

Sustainable Marketing in Enhancing Customer Consumption in Tourism Industry in China

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Abstract: In China, there are many weaknesses related to the development of the hospitality and tourism market. Nevertheless, regarding to marketing, it is necessary to have more well prepared marketing practices in order to build some replaceable types of sustainable tourism following customer requirements and current trends at the time. The research is conducted with the purpose of making an intensive analysis of the importance of sustainable marketing in enhancing customer consumption in tourism industry in China. This paper also proposes some solutions to enhance sustainable tourism in China.

Keywords: Sustainable Marketing; Tourism Industry; Sustainable Tourism.

1. Introduction

Recently, tourism has become an important sector around the world, it has an essential contributing in the economy for developing or developed countries at both. Although its vital role, it has subsequently raised several critical issues related to marketing of tourism [1]. Due to the over-developing on tourism marketing that focusing on raising tourists number for more benefit, tourism makers had an unbalanced review on marketing, this in turn has caused a many negative effects of tourism. What led to attract of harmful number of visitors, what draw attention to the need for balance in marketing and adapted it for create sustainable tourism, that has been affirmed as a new direction of tourism, but its application practice remains difficult [2]. These issues open the discussion in how we improve marketing for achieving goals of tourism despite the negative impacts of traditional marketing. In other words, how we can adapt marketing with the principles of sustainable tourism, what should be in the mix, and what the additional techniques and approaches can be used in the process [3,4]. Building a suitable definition of sustainable tourism regarding marketing aspect, in other words, is the understanding of a tourism business in an intensive manner, and paying attention to all stakeholders in the business' relations in all levels. It is said that a distinction is raised between sustainable and sustainability marketing. Sustainable marketing means a relationship with loyal customers, while sustainability marketing is more related to sustainable development. Giving a suitable concept to sustainable tourism activities, some researchers emphasize the fact that such concept should be built based on current and future consumer behaviors and attitudes [5]. Therefore, they should make a careful analysis of the impact of consumer behavior on tourism marketing from different perspectives [6].

Practically, in China, there are many weaknesses related to the development of the hospitality and tourism market. Nevertheless, regarding to marketing, it is necessary to have more well prepared marketing practices in order to build some replaceable types of sustainable tourism following customer requirements and current trends at the time [7]. Theoretically, there is not much research on tourism market related to sustainability. There has been no research on sustainable marketing in order to enhance consumer consumption in Chinese tourism industry. This creates a research gap and this

research is conducted to fulfill this gap. Beginning with the assumption that ideas and opinions provided by final consumers may be helpful to build a policy on sustainable marketing to support tourism development, the research is conducted with the purpose of making an intensive analysis of the importance of sustainable marketing in enhancing customer consumption in tourism industry in China.

2. Literature Review

There are many different marketing transitions or changes, but in the current era, the most highlighted in such transitions and changes is the change to sustainable marketing. The operations of businesses have a bad impact on the environment in particular and the whole society in general [8]. Marketing experts always confirm their role in giving a certain influence on consumers, maybe towards changing their ideas and attitudes, or encouraging them to make more buying decisions towards sustainability. Bettering the impact of business operations needs to be paid much attention to. In the perspectives of many marketing experts, conducting sustainable marketing is a necessity, because the globe needs to follow the principles of sustainable marketing to ensure its development.

Sustainable marketing is so different from other marketing strategies. Regarding its nature, knowledge on sustainable marketing is not as important as actual practice. Giving a marketing expert a responsibility of conducting marketing practices may sound easy to any outsiders. In case that the business owner has a meeting with his teams about the business' revenue over years, he will know that sustainable marketing can bring to the business much more profits, including both tangible and intangible ones [9]. This is the reason why sustainable marketing practices need to be conducted in some several steps. In general, marketers cannot totally change the goal and direction of any business, and there are many manners in which business owners can direct their businesses towards the area of sustainable marketing. The first manner is through the development of products. Marketing experts can cooperate with product developers and other key human resources to obtain sustainability and profitability. The concept of sustainability must be taken into consideration at every state of the process of product development, including firstly built idea, preparing raw materials, and packing products, etc. It is not simple at all. A

