacts on the tourism industry, visitors, the environment, and host communities. This approach involves ensuring the sustainability of both natural and human resources. The concept of sustainable tourism refers to the relationship between tourism and the environment. Tourism is the largest consumer of natural resources compared to other sectors of the economy. (Kahraman & Türkay, 2014: 95). The environmental resources of a destination are among the most important factors driving tourist demand. These resources are an important factor in people choosing a destination, and if these resources are degraded, the attractiveness factors of the destination will be disrupted. The long-term continuation of destination attractiveness will be possible with the development of environmentally sustainable tourism.

2.2. Cultural Heritage

Traditional culture provides access to valuable studies from areas of interest, to strengthen people's connections with local environments and resources, promotes the advancement of knowledge and cultural development, and guides development. Hire a colleague or mentor, or a traditional practice facilitator in a traditional community, to be a strong role model, and attend spiritual healing regularly. Culture is a collection of unconscious and conscious beliefs about what is known, what can be proven, and what is most important. This is the richness and diversity of the city, including its artistic and cultural heritage, and its unknown cultural heritage such as language, culture, or football, music, and local entertainment (Fitri vd., 2015).

In treaties and international legal texts developed by international organizations such as UNESCO and ICOMOS, the concept of cultural heritage is divided into tangible cultural heritage, intangible cultural heritage, and maritime cultural heritage. Cultural heritage is divided into tangible and intangible cultural heritage. Movable cultural heritage includes paintings, sculptures, seals, manuscripts, and archaeological artifacts; intangible cultural heritage includes monuments, archaeological sites, historic city buildings, and other structures; maritime cultural heritage, including sunken ships, sunken cities, and towns; intangible cultural heritage includes oral traditions, performing arts, and festivals; And natural heritage includes cultural lands, cultural landscapes, and natural areas, which include physical, biological, and geological formations. (UNESCO, 2024).

2.3. Sustainable Tourism Management and Marketing in the Context of Tourist Destinations

Tourism operates within a complex environment of economic, social and political incentives that influence politics and business activity, crossing traditional institutional boundaries and connecting various stakeholder groups. Because the tourism industry crosses boundaries and is socially embedded, it affects collaboration and entrepreneurship. It's also harmful to the environment. Sustainable development requires the integration of various environmental, social, and economic factors in order to be sustainable. (Kernel, 2004: 151).

Tourism is a growing industry | The number of tourism products and services is increasing. Tourism is becoming more and more important, and tourism is becoming more and more important every year. This rapid growth has created a wide range of tourism products and destinations. Therefore, there is a need for new forms of tourism, such as microtourism, experiential tourism and rural "experience" tourism. (Lordkipanidze et al., 2005:788). The search for alternatives in tourism is seen as a new policy to prevent the rapid destruction of the environment and social fabric. Tourism, which is mainly based on natural resources, is very compatible with the concept of sustainable development. However, Butler also points out that the need for sustainable development and tourism to coexist makes the facts acceptable. Butler reveals two sides of the truth.

Sustainable tourism concepts have been developed and applied in tourism for decades and are widely discussed in national and international literature, books, and policies. It has become a popular tool in

tourism planning, development, and conservation, covering all aspects of tourism (protected area tourism, hotel management, whale watching, scuba diving, space tourism, etc.). Although recent developments in economics demonstrate the economic importance of the environment and the availability of environmental solutions, a new way of thinking about environmental impacts is needed. (Garrod & Fyall, 1998: 203).

Today, sustainability is one of the new development trends in all forms of development, including tourism. The concept of sustainability has been applied to the tourism sector in a variety of ways: internationally, nationally, and locally, at the public and private levels. Some private companies are more environmentally conscious in their policies. However, it's unclear whether this is based on a genuine concern for the environment or just a business strategy to appeal to customers and try to delay corporate regulation. For example, Butler argues that the tourism industry has embraced sustainability for many reasons beyond marketing (Kuo & Hsiao, 2007: 8).

Over the past decades, individuals, organizations, and governments have made considerable efforts to identify resilience factors and to develop methods for assessing and implementing these factors. The recruitment process has become an important part of this process. Based on the research adopted as principles of sustainable tourism in different regions, they have been widely applied and further developed in different regions of the world. This is especially important when launching sustainable tourism programs in new destinations. To demonstrate the effectiveness of a program, it's important to have detailed knowledge of your current practice and regularly evaluate its use (Twynam & Johnston, 2002: 1165). Another aspect of the sustainable tourism management framework is the concept of sustainable infrastructure. However, the concept of sustainable products, in and of itself, has been considered a marginal economic benefit considering the "quality of life" rather than the taxation of the quality of life. Typically, this stems from the strength of conservation issues in areas where cultural and environmental sites are protected rather than a conflict of interest. Although several studies have discussed the importance of ensuring cultural, social, and environmental sustainability in tourism sectors, such funding has not been proposed. A systems perspective that encompasses the tourist destination and emphasizes the relationships between tourists has not been well developed in the literature (Nortcote & Macbeth, 2006: 200).

