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Analysis of Marketing Tactics for Green Tourism

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Abstract

Sustainable tourism is a niche market that has been growing in recent years. At the same time, companies in the mass tourism market have increasingly marketed themselves with a “green” image, although this market is not sustainable. In order to successfully market sustainability, targeted marketing tactics are needed.

The aim of this research is to establish appropriate marketing tactics for sustainable tourism in the niche market and in the mass market. The purpose is to uncover current marketing tactics for both the mass tourism market and the sustainable tourism niche market. It also intends to explore how consumers who are more interested in sustainability differ from consumers with less interest in sustainability in terms of their perception of sustainability in tourism. Furthermore, this research paper will assess the trustworthiness of sustainable travel offers and the trustworthiness of quality seals in sustainable tourism. For this purpose, an online survey was conducted, which was addressed at German-speaking consumers. The survey showed, that consumers with more general interest in sustainability also consider sustainability to be more relevant in tourism. Offers for sustainable travel and quality seals were perceived as not very trustworthy. Moreover, no link could be found between the interest in sustainability and the perception of trustworthiness.

On the basis of the above, it is advisable to directly advertise sustainability in the niche market and to mention sustainability in the mass market only as an accompaniment or not at all. Further research could be undertaken to identify which factors influence the trustworthiness of offers, and trustworthiness of quality seals in sustainable tourism.

1 Introduction

1.1 Elaboration of the Case and its Objectives

The tourism industry pollutes the environment and affects the lives of people in tourist areas. To counter this, the German non governmental organization *Forum on Environment and Development* presented a definition of sustainable tourism at a UN conference in New York in 1999. This definition states, that sustainable tourism must be socially, environmentally and culturally compatible. In addition, it must be economically viable.¹

In recent years, the niche market for sustainable tourism has been growing.² Travel companies in the unsustainable mass market are also marketing themselves intensively with a green image. Sustainability is already being successfully used in the marketing of consumer products.³ There are also insights for sustainability as a success factor in tourism. In order to successfully market sustainability, marketing tactics have been developed for specifically that field.⁴

Over the course of this research paper, target group-oriented marketing tactics in sustainable tourism are examined. This research paper will also analyze, with the help of a quantitative study, which sustainable tourism topics attract the interests of the corresponding target groups. It will also explore whether there is a relationship between the interest in sustainability and the perception of the trustworthiness of sustainability in travel offers and quality seals for sustainable tourism. The quantitative analysis is chosen to obtain measurable values for relationships and differences.

Accordingly, the following central research questions arise in the context of this research paper:

- I. *What are the specific marketing tactics for sustainable offers of tour operators in the German mass market?*
- II. *What are the specific marketing tactics for sustainable offers of tour operators in the German niche market?*
- III. *What are the differences between consumers who are generally more interested in sustainability and those who are generally less interested in sustainability in terms of their perception of the relevance of sustainability in tourism?*
- IV. *Does the general interest in sustainability influence the perception of the trustworthiness of sustainable travel offers?*
- V. *Does the general interest in sustainability influence the perception of the trustworthiness of quality seals in sustainable tourism?*

¹ cf. Rein/Strasdas 2017, p. 24

² cf. forum anders reisen 2017

³ cf. Stiftung Warentest 2016

⁴ cf. Meffert/Kirchgeorg 1998, p. 273

1.2 Structure of the Paper

In the course of this research paper, sustainable tourism and sustainability marketing will be presented and the different consumer groups will be explained. Based on best practice examples, tactics for sustainability marketing from the mass and niche market will be shown.

In order to analyze the central issues of this paper, a quantitative research is carried out, which refers to German consumers and the German tourism market. Subsequently, the results are evaluated and linked to the theory in order to be able to give specific recommendations for action. These recommendations show, which sustainable topics should be communicated and how. At the end, a conclusion is drawn from the relevant results.

2 Basics of Green Tourism

For the comprehension of the concept of sustainable tourism, the terms sustainability and tourism are defined below. Thereupon, the influence of tourism on people and the environment is described. Concluding, the concept of sustainable tourism is explained.

2.1 Sustainability

Sustainable development can be understood as a development of humankind in which the interactions of economic, environmental and social aspects do not affect the welfare of subsequent generations.⁵ The process of sustainable development unites and considers these three aspects equally.⁶ The United Nations have adopted this taxonomy in the definition of sustainability in their Agenda for Development⁷ and also the concept of sustainable tourism is based on this approach.⁸

2.2 Tourism

Tourism describes the change of the location of people to a place they do not visit regularly. Regularly visited places are the workplace and the place of residence. The scope of tourism includes the necessary transport to the desired location and the activities of the tourists at the place of residence. These include, for example, overnight stays, visits, restaurant visits and conferences. Relevant for the tourism industry are also the duration of the trip, the geographical distance to the home town and the motive for the trip.⁹ Tourism includes travel for leisure as well as travel for business.¹⁰

However, not every traveler is a tourist. By definition of the *World Tourism Organization*, anyone who has been traveling for more than a year is an immigrant or emigrant. If the reason for the journey was enforced, a person is a refugee. Also excluded from tourism are diplomats, nomads, members of the army and people whose daily work takes place in several states. Likewise do leisure trips fall in the category of not counting towards tourism, because the traveler does not stay overnight but are only passing through.¹¹

Tourism is an important source of income to many regions and to the people who live and work there. Development of tourism often stands for new jobs and the hope for an economic upswing.¹² However, there are aspects that must be taken into account in the sustainable development of tourism. These are ex-

⁵ cf. World Commission on Environment and Development 1987, p. 43

⁶ cf. Bär 2006, p. 17-18

⁷ cf. Kuhlman/Farrington 2010, p. 3438

⁸ cf. Rein/Strasdas 2017, p. 13

⁹ cf. Hinterholzer/Jooss 2013, p. 3

¹⁰ cf. Hinterholzer/Jooss 2013, p. 4

¹¹ cf. Hinterholzer/Jooss 2013, p. 25

¹² cf. Steinecke 1995, p. 7

plained below.