certain product may seem to be green regarding some certain aspects, but in fact it may not be green after all. For example, customers may buy a toy made from recycled plastic but with a non-sustainable package. Therefore, one of the most important is to consider the life cycle of any product, regarding social and environment aspects [10]. The second manner is through strategy. If the organization is ready to practice sustainability, the importance of marketing strategy is enhanced. Many issues related many have a direct impact on marketing strategy towards sustainability. There are many strategies available that marketing experts can make use of. For instance, hotels and restaurants have some certain tips such as reducing sizes of plates and informing of food waste as well as sanctions for food waste. An increased interest is proven in customer behaviors. With the application of marketing strategies that are useful in decreasing wastes and costs, marketing experts can help both businesses and their customers meet their goals while still directing towards sustainability. The third manner is through advertisement or branding practices [11]. Marketing communication is “a cultural enterprise that has a cultural impact”. Creating a message for a brand is considered a useful marketing tool that any marketing expert can have. In some cases, marketing experts can show their power in order to help create branding and messaging practices in order to direct customers towards sustainability in making buying decisions. For a marketing expert, among the most interesting things, analyzing and observing how a marketing strategy can have certain impacts on customer behaviors in order to create new buying trends and cultures seem to be the most one. To practice sustainability marketing, it must be started with marketing consumption [12].

Tourism has appeared for a long time in human history and today tourism has become an important source of income for many countries and economies around the world. The meaning and importance of tourism has been recognized as an essential activity for the lives of peoples due to its direct effects on the social, cultural, educational, social, and economic part in each economy as well as in international relations [5]. Tourism development is an increase in income and scale of the tourism industry along with a change in the quality and structure of the tourism industry towards progress and efficiency. Developing tourism is to better meet the needs of tourists, bring increasing economic, political and social efficiency and expand benefits for localities, tourism countries, and businesses.

Sustainable marketing in tourism is not separate from sustainable development in general. Because, talking about sustainable marketing in tourism is talking about sustainable development in an industry or field, in interaction with other industries, fields and regions and in the common sustainable development of the locality and country [13]. Up to now, sustainable marketing in tourism has been mentioned by many researchers in their research. Scholars share the same view that sustainable marketing is a development process that is maintained in a certain space and time, that development does not reduce people’s adaptability while still being able to prevent negative impact on long-term development. Meanwhile, sustainable marketing in tourism is the process of developing tourism products to meet the current needs of visitors, the tourism industry and local communities without affecting ability to meet the needs of future generations.

Sustainable marketing in tourism is the development of tourism activities to meet the current needs of tourists and

indigenous people while still paying attention to the conservation and embellishment of resources for development activities for future. Sustainable marketing in tourism will go hand in hand with resource management plans to satisfy people’s economic, social and aesthetic needs while maintaining cultural integrity and diversity, the development of ecosystems and the systems that support human life. In addition, sustainable marketing in tourism is understood as tourism development that meets the present needs of tourists and local communities while protecting and enhancing opportunities for the future [14].

Sustainable marketing in tourism meets the following requirements. Firstly, tourism resources (natural, historical, cultural, etc.) are protected in a manner suitable to enable them to be used in the future, while still bringing benefits to society in the present. Secondly, tourism development planning and management is carried out in an appropriate manner to avoid causing serious ecological, cultural and social problems in the relevant area. Thirdly, overall quality of the environment in tourist areas is preserved and, where necessary, improved. Fourth, visitor satisfaction levels should be maintained to ensure that the destination continues to attract and maintain its commercial potential; and tourism brings broad benefits to members of society.

Simply put, sustainable marketing in tourism is tourism marketing that takes into account the current and future economic, social and environmental impacts, the needs of tourists, the industry, tourism, the environment and the development of communities [15]. Sustainable marketing in tourism is closely related to the managed exploitation activities of natural and human values to satisfy the diverse needs of tourists, with regard to the long-term economic benefits in the tourism industry while ensuring the contribution to the conservation and embellishment of resources, maintaining the cultural integrity to develop tourism activities in the future; for environmental protection and contribute to improving the living standards of local communities.

