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Sustainable marketing strategies and challenges in tourism business

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Abstract---Marketing services and goods to village generally referred as Sustainable marketing. By adding the term agricultural marketing its scope can be extended, that focus the production flow from Sustainable to urban areas. Leading to exchange between urban and Sustainable market the Sustainable marketing include distributing Sustainable specific product, price, Sustainable specific service, developing process and promotion. Sustainable marketing focus on achieving the goals of organization and satisfying the demand of customers. Due to recent increase in the Sustainable incomes for a concentrated marketing the Sustainable marketing offer a great scope. The Sustainable marketing is a great part of any economy and it has a huge potential, this is why marketers recently realized a great opportunity in this developing concept.

Keywords---sustainable marketing, village, agricultural marketing, economy.

Introduction

According to the person that takes part in the marketing the concept of Sustainable marketing can differ. This disarray prompts misshaped comprehension of the issues of Sustainable marketing and, all the more frequently discernments. In any case, Sustainable marketing and Sustainable markets have extraordinary highlights when contrasted with urban markets. Because of the recent increase in the Sustainable per capita incomes and the probability that livelihoods for concentrated marketing effort Sustainable markets offer great scope. Due to higher prices for agricultural products and better production the income will enhance faster. In the past one decade the Sustainable market has radically changed. For the corporate a decade ago it is consider as a more unstructured target location. In these market very few agro-based organizations were focusing. For lower level of awareness amongst Sustainable peoples and leading to the poor reach of products lack of technology and Illiteracy are the other factors.

Sustainable Marketing Nature

It can defined as a two way marketing process to the Sustainable marketing. For production or consumption into Sustainable market there is inflow of products and to urban areas there is also an outflow of products. The transaction can be as follows in two ways marketing process: 1) Sustainable to Urban: In this transaction the Sustainable products are come for sell in urban market. It cannot be direct. For selling the grains, fruits, pulses, vegetables etc generally they have government co-operatives, middlemen, agencies etc. 2) Urban to Sustainable: By urban markets in Sustainable areas it includes the selling of services and products. It involves Consumer durables, Pesticides, FMCG Products etc. 3) Sustainable to Sustainable: To another village in its proximity it include the selling of carts, agricultural tools, cattle ect.

Over the years it is seen that the Sustainable market is continuously growing. For the individuals who can understand the energy of country markets and press those furthering their best potential benefit the Sustainable market provide several opportunities. As differ from urban markets the Sustainable markets possess special features and extremely unpredictable. The featured populace is transcendently ignorant, have lower and unpredictable pay levels. Due to inconsistent income they do not possess a predictable or stable reaction pattern. They don't have a steady or an anticipated response example because of conflicting pay. Interest for an item relies upon the accessibility of necessities like hospitals, power, schools and transportation. In the Sustainable sector the Sustainable markets hugely depend on the contribution of government.

Method

For Sustainable marketing the considering nature in which the Sustainable market works and other related issues, it is conceivable to advance successful methodologies. Some general characteristics that help the market segmentation include cropping pattern, land holding pattern, progressiveness of farmers, irrigation facilities; occupation categories, mix of enterprise, sociological factors,

education levels and proximity to towns or cities. It will be ideal to think of strategies for Sustainable market from the mix point of view of market, fundamental methodologies are identified with promotion, price and place. 1) Promotion Strategies related to Promotion. Within marketing of Sustainable produce to other areas and Sustainable areas to improve the system of marketing it is make a great effort. The marketing forces affect by the globalization. There need to develop the promotion strategies so that the correct product can reach to the correct person; 2) Strategies related to Distribution. With the village that has less population the most marketing men and manufacturers set an arrangement of distribution. Particular for Sustainable areas the distribution strategies set are including: distribution up to feeder markets, multi-purpose distribution centres, agricultural input dealers, through co-operative societies etc; 3) Strategies Related to Pricing. The strategies which are related to pricing are highly linked with product strategies.