There is a natural offer in tourist destination regions that tourism can use. It consists out of the weather, location, cultural offer, biodiversity, architecture and other characteristics specific to this region. For a long time, these conditions formed the bases for the marketing of tourist destinations.¹³ The tourist market is growing and becoming global. However, this growth is limited by the natural resources.¹⁴ There is a maximum capacity for social, environmental and economic burdens, that are sustainable for each region.¹⁵

In the German tourism market, a distinction is made between tour operators and travel agencies. Tour operators are companies that combine their own or third-party offers in package holidays. Travel agencies sell the offers of tour operators. They are an intermediary for the customer.¹⁶

2.2.1 Ecological Aspects

Tourism in an ecological context has to consider a number of aspects. Natural resources should not be depleted and the biodiversity should not be impaired. Animals may not be decimated and especially the extinction of populations has to be prevented. Furthermore, emissions caused by tourism must be curbed sufficiently for the local ecosystem to absorb. This applies to the pollution of air and water.¹⁷ Special attention should be paid to greenhouse gas emissions. Greenhouse gases are produced in every section of the tourism value chain. 75 percent of the emissions come from traffic, especially from arrival and departure. 40 percent of the pollution come from air traffic, 32 percent from cars and another 3 percent are induced when traveling by bus and train.¹⁸ A flight from Berlin to Gran Canaria causes 1.5 tons of CO₂ per person, which is half a ton more than one inhabitant of Germany may cause per year, according to the 2050 German climate protection targets.¹⁹ Technical progress leads to constant minimization of CO₂ emissions from transport. However, the World Tourism Organization estimates that the number of tourism trips, starting from 2005, will increase by 180 percent by the year 2035. The organization also assumes that air travel is increasingly being used and short trips are becoming more and more popular. Thus, over the 30 years from 2005 to 2035, the World Tourism Organization is forecasting a tripling of tourism-generated greenhouse gas emissions, mainly due to the increase in air traffic.²⁰

2.2.2 Economical Aspects

From an economic point of view, tourism is of great importance for a touristic

¹³ cf. Wöhler/Saretzki 1999, p. 67

¹⁴ cf. Steinecke 1995, p. 7

¹⁵ cf. Rein/Strasdas 2017, p. 24

¹⁶ cf. Süddeutsche Zeitung 2016

¹⁷ cf. Steinecke 1995, p. 7

¹⁸ cf. Umwelt Bundesamt 2016

¹⁹ ib.

²⁰ cf. Steinecke 1995, p. 7

region. For this reason, operators of hotels, leisure activities and other companies and financiers should be from the region to keep the revenues there. Employment in high-quality positions in other sectors should not be affected by the tourism industry, therefore a job in the tourism industry should not be an alternative to a job as a teacher or doctor. In order to prevent tourism being profitable mainly for supra-regional investors and non-local providers, minimum margins for the tourism industry must be set. Tourism also has to be profitable for the regional labor market, so a minimum percentage of employees must be natives.²¹

2.2.3 Social Aspects

Social aspects can be a limited number of visitors in public buildings or sports areas. For the public infrastructure, the amount of visitors must be bearable. This applies to public transportation and all day-to-day disposal and supply systems. Public facilities may be used by tourists only to the extent that they are still be fully available to the locals. Affected are medical care, police and offices. The form of tourism offers must not influence the local culture in excess. This includes customs, values, craftsmanship and the identity of the locals.²²

Now that sustainability and tourism have been defined and the influence of tourism in economic, ecological and social aspects has been presented, a brief insight into the possibilities of sustainable tourism is given in the following paragraph.

2.3 Sustainable Tourism

There are various sustainable offers in the German tourism market, which differ in their characteristics. Some travel offers are certified with quality seals, in which social projects are visited and the guests spend the night in sustainably managed accommodation.²³ Other travel agencies consider themselves as sustainable because they incorporate modern exhaust systems in cruise ships,²⁴ or because they operate the airline with the lowest CO₂ emissions in Europe.²⁵ There are also online travel portals of business associations where each travel offer must meet sustainable criteria. These criteria are checked every two years.²⁶ Sustainable tourism can therefore have different characteristics and the tour operators are guided by the sustainable aspects that were explained in the previous chapter. Sustainable tourism came up in the 1990s with the term "soft tourism". However, the term "soft" is not exactly defined as "sustainable", "green" or "fair". For travelers is it difficult to trust these terms because of the lack of a definition. This is one of the aspects sustainability marketing has to address.²⁷

²¹ cf. Hinterholzer/Jooss 2013, p. 98

²² ib.

²³ cf. SKR 2018

²⁴ cf. TUI 2018a

²⁵ cf. atmosfair 2017

²⁶ cf. forum anders reisen 2015

²⁷ cf. Wöhler/Saretzki 1999, p. 67-68

3 Market Segmentation in Sustainable Tourism

In the case of a sustainability-oriented market segmentation which refers to consumers, a distinction is made between socio-ecological active, potentially active and disinterested consumers.²⁸

The timing of the market entry has to be considered. In timing, a distinction can be made between the pioneers, the companies that first offer sustainable travel offers on the market, succeeded by the early followers and the late followers. The pioneers still serve a niche market, they address the socio-ecologically active customers. The pioneers have to deal with resistance and barriers to entry. Consumers are still skeptical about the offer. This may be because sustainability is difficult to verify and customers have doubts about the trustworthiness. Moreover, customers might fear that the travel experience suffers and that they have to sacrifice comfort. The early followers enter the market after the pioneers. They serve the socio-ecological potentially active consumers. They are experiencing other problems in the market due to competitors who have already established themselves successfully in the market as socio-ecological companies. The late followers serve the mass market and the target group of passive consumers. These consumers are not interested in sustainability on their holidays and do not accept higher prices or constraints. There is no interest in sustainability on holidays because restrictions through sustainability, such as an increasing price, are undesirable for this consumer group.²⁹

For the pioneers, it is advisable to target the active consumer group in a niche market. Pioneers communicate sustainability as the dominant feature of their product. This strategy is especially advisable when the companies are small. One of the pioneering companies is the German association *forum anders reisen*. According to their own statements, they are pioneers in sustainable tourism with a globally unique, demanding and binding standard within their trade association.³⁰

With environmental friendliness as only an accompanying aspect in the positioning one addresses the socio-ecologically passive consumers best. These can best be served in the mass market. This strategy is advisable for the late followers.³¹ A classic example of a tour operator in the German touristic mass market is the *TUI Group*. *TUI* is not only economically successful, but also communicates commitment to socially and ecologically sustainable tourism. *TUI* has environmental certifications for hotels, the charter airline with the lowest CO₂ emissions in the European market and the cruise ship *Mein Schiff 4* has modern exhaust systems. Even if they present themselves as a sustainable company, they communicate their customers mainly the low prices and quality

²⁸ cf. Meffert/ Kirchgeorg 1995, p. 277

²⁹ cf. Belz 2004, p. 481

³⁰ cf. forum anders reisen 2018

³¹ cf. Belz 2004, p. 472

features of their travel offers.³²

Between these two extremes there is also the possibility of positioning environmental compatibility on an equal footing with other profiling dimensions. Equal positioning is recommended for medium and large companies. They have the opportunity to exploit untapped market potential by addressing consumers who can be activated for sustainable behavior. This consumer group can be motivated to choose sustainable products by marketing sustainability as added value for the customer.³³ Exemplary, the German travel provider *SKR*, who offered the first trip certified with the *Fairtrade* quality seal, should be mentioned in that regards. The accommodations on this trip are certified with the *Fairtrade* quality seal and social projects are visited. *SKR* promotes intensive encounters with local families and particularly stylish accommodation in order to communicate added value resulting from sustainability.³⁴

It becomes clear from these three options that sustainability marketing in the economical field of tourism can be carried out for every consumer - in niche markets, in individual market segments and in the mass market. How exactly a product is positioned in the market is in the eye of the viewing consumer. Strategic marketing can only try to reach the position that it considers ideal. Targeted measures of operational sustainable marketing support the positioning efforts.³⁵

³² cf. Deutscher Reiseverband 2018, p. 14

³³ cf. Prüne 2013, p. 92

³⁴ cf. SKR 2018

³⁵ ib.