Clearly, there are many studies on sustainable marketing but there has not yet any studies on sustainable marketing and its impact on customer consumption in tourism industry in China. Therefore, this research is conducted to fulfill this research gap.

3. Research Methodology

3.1. Methodology

This paper applied qualitative methodology for research. In order to serve the research objectives and perform the tasks of the paper, we applied the following methods. Firstly, methodology of dialectical and historical materialism of Marxism-Leninism, which is a general methodology for the research methods of the thesis, used throughout the process of research and development of this paper. Secondly, method of systemizing, which was used to systematize theoretical issues about sustainable marketing in tourism on the basis of inheriting theoretical research results of published works. Thirdly, methods of collecting, analyzing, synthesizing and comparing, which was used to study the experience of sustainable marketing in tourism model, on that basis to synthesize, analyze and draw lessons for China. This method was also be used to analyze and evaluate the current situation of China’s tourism development during the research period. Fourth, method of forecasting, which was applied to forecast

factors affecting sustainable marketing in tourism in the future such as forecasting the situation and international and domestic fluctuations, market demand, shifting trends, the impact of domestic and foreign economic, social, and scientific and technological factors on China's sustainable marketing in tourism in the short and long term, etc. The above methods were used flexibly, interlaced, and combined to promote the synergistic effect towards accomplishing the research objectives.

3.2. Data Sources

For the research objectives to be met, secondary sources were applied. In this paper, we collected secondary data from many different kinds of sources, including reports of Chinese governmental agencies, data from websites of tourism businesses and organizations in China, articles, journals, peer-reviewed papers, etc. After secondary data were collected, we selected the most reliable ones and proceeded the analysis of those data. We also systemized those data, synthesized them and arranged into different aspects for more convenient analysis.

4. Findings and Analysis

4.1. Expert Knowledge on Sustainable Tourism

The view of sustainable development has been increasingly supplemented and has gradually come to the most general awareness of the content of this concept, in which, sustainable development is a development that achieves a harmonious, close combination between all three aspects (pillars) of economy, society and environment [16]. However, determining how the relationship between the three pillars of sustainable development is "harmonious", "close" and "reasonable", in general, studies have not paid enough attention. Recently, a number of studies on sustainable development, placed in the new context of globalization, international integration and climate change, have focused further analysis on this issue. Sustainable development is a development based on a combination of a country's internal resources with the strength of international integration, in order to create and maintain first of all sustainability in economic growth, and at the same time, sustainable development. The achievements of economic growth have both positive spillovers and are bound by the requirements of social and environmental aspects, towards the goal of human development [17]. It is necessary to clarify the content and relationships, ties, links as well as the correlation between economic, social and environmental pillars in sustainable development as the above approach. On that basis, it can be clearly seen that sustainable development is a development that achieves sustainable economic growth while promoting progress and increasing social justice and is based on exploitation and use of resources rationally and economically using natural resources, effectively preventing, preventing, treating and controlling environmental pollution and developing renewable resources. Accordingly, sustainable development includes three basic contents (pillars) as follows.

First, sustainable economic growth i.e. growth at a reasonably high rate, long-term stability. Quality growth is based on the efficient exploitation and use of development resources and is associated with the process of socio-economic restructuring in the direction of progress. A reasonably high and stable long-term growth rate is assessed by measures (criteria) that are built in accordance with the

potential of resources and that must be achieved in the long term. Socio-economic restructuring in the direction of progress is a shift towards a socio-economic structure capable of making the best use of development resources associated with model innovation in growth from growth in breadth to growth in depth, in order to achieve the goal of stable growth and increase the endogenous capacity of the economy [8].