This type of some strategies are as follows: (a). Reusable packaging and Refill packs: In HDPE or LDPE sacks organization have started packing fertilizers, they are reusable and tamper proof. (b). Cheap or low cost products: This strategy is commonly used by several marketing men and manufacturing person. By small unit packing the price can keep low. (c). Sophisticated packing avoids: The simple packages that can bring down the cost is presently being done. For Sustainable markets in packing technology some advancement is very essential. 4) Strategies Related to Product. For Sustainable consumers and Sustainable market the strategies of meaningful product are as follows: (a). Brand Name of Brand: For Sustainable consumers a logo or brand name is very necessary so the people can remember that easily. (b). Low priced packing and small unit: The whole Sustainable community can try so the main target in the low priced packed is to keep the piece low. In all kind of product this is not possible, but the market is bound to expand this can be resorted. (c). Design of new product: For Sustainable areas keeping their lifestyles in view in term of design of new product the marketing and manufacturing men can think.

Sustainable Marketing Scope for Business Development

Below are the few points why organizations are looking at Sustainable marketing with a positive attitude: 1) As compare with Urban the market rate is higher: In Sustainable areas according to a survey the growth rate of durables market and FMCG market is higher. More than 50% of Sustainable market share for products like cooking oil, talcum powder, hair oil, toilet soaps and much other small business; 2) Consumption Growth: In purchasing power of Sustainable consumers there is a growth; 3) Advantage of Life Cycle: In Sustainable market the product that attained the maturity stage in urban market are still in growing stage; 4) Huge Population: On the basis on a survey the census Sustainable population is 72% of total population and over a wide geographical area it is scattered; 5) Sustainable Marketing is not very costly: The Sustainable marketing is not very expensive. Generally it takes very less cost for promotion and development as compare with urban marketing; 6) Sustainable Prosperity Rising: Due to remittance of money, industrialization, farming practices, migration to urban areas and contract farming the average income level is increased; 7)

Lifestyle Changing: It is changing considerably the lifestyle of Sustainable consumer.

Sustainable Marketing Challenge

In spite of the way that Sustainable markets are a tremendous appreciation for advertisers, it is difficult to enter the market and take a sizeable portion of the market, in the brief span because of the accompanying reasons. 1) Promotions Media: Radio arrives at enormous populace in Sustainable areas at a moderately ease. Nonetheless, reach of formal media is low in Sustainable family units; hence, the market needs to attempt explicit deals advancement exercises in country zones like taking an interest in suppers or fairs; 2) Problems of communication: In Sustainable areas facilities like mobile phone and internet are rather poor; 3) Factors related to cultural: Culture is an arrangement of shared qualities, convictions and observation in Sustainable area. It is hard to alter an item as per their social rules and belief; 4) Low Literacy: In Sustainable areas there are not appropriate opportunities for education. So literacy rate is lower in Sustainable areas; 5) Problems related to warehousing: To Sustainable parts the State Warehousing Corporation and central Warehousing Corporation do not extend their services; 6) Traditional Life: Generally the life in Sustainable areas still ruled by traditions, customers so they do not easily accept the new technologies; 7) Transportation: Many Sustainable areas do not connect properly with transportation medium. So it very difficult to transport all type of services to all parts of Sustainable areas; 8) Decisions of Buying: Sustainable consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied, do they buy the product.

Many factors influence "Sustainable Marketing Strategies and Challenges in Tourism Business" apart from those discussed in this article, including: Attractiveness: (Yacob et al., 2020), (Mulyani et al., 2020); Competitive Strategy: (Prihartono & Ali, 2020), (Yacob et al., 2020); Competitive Advantage: (Sutiksno et al., 2017), (Octavia et al., 2020), (Prihartono & Ali, 2020), (Desfiandi et al., 2017); Customer Satisfaction: (Limakrisna & Ali, 2016), (Ali, Limakrisna, et al., 2016), (Mappesona et al., 2020), and (Sulistiorini & Ali, 2017); Promotion: (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020); Resources: (Desfiandi et al., 2017), (Yacob et al., 2020), (Mansur & Ali, 2017), (Desfiandi et al., 2019), (Ali, Mukhtar, et al., 2016).

Conclusion

Marketing services and goods to village generally referred as Sustainable marketing. By adding the term agricultural marketing its scope can be extended, that focus the production flow from Sustainable to urban areas. The Sustainable marketing is a great part of any economy and it has a huge potential, this is why marketers recently realized a great opportunity in this developing concept. Because of the recent increase in the Sustainable per capita incomes and the probability that livelihoods for concentrated marketing effort Sustainable markets offer great scope.

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