4 Sustainability Marketing in Tourism

4.1 Differentiation of Sustainability Marketing and Management

A distinction has to be made between the terms sustainability marketing and sustainability management. Both are oriented to the market, to customers and competitors, as well as to the environment in an ecological and social sense. They thus follow the same leadership philosophy. Sustainability management, however, addresses all business areas, while sustainability marketing, as the term implies, refers only to marketing. The divisions of sustainability management can be, for example, production, logistics, finance and procurement. The management system *Environmental Management and Audit Scheme* was created in Europe to coordinate these areas, taking into account the environmental and social issues. This was revised in 2001 and is compatible with the *ISO 14001 standard*, making it a global standard. This standard deals with environmental sustainability in relation to environmental management systems.³⁶ For social sustainability, there is the *SA 8000 (Social Accountability)*. With this standard, companies and factories around the world can be certified if they treat their workers fair. The social justice of this standard stems from the *Labor Code* in the *Universal Declaration of Human Rights*. In addition to the management system, the *SA 8000* includes child labor, forced labor, health and safety, freedom of association and bargaining, discrimination, disciplinary practices and working hours and remuneration.³⁷ As already explained in chapters 2.1 and 2.2.1, the sub-areas of environmental and social sustainability together with economic sustainability form a single entity. For the sustainable development of a company or an industry, all three areas must be equally considered, and the above-mentioned standards provide a suitable basis for this. When a company is certified with one of these standards, it increases their trustworthiness. Consumers can rely on these norms if they want to support a sustainable company.

A broadly based sustainability management, whether or not based on the standards mentioned above, is the basis for a functioning, long-term sustainability marketing.³⁸

In recent years, sustainability marketing has developed as a sub-discipline of marketing. It poses a challenge for marketing to recognize the opportunities in the market, for example through environmental protection, and to use them in the interests of the company.³⁹ Behavioral research has revealed the trend that markets are becoming sustainable. This is due to consumers who increasingly ask for products and services that are sustainably produced.⁴⁰ The idea of sustainability is currently gaining tremendous value and customers like the *LOHAS*

³⁶ cf. Belz/Bilharz 2005, p. 7

³⁷ cf. Social Accountability International 2017

³⁸ cf. Becker 1998, pp. 1-3

³⁹ cf. Meffert/Kirchgeorg 1998, p. 273

⁴⁰ cf. Villiger et al. 2000, p. 8

consumer group have moral demands on companies.⁴¹ The term *LOHAS* stands for "*Lifestyle of Health and Sustainability*".⁴² The consumer group *LOHAS* describes a group of people with a strong consumer behavior. Sustainability and a healthy lifestyle are of great relevance in their consumptional behavior.⁴³ An important market in which *LOHAS* consume is the tourism industry.⁴⁴ Sporting activities in the outdoors and a search for meaning in spirituality are among the interests of the *LOHAS* during their vacation.⁴⁵ To open up the tourism market for *LOHAS*, meaningful experiences are of great importance. These can be religious experiences and experiences in nature.⁴⁶ For companies, *LOHAS* seeks to make the company's vision match their moral vision.⁴⁷ Tourism offers a market that has a great potential for this target group.⁴⁸

Because of these demands from the consumer side, the sustainability marketing was developed to meet the needs of the customers.⁴⁹ However, in contrast to sustainability management, sustainability marketing only plans, coordinates and controls measures that are aimed at the sales market.⁵⁰

4.2 Concept of Sustainable Marketing

Marketing in general can be understood in two different ways. It can consist out of sales or distribution and is then located in the operational field. The classical four marketing tools product, price, distribution and communication are used for the implementation. It is about communicating the right product with the right price in the right place. But marketing can also be a guiding idea in the company, which is oriented towards the customer. This philosophy permeates all divisions. These two approaches combined form a dual leadership concept, on the one hand at the operational level and on the other hand as a guiding idea in corporate governance. The tactics described at the end of this work in the form of recommendations for action are components of the four classic marketing tools and refer to short-term actions to reach the customer. Those are based on the guiding idea and strategic marketing of a company, which is why a holistic approach for sustainability marketing in tourism is presented in this chapter.⁵¹

According to Belz, the concept of sustainable marketing follows an ideal concept consisting of six steps. Each step involves environmental and social criteria. These six steps are shown in figure 1.⁵² In the model, the first two stages

⁴¹ cf. Katz 2002, p. 105

⁴² cf. Köhn-Ladenburger 2013, p. 2

⁴³ cf. Köhn-Ladenburger 2013, p. 9-10

⁴⁴ cf. Köhn-Ladenburger 2013, p. 31

⁴⁵ cf. Köhn-Ladenburger 2013, p. 32

⁴⁶ cf. Köhn-Ladenburger 2013, p. 53

⁴⁷ cf. Köhn-Ladenburger 2013, p. 67

⁴⁸ cf. Köhn-Ladenburger 2013, p. 58

⁴⁹ cf. Belz 2004, p. 471

⁵⁰ cf. Prüne 2013, p. 86

⁵¹ cf. Belz 2004, p. 483

⁵² cf. Belz 2004, 475

are for gathering information and analyzing the customer's needs. Steps three through five are for design and implementation. The model should describe how socio-ecological aspects are integrated throughout marketing. This is very complex and takes place in a nonlinear way, even if the graphic suggests otherwise.⁵³