Second, sustainable economic growth while promoting progress and social justice achieve higher and higher: Reasonable and stable high economic growth creates conditions for employees to have the opportunity to participate in work, the unemployment rate decreases, income is increasing; positive spillover effects on poverty reduction, poverty reduction, sustainable poverty eradication (re-poverty is controlled). Economic growth at the same time ensures the ability to access resources, access to public services (health services, education, community service works) of all economic sectors and of all people [18].

Third, sustainable economic growth on the basis of exploiting, rationally and economically using natural resources, effectively preventing, preventing, treating and controlling environmental pollution and developing natural resources. The process of economic growth must ensure economical and efficient use and not over-exploit natural resources, and at the same time regenerate and develop renewable resources; develop environmentally friendly growth plans and take synchronous measures to prevent, treat and effectively control environmental pollution during the growth process [19]. Economic growth achieved on the basis of rational and economical exploitation and use of natural resources not only does not degrade the quality of the environment but also creates resources and conditions for good protection of the living environment, conserve biodiversity, overcome degradation and improve environmental quality.

In general, sustainable tourism is not separate from sustainable development in general because speaking of sustainable tourism is talking about sustainable development in an industry or field, in interaction with other industries, fields and regions and in the common sustainable development of the locality and the country.

4.2. Sustainable Tourism Evaluation Criteria

There have been many research works providing sets of sustainability indicators in tourism development, in which some sets of indicators aim at the general assessment of sustainable tourism, others give sustainability indicators in each type or field of tourism activities (such as sustainability index in travel activities, in accommodation business, in destination management, sustainability index for some specific types of tourism, etc.). These indicators include:

Sustainable and effective management, including: (1) Implement a long-term sustainable management system suitable to the scale and capacity, paying attention to solving environmental, socio-economic issues, culture, quality, health and safety; (2) Comply with national and international laws and regulations (such as regulations on health, safety, labor and environmental factors); (3) Employees receive periodic training on their role in managing environmental, socioeconomic, cultural, health and safety applications [2].

Enhancing benefits in the socio-economic aspects in localities to decrease adverse influences, including: (1) Prioritizing local authorities for recruitment and training; give preference to locally produced goods and services, unless the

product is not suitable; (2) Create conditions for local small production establishments to develop and sell sustainable products based on the specific characteristics of nature, history and culture of the region; (3) Having a code of conduct appropriate to the activities of the indigenous community; (4) Tourism activities do not affect the livelihoods of local people [20].

Maximize benefits to the environment and minimize negative impacts, including: (1) Conservation of resources (including: i. The implementation of a policy that prioritizes products that are locally appropriate, being environmentally friendly; ii. Carefully consider the sale of non-biodegradable goods, reduce waste generated; iii. Reduce energy use, encourage the use of renewable energy; iv. Save water consumption and sustainable use of supplies, without affecting environmental flows); (2) Reducing pollution (including: i. Controlling emissions, limiting and reducing the greenhouse effect; ii. Wastewater must be treated and only reused or safely disposed of without causing impact on local people and the environment; iii. Limiting waste that cannot be reused or recycled; iv. Limiting the use of hazardous chemicals or replacing them with non-toxic products, managing strictly store, use, transport, and treat chemicals; v. Apply regulations to minimize pollution of noise, light, wastewater, eroding substances, ozone-depleting compounds and air and soil pollutants); (3) Conserve biodiversity, ecosystems and natural landscapes (including i. Do not capture, trade or consume wild animals unless permitted by law; ii. Do not import alien species that invade native ecosystems; iii. Contribute to the conservation of biodiversity; iv. Limit and restore any negative impacts on the ecosystem as well as contribute a fee to the local community) [21].

4.3. Sustainable Tourism: From Awareness to Practice

From the analysis in section 4.1, it can be seen that sustainable tourism is a development that reasonably combines three aspects of development. This is why sustainable tourism consists of its own practices, with characteristics that are different from tourism development in general, especially unsustainable tourism development.