It is in the teaching done through short training sessions that input analysis presents a problem. The concept of carrying capacity, a term that refers to a specified limit, is characteristic of the view of the installation. McCool argues that a good evaluation plan requires an evaluation plan that focuses not only on clarity of purpose in terms of inputs, but also on outputs. Clearly, an evaluation framework should give inputs and outputs equal consideration, and treating a phenomenon as part of a broader research-based framework is the best way to address this (Tosun, 2001: 290–291).

2.4. Destination Marketing

There are various debates on the concept of destination in the tourism literature, and it is not possible to discuss a standard definition of destination. Destination can be defined as: (i) destination, delivery or pickup, (ii) specific travel purpose (2021). On the other hand, a tourist destination can be defined as: (i) an attractive place that offers tourists recreation and leisure opportunities due to its demonstrated natural or cultural value, historical significance, natural or built tourist cultural value or beauty, and is exciting, (v) a place where tourists can spend the night (Fyall vd., 2012).

The World Tourism Organization defines regional tourist destinations as physical places that encompass tourist experiences and services, such as tourist services and entertainment. They have physical and administrative features that define their leadership positions, and images and perceptions that define their competitiveness in the marketplace. Community tourism brings together a variety of stakeholders, often including host communities, and they can cooperate and collaborate to create larger destinations. They are important centers for importing tourism goods and enforcing tourism policies (Susila vd., Alıntı 2024).

Tourism destinations are among the most difficult to market, involving many stakeholders and brands over which the tour operator has very little influence. (Xu vd., Alıntı 2020). Place loyalty is a key indicator



of successful destination marketing because it predicts customer loyalty and interpersonal behaviors such as ambassadorship and advocacy in commercial settings. On the other hand, the determining factor for a geographical location to obtain the status of a tourist destination is not its size or geographical boundaries, but its ability to attract tourists and satisfy their needs. A tourist destination consists of several parts, such as (Aktan vd., 2022).

- Attraction: encourages tourists to visit a specific tourist destination.
- Their proper services: accommodation, food, recreation, entertainment, and other services.
- Accessibility: In addition to visiting certain cultural attractions in the city,
- Development and landing of the transportation future associated with the destination.
- No affinity: pre-arranged packages from tourist vendors and businesses.
- Activities - All non-host disadvantages that users can benefit from when visiting a specific tourist destination.
- Support services - base developed ideas that are carried out by designated organizations to meet the needs of tourists (Aktymbayeva vd., 2023).

2.5. Anti-Marketing Approach and Sustainable Tourism

When examining the relevant literature, scholars studying scarce resource management and the scarce demand generated by mass tourism generally suggest more appropriate and viable markets for supplementary activities. However, common to all cases is the natural environment, and many recreational and tourism activities based on the natural environment have been encouraged for tourists to use, in response to the problems encountered. A growing concern for environmental sustainability, and therefore the various measures taken for the experience of nature, is to maintain the recyclability of the resources used in tourism experiences at an acceptable and sustainable level so that future generations will be able to use those resources. With the growing demand for nature-based tourism destinations, non-marketing has become an important control tool and has allowed these destinations to be environmentally and economically sustainable. (Magalhães vd., 2017).

Beaton (2001), from a tourism perspective, defines more than sustainability as a place that has exceeded its capacity in terms of visitor numbers before reaching a suitable level of regeneration. While increasing visitor numbers increase revenue, the pursuit of financial gain often leads to environmental degradation. Access control of nature-based tourism is important because the sustainability of nature depends on the number of visitors, and disturbance of nature will represent a detriment to tourism in nature-based tourism. (Beaton, 2001).

Wearing and Neal (2009) propose non-marketing as a control tool in ecotourism management. He considers the non-marketing concept to be a very effective strategy as it will allow visitors to have controlled access to ecotourism destinations with limited resources. Ware and Neal (2009) listed the most important non-marketing practices that can be adopted in these destinations, such as fixing prices, restricting access through queuing, and encouraging various negative promotional strategies. In terms of environmental management and sustainable tourism, the National Parks Canada Environmental Sustainability Panel has recognized non-marketing as a management tool recommended by Parks Canada (Wearing & Neil, 2009).