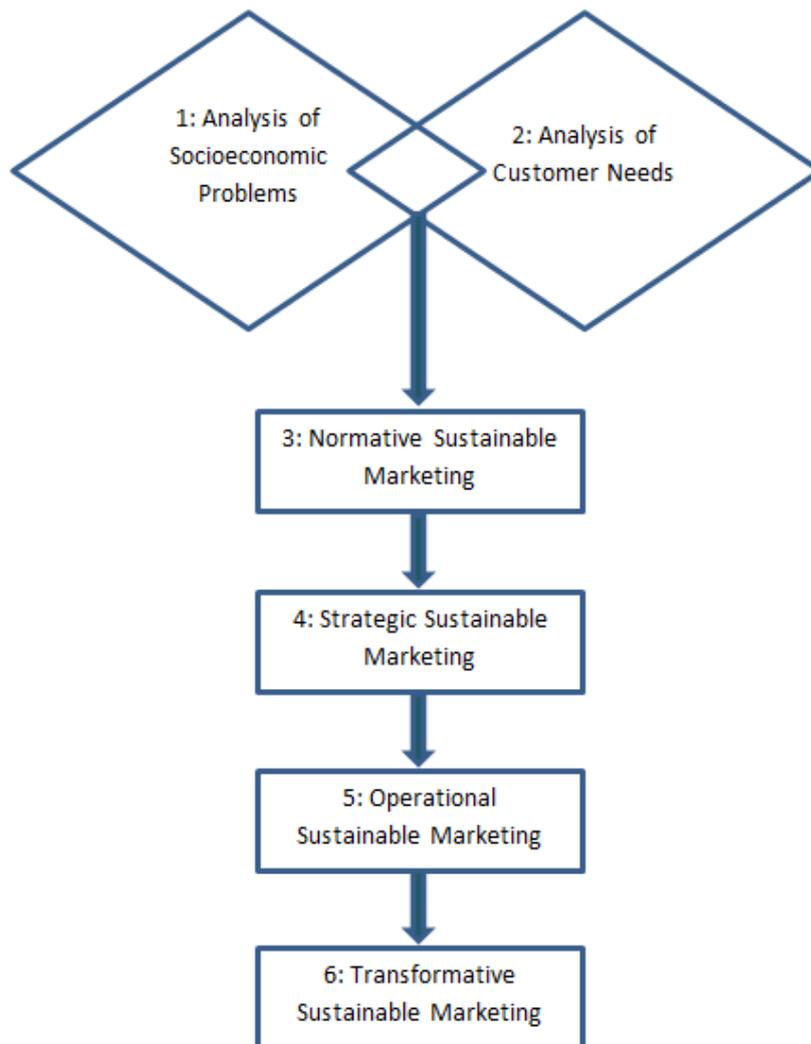


Figure 1: Conception of Sustainable Marketing (Own figure)⁵⁴

The first step is to find out the socio-ecological problems that a travel offer causes. In the second step, customer needs are determined. The size of the intersection between socio-ecological problems and customer needs has to be defined and analyzed economically. The larger this intersection is, the more options a company has for sustainable marketing. An example of an industry where socio-economic issues have a large overlap with customer needs is the fashion industry. The cultivation of cotton and the processing that causes pollutants and often violates human rights are socio-ecological problems. The needs

⁵³ cf. Belz 2004, p. 475

⁵⁴ cf. Belz 2004, p. 474

of customers in Germany in the fashion industry are increasingly moving in the direction of buying sustainably produced clothing whose production does not pollute the environment and respects human rights. Since the intersection between socio-ecological problems and customer needs is high, there is a lot of scope for sustainability marketing.⁵⁵ In tourism, however, customer needs hardly overlap with socio-ecological problems. According to the *Reiseanalyse 2018* of the *Forschungsgemeinschaft Urlaub und Reisen e.V.*, the price and the quality of the travel experience are the most important factors among German tourists. Providers of sustainable travel offers account for just under 1 percent of the tourism market. Although the mass market is campaigning for sustained commitment, these are mostly limited to sub-aspects such as the support of social projects or modern exhaust systems in cruise ships.⁵⁶

4.2.1 Normative Sustainable Marketing

When the economic factors have been determined by social-economic problems and customer needs and their intersection has been determined, the next step is the normative sustainable marketing. In normative sustainable marketing, principles are formulated for the company and anchored in the corporate mission statement.⁵⁷ When the setting of goals in normative marketing takes place, these can be qualitative and quantitative in tourist companies. Quantitative goals are primarily economic targets such as the increase in sales and market shares and are intended primarily to satisfy shareholders, therefore it is a shareholder approach. The purely economic success of a tourism-based company contrasts with the basic idea of sustainable tourism, which makes an IPO for sustainable tourism companies difficult. In sustainable tourism, qualitative goals are common and form the guiding principles for the company. The mission statements provide a basis for the behavior of companies towards competitors, employees, guests and the population at a touristic destination. Mission statements can also be linked to strategic goals because they are upstream of strategic marketing.⁵⁸

4.2.2 Strategic Sustainable Marketing

In the strategic marketing for tourism companies, the aspect of ecological sustainability has always been important, as the natural resources that can be found at the touristic destination are one of the most important foundations for vacationers and travel agencies.⁵⁹

Also in tourism sustainability marketing, strategic marketing aims to gain competitive advantages.⁶⁰ Companies are trying to adapt to market changes as quickly as possible and to be ahead of their competitors. In sustainable tourism marketing, strategic marketing can derive actions from the established norma-

⁵⁵ cf. Prüne 2013, pp. 88-89

⁵⁶ cf. Forschungsgemeinschaft Urlaub und Reisen e.V. 2018, p. 5

⁵⁷ cf. Wiedmann 1984, p. 8

⁵⁸ cf. Schmied et al. 2009, p. 40

⁵⁹ cf. Schmied et al. 2009, p. 40

⁶⁰ cf. Prüne 2013, p. 90

tive marketing principles. These are derived in strategic marketing, in management systems and organizational structures and finally translated into concrete actions during the operational phase.⁶¹

Positioning is the first step in strategic marketing.⁶² It should be considered, which effects socio-ecological problems have on the positioning of the tourism offer and how these are communicated to the customer so that the image of the offer is perceived as environmentally and socially compatible. This step is followed by the target group segmentation, which is based on the question of which customer groups can be addressed with socio-ecological travel offers.⁶³ The third aspect is the timing. The timing describes the ideal time to introduce the travel offer in the market. A product can be launched too early in the market. If the acceptance of social-ecological topics among the customers of tour operators or hotels is not yet high, then the product does not enter the market successfully. Too late market introduction on the other hand may result in difficulties, because competitors have already established themselves in the market.⁶⁴

In order to establish a successful marketing strategy, it is important to know how customers choose a travel offer. The decision-making process involves a variety of factors. Marketing must be aware of where customers inform themselves about travel offers, what services are relevant to them and which positioning of the product (for example, price) attracts them. According to the *Reise Analyse 2018* of the *Forschungsgemeinschaft Urlaub und Reisen e.V.*, the most important booking channel for German travelers in 2017 was the travel agency. However, online bookings continue to increase. In 2007, only 17 percent of the Germans booked online and in 2017 it were already 38 percent. According to the prognosis of the *Forschungsgemeinschaft Urlaub und Reisen e.V.*, by 2020 the majority of holiday bookings will be made online. For information about travel deals prior to booking in 2017, brochures and catalogs, travel agency consultations and accommodation websites in descending order were the most popular sources of German vacationers. The findings of these studies are used in the data collection in the context of this bachelor thesis in order to be able to formulate a statement about where German tourists inform themselves before going on holidays.⁶⁵

In terms of positioning of holiday deals, the price in conjunction with adequate quality was the most popular selection criteria for travel in 2017, at 49 percent. However, 38 percent of the tourists found the quality more important than a low price, as long as the price was still appropriate. In the organizational form, the package holiday is the most popular choice of German tourists.⁶⁶

The strategies that are formed in the strategic marketing based on the analysis

⁶¹ cf. Schmied et al. 2009, p. 38

⁶² cf. Souren 2000, p. 203

⁶³ cf. Belz 2004, p. 472

⁶⁴ cf. Belz 2004, p. 482

⁶⁵ cf. Forschungsgemeinschaft Urlaub und Reisen 2018

⁶⁶ cf. Forschungsgemeinschaft Urlaub und Reisen 2018

of the current situation of the market, are the basis for the formation of marketing tools. In addition to the current situation of the market, the goals of the company and the desired positioning of the product must be considered.⁶⁷

4.2.3 Operative Sustainable Marketing

Operative sustainable marketing designs the marketing mix consisting out of the four classic elements of product, communication, price and distribution. By applying the components of the marketing mix in practice, the created marketing strategies are translated into concrete tactics.⁶⁸ In the following, the instruments of the marketing mix are presented. Those are relevant for the positioning of the product for the different consumer groups presented in chapter 3 in the target group segmentation.