Firstly, sustainable n tourism includes economically controlled practices that ensure the quality of growth. This is one of the characteristics of sustainable tourism, which shows the difference from unsustainable tourism development. Sustainable tourism does not set the goal of maximizing economic growth at all costs, trading stability and social justice, trading resources and environment for a high growth rate, but maintaining economic growth is reasonable, stable, suitable to conditions and safe of resources [22]. Tourism resource resources, including natural and human tourism resources, must not be over-exploited to the point of exhaustion or face the risk of decline or degradation to serve growth and short-term benefits. The exploitation of tourist resources is also not under pressure to maximize to serve the profit target, but with control to avoid exceeding the capacity of resources, the environment and ensure service quality. In the economic content of sustainable tourism, ensuring the quality of growth is given top priority, with the requirement of efficient use of resources, growth associated with economic restructuring of the tourism industry contributing to promoting economic restructuring towards industrialization, modernization and sustainability.

Secondly, the practices of sustainable tourism aim to

balance and harmonize economic, social and environmental aspects, between short-term and long-term goals and benefits in the development process [13]. If tourism development is not sustainable, focusing only on economic goals, maximizing profits, social and environmental aspects are only a means to achieve economic goals, not the final goal, then, in sustainable tourism, there is a balance between development contents and goals, in which economic, social and environmental aspects are all important pillars of sustainable development, given full attention and harmony. Sustainable tourism also includes a careful and reasonable consideration between short-term and long-term goals and benefits in order to have a plan to allocate resources and appropriate solutions in the implementing organization, aiming to achieve the goals [14].

Thirdly, in sustainable tourism, the practices of protecting tourism resources and protecting the environment are both the basis, solution and goal of development. Tourism resources and environment are input resources, a necessary condition for all modes of tourism development, including sustainable tourism [15]. However, while unsustainable tourism only considers tourism resources and environment as an input that needs to be fully exploited, and is willing to trade off the protection of resources and the environment in order to achieve maximum benefits. To maximize economic benefits, sustainable tourism poses a requirement to protect and conserve resources, develop renewable resources, protect the environment throughout the development process, not only that, sustainable tourism sets out the goal of protecting natural resources and the environment in balance with other economic and social goals, both in the immediate and long term, and in sustainable tourism, the issue of protecting resources and the environment is one of the three development pillars [23].

Fourthly, the practices of sustainable tourism place high responsibility and fairness on benefits for the actors involved in tourism activities. The main actors involved in tourism activities include tourism business establishments, tourists, indigenous communities where tourism activities are conducted and state management agencies in charge of tourism. Each subject has its own role and position and through participating activities, by its specific behavior, has contributions, impacts and influences on the development of tourism [24]. Therefore, the responsibility of the actors involved in tourism activities is an essential element to contribute to ensuring sustainable tourism development; at the same time, the issue of fairness in benefits is also one of the requirements and content of sustainable tourism, a goal that sustainable tourism aims at. Responsibility requirements for each subject include economic, social and environmental responsibilities [25]. Along with responsibilities, each entity also has the opportunity and right to enjoy commensurate benefits, creating a balance and fairness between responsibilities and benefits: tourism business establishments have equal opportunities to compete, to receive legitimate profits from tourism products and services that they have invested in; tourists can enjoy tourism products, satisfy their needs for sightseeing, cultural and social experiences and enjoy the fresh environment at the tourist destination in accordance with their expenses; indigenous communities are opened to job opportunities, product consumption, and traditional culture preservation commensurate with the role of responsibility that is part of creating the identity of tourism products and with their contributions in the protection and

preservation of tourism identity, resources and environment; state management agencies, local governments get budget revenue from tourism, along with socio-economic development, a system of natural resources and environment is protected, embellished and security and order of the locality is guaranteed, commensurate with the specific mechanisms, policies and management measures implemented to create the basis, conditions and environment to ensure sustainable tourism [26].

Fifthly, sustainable tourism is based on appropriate principles, which are thoroughly understood and strictly followed in the process of carrying out related practices. This is also a unique feature to achieve and maintain sustainable tourism. While the development of unsustainable tourism is not based on or often breaks the principles of development, sustainable tourism always strictly and fully adheres to the principles - which have also been identified to guide and ensure sustainable development [27].