2.6. The Impacts of Sustainable Tourism Marketing on Cultural Heritage Destinations

It is generally accepted in the tourism literature that destination image plays an important role in destination choice. A well-coated floor is preferable to a bare or rough floor. (Kotler et al., 2017). Understanding the attitudes and perceptions of the people in the target market is important for marketers to promote the destination to the target audience through appropriate communication channels. Methods of communication and access to information have changed dramatically over the past two decades. This

change has been driven by advances in technology, changes in tourist behavior, the emergence of new tourist destinations, and increased competition among tourist destinations. (Echtner & Ritchie, 2003).

A review of the cultural heritage tourism literature reveals an interdisciplinary structure. Fields such as tourism, culture, sociology, anthropology, and psychology address cultural heritage tourism with their theoretical and methodological approaches. (Timothy and Boyd, 2003). Recreational motivation is important in the development of cultural heritage tourism. In postmodern tourism, cultural experiences are increasingly related to entertainment (Richards, 2020). Through tools such as participatory workshops, digital navigation applications, and interactive exhibits, visitors are educated and entertained. At the same time, they can build deeper connections to heritage. This change is driven by new methods that allow for more powerful conversations, especially with a new generation of tourists interested in social media. (Richards, 2018).

To gain a competitive advantage in the tourism market, it is important to have a good understanding of the potential impact of a destination on tourist demand. Tourism wealth in a destination can be said to be a comparative advantage. The comparative advantage of international firms will provide a competitive advantage in the future. However, environmental protection plays an important role in the use of these materials. For unless a permanent discovery is made, it is impossible to speak of the competition and profitability of tourism. Our sustainability depends on the efficient and sustainable use of these resources. Preserving the history, culture, and natural resources of the tourist area will continue to attract tourists in the future. Meanwhile, destinations' ability to translate their comparative advantages into competitive advantages will enable them to continue to increase their share levels and competitiveness. (Chen & Tsai, 2007).

Tourists' environmental and cultural awareness has increased significantly in recent years. This trend has led to an increase in demand for travel destinations that incorporate environmental principles. Tourists don't just want to see the past; They also want to experience local culture, support environmentally responsible businesses, and contribute positively wherever they go. Moreover, vulnerability assessment is crucial to understanding the impacts of climate change (Font and McCabe, 2017). Tourism plays a crucial role in preserving, restoring, and passing on cultural heritage sites to future generations. It brings many benefits such as strengthening the destination brand, increasing tourist satisfaction, building loyalty to the destination, supporting local communities, and protecting the environment. Therefore, economic models applied to cultural heritage sites should be regulated according to conservation principles. This approach is essential not only for long-term tourism but also for the effective management of cultural heritage. (UNESCO, 2023).

3.Conclusion

In recent years, concepts such as environmental awareness, environmental values, and environmental sensitivity have gained importance in tourism demand and are seen as effective. Therefore, care should be taken to develop and increase the diversity of eco-friendly tourism products and values while protecting the natural values influencing the demand of the target audience. Environmentally conscious tourists will look for alternative destinations with untouched natural structures. It is therefore important to identify the environmental resources of places and prevent their misuse for tourism purposes. It is not possible to protect environmental resources without the involvement of destination stakeholders (tourism businesses, local government, and local people).

Sustainable cultural heritage management is a process that seeks to recognize the overall value and importance of a cultural heritage site, preserve, protect, and value it through a sustainable and accessible approach, improve current resources and fulfill needs, and establish policies, plans, and outcomes for the short, medium, and long term. Updates to research and education. Management plans for protecting and preserving cultural heritage sites aim to protect and develop the outstanding universal value of the site for



present and future generations and take action to achieve it. Basic strategies and action plans should be determined to achieve these goals.

Therefore, the physical, economic, and social carrying capacity must be determined by seeking the views of stakeholders. But it's not easy. In particular, the environmental damage caused by industrial activities in Poland that occurs at certain times of the year can be overlooked. This condition can exceed the carrying capacity. Exceeding carrying capacity will lead to lower projects, more construction, higher prices, and ultimately a poor tourist experience. Improving the content of your marketing destination and ensuring a positive visitor experience are as important as maintaining a competitive advantage. In order to sustain the competitive advantages of tourism destinations, it is important to identify and define primarily regional and local unique attraction resources. In particular, it should not be forgotten that natural and developed resources are attractive elements that drive the demand for a tourist destination. Environmentally friendly new products should be developed to increase the diversity of products while protecting the environmental values that the tourism destination has, and which enhance the motivation of the target audience. In doing so, quality and price superiority should also be ensured. When evaluating the competitiveness of a destination, threats to the rare and inimitable resources of the region should be neutralized, and strategies should be developed that will give an advantage over competitors.

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