In tourism, the product policy encloses the choice of the destination, the design of the offer and the presentation of the travel offer. In designing a favorable sustainable offer, care is taken to minimize or eliminate negative environmental influences.⁶⁹ The product covers either the whole journey or the individual travel modules that consist out of traffic, accommodation, food and experience. However, negative environmental, economic and human impacts are defined based on current knowledge, available technology and current aspirations. The understanding of sustainability and the possibilities to implement sustainable solutions are constantly evolving. The processes for reducing negative environmental influences must therefore be constantly adapted.⁷⁰

The pricing policy includes the determination and differentiation of the price as well as special conditions and commissions. In the pricing policy, the company has to pay attention to what the customer is willing to pay and how expensive comparable offers from competitors are. In addition, the own costs must be covered.⁷¹ The three consumer groups have different cost-benefit ratios and thus different levels of willingness to purchase such a product. The socio-ecologically active customers are willing to pay higher prices and to accept restrictions if the travel offer meets their standard for sustainability. The potentially active customers are generally interested in socio-ecological problems, but quality and other traditional features of a journey are nevertheless relevant to them and have a major impact on the decision to make a booking. The socio-ecological passive consumers are not willing to pay more for an ecological product. The mass tourism market in Germany consists out of these price-sensitive consumers.⁷² For the environmentally active and the potentially active customers, there is some room for maneuver as a provider of sustainable tourist

⁶⁷ cf. Schmied et al. 2009 p. 43

⁶⁸ cf. Belz 2004, p. 483

⁶⁹ cf. Meffert/ Kirchgeorg 1998, p. 285

⁷⁰ cf. Belz 2004, p. 483

⁷¹ cf. Schmied et al. 2009 p. 44

⁷² cf. Belz 2001, p. 88

services, but a perceptible added value has to be provided if the price is set high.⁷³

In the case of distribution policy, it is crucial how much time the customer wants to use for a consultation and how much money is available for a trip. For tourist offers, the complexity of the products varies. Package tours require less advice than an individual trip on arrival, accommodation and program must be individually selected on site. When taking a look at the German market, the travel agency is still the most popular place to find out about travel deals. For the environmentally active consumer, however, direct marketing via their own website is more suitable than a travel agency.⁷⁴

In communication policy, information is passed on to potential customers. The information should provide the concrete benefit and justification for the product. Emotional buying incentives must be offered especially for socio-ecologically passive consumers.⁷⁵ To underpin the trustworthiness of socio-ecological information, quality seals awarded by independent organizations may be appropriate. They have a big impact on the sales of the product if they are known by the consumers.⁷⁶

The last step in sustainability marketing, the transformative sustainability marketing, ultimately serves to transfer socio-ecological ideas into politics and the general conditions of the market economy.⁷⁷

4.3 Quality Seals in Sustainable Tourism

Quality seals belong to the field of Corporate Social Responsibility. In tourism, corporate social responsibility means, that a company assumes social responsibility and counteracts the negative ecological, economic and social consequences of tourism. In addition to policies that are dictated by politics, quality seals are one of the voluntary instruments. Other examples of voluntary instruments include anchoring sustainability in the corporate mission statement, codes of conduct and standards for management systems such as the already mentioned *ISO 14001 standard* (see chapter 4.1). For quality seals, companies must meet formal criteria to become certified. Quality seals have several functions. For customers, quality seals are a guarantee that their travel package or travel component, such as their hotel, meets certain sustainable standards. As tourism companies have to work together, quality seals provide companies with guidance in finding suitable, sustainable contractors. For tourism companies themselves, they serve as a guide to continuous improvement and implementation of sustainability-enhancing measures and compliance with the certification criteria.⁷⁸

⁷³ cf. Belz 2004, p. 484

⁷⁴ cf. Günther 2008, p. 208

⁷⁵ cf. Prüne 2013, p. 95

⁷⁶ cf. Belz 2004, p. 485

⁷⁷ cf. Belz/Bilharz 2005, p. 27

⁷⁸ cf. Aubke / Lund-Durlacher 2011, p. 95

Hence, a tour operator who is a member of *forum anders reisen* and is looking for a suitable hotel for a travel offer, has, based on the certification criteria of seal of approval, the opportunity to find a hotel as a contract partner that actually meets the criteria of *forum anders reisen*. The tour operator itself will endeavor to comply with the certification guidelines. A customer of the tour operator can trust in the sustainability of his travel offer, as tour operators may only be a member of *forum anders reisen*, if they fulfill the criteria of certain quality seals.⁷⁹

There are currently more than 100 quality seals for sustainable tourism on the global tourism market.⁸⁰ In contrast to consumer products, quality seals in tourism are barely known, partly because people tend to go to the supermarket more often than to a travel agency or an online travel platform. The best-known quality seal for social sustainability in the consumer goods market is the *Fairtrade* seal.⁸¹ It dominates fair trade in Germany, has licensees in 56 countries and 33 member organizations. As of 2016, 3,000 products, mainly food, were certified with the seal.⁸² Although the most well-known German consumer center *Stiftung Warentest* recommended the *TourCert* quality seal, one problem is the trustworthiness of the seals. The terms "sustainable" and "fair" are not protected by law and can therefore be interpreted freely by any company.⁸³

In the following, a selection of quality seals in sustainable tourism are presented (see figure 2). The seal of approval on the left, *EarthCheck*, is a quality seal that has already been awarded to more than 1200 companies in more than 70 countries. It certifies hotels, in the areas of water consumption, waste management and involvement of the local population. The certified companies are reviewed every two years.⁸⁴ The next seal of approval, *TourCert*, certifies tour operators, accommodations, destinations and travel agents. The license holders commit themselves to use green electricity, to compensate at least 50 percent of their own air travel and to train their employees in sustainable topics. The seal is recommended by *Stiftung Warentest*.⁸⁵ Members of the already mentioned association *forum anders reisen*, are all certified with this seal. The quality seal *Fair Trade Tourism* is regarded as a pioneer for socially responsible and ecologically compatible tourism worldwide. It is awarded in South Africa and some other African countries and certifies the areas of culture, respect for human rights and environmental protection in housing, nature conservation areas and local promoters.⁸⁶ The aforementioned tour operator *SKR* has offered the first trip in Germany which has been awarded the *Fair Trade Tourism* quality seal.⁸⁷

⁷⁹ cf. forum anders reisen 2017

⁸⁰ cf. Brot für die Welt 2018a

⁸¹ cf. Stiftung Warentest 2016

⁸² ib.