4.4. Factors Affecting Sustainable Tourism in China

As a general economic sector, with very high inter-sectoral and inter-regional nature, the development of tourism is affected and influenced by many factors, some of which have great impact and influence such as capacity and tourism, effective state management of tourism, sense of responsibility of the actors involved in tourism relations, tourism resources, political, economic and social environment of each country, region and locality, globalization, international integration and global climate change.

4.4.1. Capacity and Effectiveness of State Management of Tourism

Tourism is a general economic sector with the interweaving and combination of economic factors and cultural and social factors. Therefore, the state management of tourism has its own characteristics reflected in the synthesis of management factors. On the basis of general regulations on state management of tourism, local governments are responsible for performing the state management of tourism in their respective localities in accordance with the functions of the government apparatus and decentralizing and classifying government rights.

For each locality, to what extent state management capacity will have an impact on sustainable tourism development to that extent. A local state apparatus that is determined to have the management capacity to meet the requirements of sustainable tourism development requires a reasonable organization to be able to perform well and fully the functions of the management of the country in general mentioned above, and at the same time must ensure compliance with the principles of sustainable tourism development in all stages of the management process and all contents of management. That apparatus must be able to formulate strategies and master plans for tourism development with a long-term vision; has the capacity to create policies and the capacity to mobilize, create an attractive environment and organize the rational and balanced use of all resources to direct the development of tourism to achieve sustainable goals.

4.4.2. Sense of Responsibility of Local Community

The local community is the part of the population that participates in tourism relations in the destination with many specific activities: participating in labor resources at tourism business establishments; directly trade in a number of services

and goods in service of tourism or contribute to the creation of tourism products with their cultural identity and traditions of cultural activities. Local communities are also people who are directly, often in contact with tourism resources. Therefore, the sense of responsibility of the local community has a significant impact on sustainable tourism development, with the direction and extent of impact depending on the level of responsibility of the community when participating in tourism activities.

4.4.3. Level of Socio-Economic Development, Political - Social, Security - Defense Environment of the Country and the Locality

The level of socio-economic development of a country or locality has a great impact on the ability and trend of sustainable development of the tourism industry of that country or locality. At what level of socio-economic development of the country and locality, the tourism industry will have the basis, premise, and foundation (including the foundation of infrastructure, facilities, financial resources, cultural background, level of social organization, people's intellectual level) and environment and conditions for their development at that level. On the other hand, depending on the level and level of socio-economic development, the specific goals and criteria of sustainable tourism development and the correlation between these goals and criteria must also be met by each country, localities consider to suit specific conditions at each stage of their development. The level of socio-economic development of a country or locality is also related to income and education level and thereby affects sustainable tourism development in that country and locality through the ability to tourists' spending and consciousness, the ability and capacity to participate in tourism activities of the local community and the sense of responsibility of local people in contributing to the protection of tourism resources and environment.

Local and national attitudes and policies towards the tourism industry have a direct impact on sustainable tourism development. An open legal environment, a stable socio-political, security-defense environment will create the premise and conditions for activities to attract and diversify tourism investment resources and create a strong image, reliable and assured for the choice of tourists, favorable for the community's participation in tourism activities; thereby creating conditions to promote tourism development more sustainable.

4.4.4. Tourism Linkage and Cooperation Between Domestic and International Localities; Linkage and Coordination Between Tourism and Related Industries and Fields

Linking and cooperation will facilitate and open up opportunities for the exchange of experiences, skills, scientific and technological achievements, multiplying the efficiency of resource use or appropriately dealing with even differences is a conflict in the view of using resources for tourism development between countries and localities with related resources, diversifying tourism products, connecting visitor sources, expanding markets, etc. to improve the quality and efficiency of tourism activities of each country, region and locality. If there is no association and cooperation, the effectiveness and scalability of sustainable tourism development will be greatly limited, especially in the current deepening integration trend.

