

A Greener Claver: A Qualitative Study of Green Marketing Strategies for Sustainable Tourism Industry

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Abstract: Sustainable tourism development has gained global momentum, contributing to economic growth and cultural exchange. However, this growth has led to environmental degradation and socio-cultural impacts, necessitating the adoption of sustainable practices. While extensive research acknowledges the importance of sustainability in the tourism industry, a gap remains in understanding the practical implementation of green marketing strategies in specific contexts. This study seeks to address this gap by examining the application of green marketing strategies in Claver's sustainable tourism industry in the Philippines—a region known for its mining activities. The central objective of this research is to comprehend and evaluate the effectiveness of green marketing tactics in promoting sustainable tourism practices within Claver's unique context. Employing a combination of focus group discussions (FGDs) and semi-structured interviews, the study delves into key stakeholders' perspectives, challenges, opportunities, and strategies for incorporating green marketing principles into Claver's tourism sector. The study's findings illuminate a diverse landscape of stakeholders, each possessing distinct expertise, experiences, and viewpoints. These stakeholders include local businesses, community members, government officials, non-governmental organizations (NGOs), and proponents of community-based tourism. The analysis unveils Claver's operational and potential tourist attractions, underscoring the region's untapped potential for ecotourism and cultural immersion. Furthermore, a SWOC analysis reveals the strengths, weaknesses, opportunities, and challenges inherent in Claver's tourism sector, providing valuable insights for formulating targeted green marketing strategies. The identified green marketing strategies encompass a spectrum of initiatives aimed at capitalizing on strengths, addressing weaknesses, leveraging opportunities, and tackling challenges. These strategies underscore the enhancement of Claver's image by showcasing its scenic beauty, fostering collaborations with local businesses, and promoting guided tourism experiences. Additionally, the study emphasizes the significance of addressing obstacles such as negative perceptions stemming from mining activities, waste management issues, and remote accessibility challenges. This research highlights the potential of green marketing strategies to advance sustainable tourism practices in Claver. By aligning tourism development with ecological and community well-being, green marketing holds the potential to instigate positive change. The study's insights contribute to the discourse on sustainable tourism by offering context-specific strategies to bolster environmental preservation, economic advancement, and local community empowerment. Ultimately, the findings underscore the pivotal role of strategic green marketing in shaping a more sustainable and ecologically-conscious future for Claver's tourism industry.

Keywords: Sustainable Tourism, Green Marketing, SWOC Analysis, Municipality of Claver

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