⁸³ cf. Stiftung Warentest 2011

⁸⁴ cf. Earthcheck 2018

⁸⁵ cf. TourCert 2018

⁸⁶ cf. Fair Trade Tourism 2018

⁸⁷ ib.



Figure 2: Quality Seals in Sustainable Tourism⁸⁸

4.4 Problems of Touristic Sustainable Marketing

In most travel offers, customers can not check by themselves, whether a travel offer is really sustainable. Therefore it is particularly important for companies to create a reputation and thus gain trust from the consumer side.⁸⁹ One of the key challenges is the behavior of those consumers who are interested in sustainability. While expressing their interest in sustainable products, they still do not book sustainable travel offers and prefer offers with a different positioning. This is due to the individual cost-benefit perception of these consumers.⁹⁰ In addition to the purely functional benefits of a journey, there are emotional and symbolic qualities that can be of benefit to the consumer and thus encourage the purchase or the booking. In the case of sustainable travel offers, customers can perceive themselves as environmentally conscious and present themselves to their environment. At other vacations, customers can present themselves as sporty, culturally interested or wealthy, depending on what kind of trip is booked.⁹¹ On the other hand, the benefits of the product are offset by the costs. The costs can be monetary and directly related to the price of the travel offer. In addition to the monetary costs, opportunity costs have to be considered. Opportunity costs include the time taken to find out about holiday offers. All of these factors together make up the personal cost-benefit balance of consumers.⁹² In the case of sustainable travel offers, the customer has to be addressed in a way that suits his target group and the opportunity costs must be kept as low as possible. Information about sustainable travel offers must be trustworthy and clearly communicated on travel platforms on the internet or in travel agencies.

In the following, an overview of the current structure of the German tourism market will be given on the basis of a sector analysis. In this work, the sector analysis serves to illustrate the possibilities offered by the tourism market and to find out how sustainable tourism offers can be marketed.

4.5 Analysis of the German Tourist Industry

This sector analysis shows, how the German tourism market is structured. Based on the structure, best practice examples of travel agencies for sustainable tourism will be given afterwards. The structuring also serves, together with

⁸⁸ cf. Earthcheck 2018, TourCert 2018, Fair Trade Tourism 2018

⁸⁹ cf. Belz/Bilharz 2005, p. 41

⁹⁰ cf. Belz 2001, p. 78

⁹¹ cf. Berekoven 1979, p. 6

⁹² cf. Meffert/Kirchgeorg 1998, p. 25

the following best practices, to answer the descriptive research questions I and II. A sector analysis provides information on competitive forces and the competitive situation in the market. Porter has developed a model consisting of five forces that determine the competition. The five forces *Rivalry among existing firms*, *Threat of new entrants*, *Threat of substitute products or services*, *Bargaining power of suppliers* and *Bargaining power of buyers* are shown in figure 3.⁹³

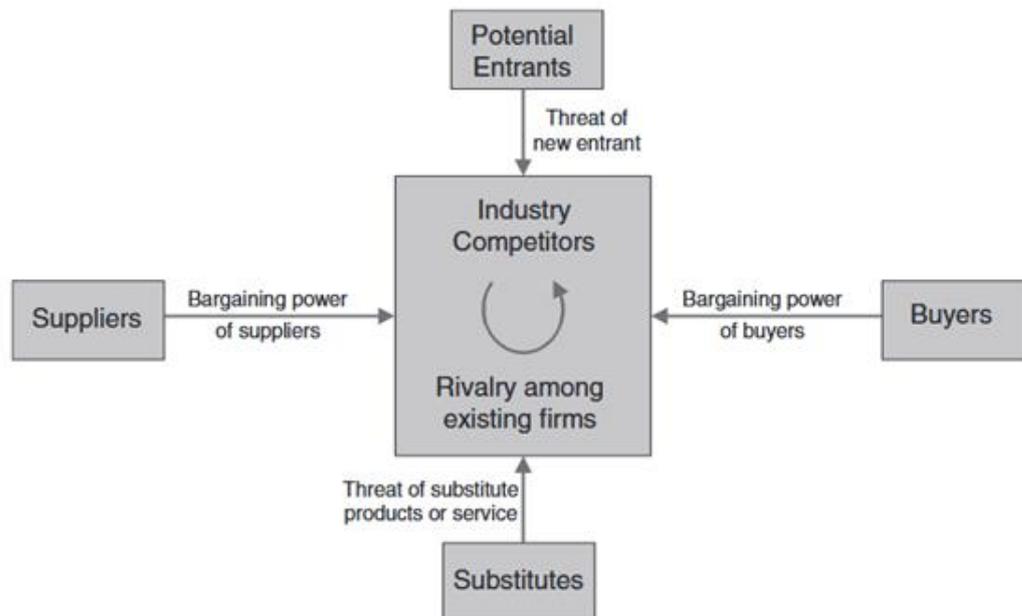


Figure 3: Forces Driving Industry Competition⁹⁴

Rivalry among companies in Germany exists among the large, medium-sized and small tour operators, which generated a total of 30.2 billion euros in the financial year 2016. The presentation is based on the 2016 financial year, as the provider of sustainable travel offers *forum anders reisen* published its economic data this year. *Forum anders reisen* is a network of approximately 130 small and medium-sized tour operators who are committed to sustainable tourism. It is also the largest association of sustainable tour operators in Germany.⁹⁵

⁹³ cf. Grundy 2006, p. 215

⁹⁴ cf. Grundy 2006, based on Porter 2004, p. 215

⁹⁵ cf. forum anders reisen 2017

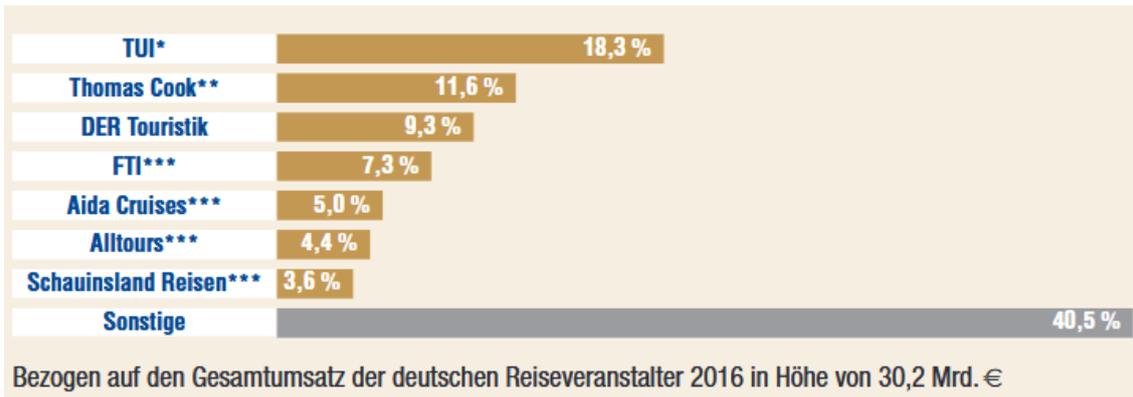


Figure 4: Market Shares of German Tour Operators 2016⁹⁶

The largest market shares among German tour operators in that year were achieved by *TUI* with 18.3 percent, *Thomas Cook* with 11.6 percent and *DER Touristik* with 9.3 percent, as figure 4 shows.⁹⁷ The seven largest tour operators held 59.5 percent of the market share.⁹⁸ They form the mass market in German tourism. Sustainable travel offers are a niche market and accounted for less than 1 percent of sales in the German market in 2016.⁹⁹ However, the members of *forum anders reisen* recorded a sales growth of 14.25 percent, a much higher growth than the rest of the German tour operator market. Overall, sales have been steadily rising since 2010, as illustrated by figure 5. The developments suggest that the growth trend in this sector will continue. In 2016, 144,000 passengers booked a sustainable travel offer at *forum anders reisen*. An upswing could be seen in individual tours and trips in small groups were also popular.¹⁰⁰