The degree of linkage and coordination between sectors related to tourism is a very important factor, having a direct

impact on sustainable tourism development. If there is no regular close association and coordination between sectors, fields and tourism, conflicts in the viewpoints of using resources and common infrastructure will always have potential risks arising, affecting the tourism industry's sustainable development of each industry and field. On the contrary, good linkage and coordination will have a positive impact, reduce development costs, reduce the risk of conflict of development views, chain links also have a direct impact on the growth efficiency of each industry so that each industry has a more sustainable development, towards the common sustainable development goal of the whole economy.

4.4.5. Other Influencing Factors

Other factors also have a great impact on the ability and

development of sustainable tourism in the direction of advantages or disadvantages corresponding to the development of sustainable tourism. In the context of international integration, globalization and global climate change happening more and more rapidly, these factors are increasingly affecting, directly affecting sustainable tourism development and need to be taken into account when formulating goals, orienting specific solutions for sustainable tourism development at the national as well as each local level.

Based on the general principles and practices of sustainable development for economic sectors, and on the basis of reference to published research results, this paper proposes a number of marketing in tourism principles towards sustainable development in China as shown in Table 1.

Table 1. Marketing in tourism principles towards sustainable development in China

group	details
sustainable tourism in economics	Developing on the basis of strategy, planning and planning for sustainable tourism must be consistent with the master plan, synchronized with other relevant sustainable plannings.
	Fully assessing economic impacts before and during tourism development, ensuring stable and long-term economic efficiency of tourism, and prioritizing the implementation of development forms that bring benefits to local communities and minimizing negative impacts on community livelihoods.
	Maximizing local economic benefits by strengthening linkages and minimizing losses.
	Being responsible and honest tourism marketing and promotion.
sustainable tourism on society	Promoting fair business and fair competition.
	Encouraging and inviting the participation of local communities in tourism development activities. Respecting, regularly exchanging and consulting with the community and relevant stakeholders in the planning and decision-making process.
	Fully assessing the social impact of tourism right from the planning stage and throughout the development process to minimize negative impacts, maximize positive impacts.
	Respecting and promoting indigenous culture; respecting the traditional community structure; encouraging cultural and social diversity.
sustainable tourism on environment	Ensuring the community to participate in and benefit from tourism; efforts to ensure tourism contributes to the improvement of community life.
	Fully assessing the impact of tourism on the environment and environmental pressures on tourism development before and during tourism development to minimize negative impacts and maximize positive impacts.
	Sustainable use of resources, avoiding waste or over-consumption; respecting the load capacity of the resource.
	Maintaining and encouraging natural biodiversity.
	Promoting education and awareness about sustainable tourism.
	Improving the capacity of stakeholders, strengthening the application of science and technology and expanding linkages in environmental protection.

Good and adequate implementation of the above-mentioned principles is a guarantee factor for sustainable tourism. However, when applying and implementing the above principles in each locality and in each specific development stage in China, it is necessary to have flexibility to both ensure the core elements of sustainable development, and at the same time, ensure the core elements of sustainable development. practically feasible.

5. Summary

Today, tourism has become the fastest growing economic sector in the world with its potential and great contributions in many aspects. China is one of the countries with certain potentials and advantages for tourism development. With efforts to exploit and promote those potential advantages, China's tourism in recent years has achieved certain results, but tourism development is not sustainable, the principles of sustainable tourism have not been followed with commitment to social and environmental aspects and have not been given due attention in the process of tourism development. Faced with that fact, the study of the topic of sustainable marketing in tourism in China has important implications for China's tourism development in the coming years. From the

objectives and tasks set out, this paper discusses the basic theoretical issues about sustainable marketing in tourism, discusses the development of China's tourism on the basis of theoretical contents of sustainable tourism, analyzes the opportunities and challenges of China's tourism industry, and proposes development perspectives, goals, orientations, basic solutions that can be applied in practice and contributing to the implementation of sustainable marketing in tourism in China by 2030, including develop specific tourism products and services, develop forms of tourism promotion and advertising, promote protection of resources and environment in sustainable tourism and train and develop highly qualified personnel for sustainable tourism.

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