⁹⁶ cf. Deutscher Reiseverband 2017, p. 14

⁹⁷ cf. Deutscher Reiseverband 2017, p. 14

⁹⁸ ib.

⁹⁹ cf. forum anders reisen 2017

¹⁰⁰ ib.

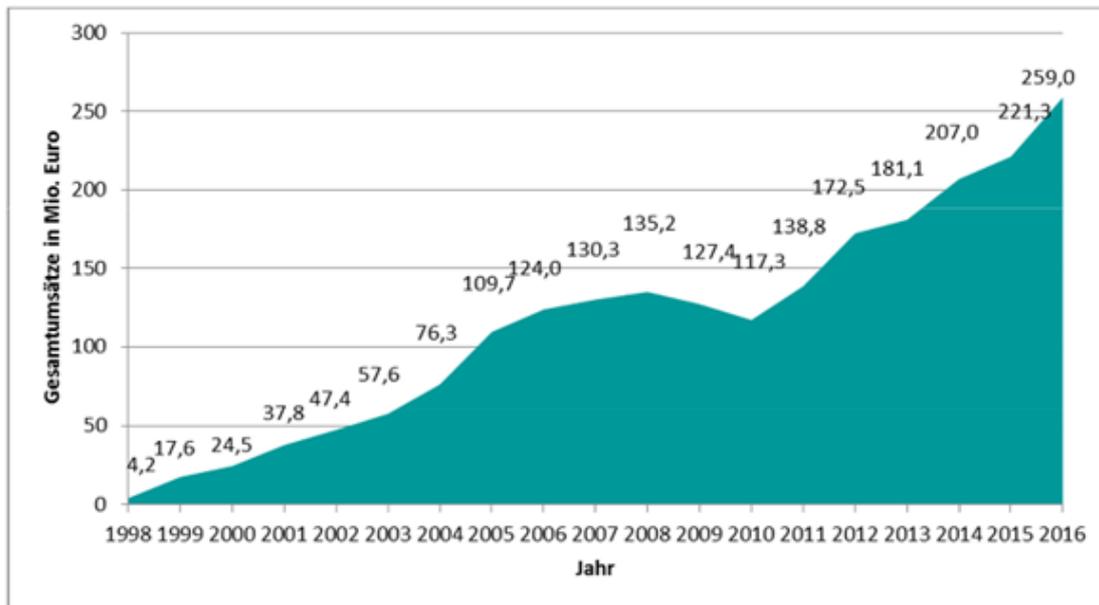


Figure 5: Revenues of *forum anders reisen* by 2016¹⁰¹

According to Schmied et al., there is a rivalry among the big German travel agencies. To give an example, this was expressed by *TUI* buying up the British market leader *Thomson Holidays* in order to consolidate its leading position in Europe.¹⁰² In 2014, *TUI* also acquired the British subsidiary *TUI Travel PLC*, which made the *TUI Group* the global market leader.¹⁰³ Also hotel chains, airlines, car rental companies or travel agencies are bought up by the big tour operators.¹⁰⁴

There are hardly threats of new entrants in the oligopolistic German tourism market, as the market is dominated by a few large companies.¹⁰⁵ Optionally, further purchases or mergers, such as the already mentioned acquisitions of the *TUI Group*, will lead to a new competitive situation.

Threads of substitute products or services are hard to find in the tourist industry. Instead of traveling, customers could spend their holidays at home, this would be a substitute. However, according to the *Forschungsgemeinschaft Urlaub und Reisen*, 70 percent of the German population had already decided at the beginning of 2018, that they would go on vacation again in 2018. The developments from 2016 to 2017 show, that there is a slight increase in both short trips and holiday trips, as shown in figure 6. It is not to be assumed that not traveling will be a substitute for traveling.¹⁰⁶

¹⁰¹ cf. *Forum anders reisen* 2017

¹⁰² cf. Schmied et al. 2009, p. 48

¹⁰³ cf. *Nordwest Zeitung* 2014

¹⁰⁴ cf. Schmied et al. 2009, p. 48

¹⁰⁵ cf. Schmied et al. 2009, p. 49

¹⁰⁶ ib.

Urlaubsreisen (ab 5 Tage Dauer)

Jahr	Urlaubsreisende	Urlaubsreisen pro Person	Urlaubsreisen insgesamt	Durchschnittsausgaben	Gesamtumsatz Urlaubsreisen
2017	54,1 Mio.	1,29	69,6 Mio.	€ 1.045	€ 72,7 Mrd.
2016	53,4 Mio.	1,29	68,7 Mio.	€ 983	€ 67,5 Mrd.

Kurzurlaubsreisen (2-4 Tage)

Jahr	Kurzurlaubsreisende	Kurzreisen pro Person	Kurzreisen insgesamt	Durchschnittsausgaben	Gesamtumsatz Kurzreisen
2017	34,3 Mio.	2,39	82,1 Mio.	€ 268	€ 22,0 Mrd.
2016	33,0 Mio.	2,44	80,5 Mio.	€ 253	€ 20,4 Mrd.

Figure 6: Holiday Trips 2016 and 2017¹⁰⁷

The package tour is the product which is the most prevalent one in the mass market. A substitute for that could be individual bookings made on the internet. In the ten years from 2007 to 2017, it can be seen that package tours, at 44 percent, are still the most popular form of bookings in the German travel market. However, the booking type is currently changing significantly. In 2007, only 17 percent of all holidays were booked online, compared to 38 percent in 2017. In 2007, 56 percent of journeys were booked at the travel agency, but in 2017 the figure is only 41 percent. It is expected, that most bookings will be made online by 2020. Travel destinations abroad are clearly in trend as they made 72 percent of all bookings in 2017. With 8 percent, the highest percentage of long-distance travels has been undertaken by German tourists as in 2017. However, the most popular travel destination of the Germans is Germany with 28 percent of all bookings. The most popular foreign destinations are Spain with 13.1 percent and Italy with 8.3 percent. Germany as the most popular holiday destination offers short travel routes for sustainable means of transportation. Even if journeys abroad are becoming more popular, they can not be seen as a substitute for the strong domestic holiday market, which can benefit sustainable tourism.¹⁰⁸

The bargaining power of buyers is reflected in the trend that tourists have become more price sensitive compared to 2008. In particular, reasonably priced and adequate quality were the key points of reference in 2017 at 49 percent of respondents surveyed by the *Forschungsgemeinschaft Urlaub und Reisen*.¹⁰⁹ The Internet offers customers the opportunity to be well informed before booking their holidays and thus find the cheapest alternative. This will allow them to influence the market and to put pressure on prices. In addition, there is a trend towards individually booked journeys. For package holidays the market is saturated.¹¹⁰ Travel agencies are in Germany, as already described, the most important place for bookings. They have a rather small influence on tour operators as they depend on their commissions. It can thus not be said that there is a

¹⁰⁷ cf. Forschungsgemeinschaft Urlaub und Reisen 2018, p. 2

¹⁰⁸ cf. Forschungsgemeinschaft Urlaub und Reisen 2018, p. 4

¹⁰⁹ cf. Forschungsgemeinschaft Urlaub und Reisen 2018, p. 5

¹¹⁰ cf. Schmied et al. 2009, p. 49

bargaining power of suppliers in the tourism market.¹¹¹

4.6 Best Practices

The previous presentation of the tourist industry in Germany has shown, that tour operators in Germany can be divided into the non-sustainable mass market and the niche market for sustainable tourism offers.

In the following, best practices of marketing tactics of a company from the traditional mass tourism market and the niche market of sustainable tourism are presented. The companies are committed to sustainability and communicate the topic in a way, that is appropriate for their target group. The products, the price and the distribution method are examined in this chapter. The findings are used to answer the descriptive research questions.

If travel agents in the mass market only slightly improve their travel offers, a noticeable contribution to sustainability can already be made in the tourism sector. That is why the *TUI Group* is listed below as one of the best practices, even though strictly speaking it is not a holistically sustainable company. The global market leader in tourism markets itself with a “green” image. It advertises sustainability and environmental certifications. The cruise ship *Mein Schiff 4* has modern exhaust systems¹¹² and *TUIfly* airplanes are test winners in the *atmosfair Airline Index 2017* as they are the European airline with the lowest CO₂ emissions.¹¹³ The German non-profit climate protection organization *atmosfair* calculates the CO₂ emissions of the world's 190 largest airlines and compiles a ranking every year, the *atmosfair Airline Index*. Via the organization, travelers can also compensate for CO₂ from air travel and cruises through compensation payments.¹¹⁴ There are also *TUI* hotels with environmental certifications. In the social field, the non-profit organization *TUI Stiftung* supports young people across Europe.¹¹⁵ When taking a look at the website of *TUI*,¹¹⁶ mainly low prices are communicated. Figure 7 shows the website of the *TUI*, on which last minute offers and another savings option, the so-called *SMILE DEALS*, are communicated. The *TUI* thus puts their focus on discount campaigns and generally low prices.

¹¹¹ cf. Schmied et al. 2009, p. 50

¹¹² cf. TUI 2018a

¹¹³ cf. atmosfair 2017

¹¹⁴ cf. atmosfair 2018a

¹¹⁵ cf. TUI Stiftung 2018

¹¹⁶ URL: <https://www.tui.com/de/> [retrieved 31th Dec. 2018]



Figure 7: Website TUI¹¹⁷

The offered products are package tours, cruises, flights and holiday homes. On the start page, there are no sustainable travel options displayed, even though there are options at TUI in the form of certified hotels and voluntary CO₂ compensation.¹¹⁸ Further down the website, the *TUI Care Foundation* is mentioned (figure 8), which is committed to sustainability in tourism.¹¹⁹



Figure 8: TUI Care Foundation¹²⁰

TUI operates travel agencies for distribution and journeys can also be booked via the website. In travel agencies, as well as on the homepage of the website, sustainable offers are not communicated and also quality seals from sustainable tourism are not displayed. However, *TUI* has its own quality seal for hotels called *EcoResort*. According to the company, this seal is certified by the already mentioned *ISO 14001 environmental standard*.¹²¹ In summary, it can be said, that *TUI* is committed to sustainability. However, it does not encourage its customers to book sustainable travel deals but presents itself as a company that behaves sustainably. This type of communication is suitable for the mass market, as socio-ecologically passive consumers are the customers here. They value a low price and associate sustainability with additional costs. For these customers, it is advisable that the company acts sustainably in the background. Possibly, customers who are generally interested in sustainability can be moti-

¹¹⁷ cf. TUI 2018b

¹¹⁸ cf. TUI 2011

¹¹⁹ cf. TUI 2018b

¹²⁰ ib.

¹²¹ cf. TUI 2015

vated with emotional messages to be interested in sustainability on holiday, too. The *TUI Care Foundation* uses a picture of a baby turtle on the website, which can open up the emotions of the consumers, as Figure 8 shows.

A travel portal from the niche market, where sustainability is the main feature that is communicated is the already mentioned *forum anders reisen*. It has been established in 1998 and its customer numbers are constantly growing. Their goal is a sustainable form of tourism that is ecologically sustainable, economically feasible and ethically and socially just. Thus, the association strives in all areas of sustainability. The members have to fulfill a list of criteria and be able to prove a certification with the *TourCert* seal, a seal of approval from sustainable tourism. The quality seal is shown on the website of *forum anders reisen*, which underlines the trustworthiness of sustainability. Some of the association's providers compensate for CO₂ during their flights and some even during shore excursions.¹²² When searching for *nachhaltig reisen* in the search engine Google, *forum anders reisen* shows up as one of the first results, indicating that the association's marketing is clearly focused on sustainability.



Figure 9: Website *forum anders reisen*¹²³

The home page¹²⁴ of *forum anders reisen* explicitly states, that the association stands for sustainable tourism. As products, complete travel packages as well as accommodations are offered. Prices are only communicated, when a type of trip has been selected. Thus, the prices are not in the foreground of the communication. In addition to sustainability aspects, the homepage advertises images of a Buddhist monk and an Indian woman. They communicate an added value in the form of exotic and extraordinary cultural experiences and direct contact with the local population. The offers from *forum anders reisen* are attractive for socio-ecologically active customers such as the consumer group *LOHAS*. The socio-ecological potentially active consumers can be inspired by those offers, if the price is right and they see an added value which results from the sustainability aspect.

¹²² cf. forum anders reisen 2015

¹²³ ib.

¹²⁴ URL: <http://forumandersreisen.de/startseite/aktuelles/> [retrieved 31th Dec. 2018]

4.7 Summary and Ascertainment

4.7.1 Answer to the Descriptive Research Questions

The aim of this paper is to analyze marketing tactics in green tourism. With the consideration of the currently existing marketing tactics, the first research question I: "*What are the specific marketing tactics for sustainable offers of tour operators in the German mass market?*" can be answered. On the basis of the previous chapters, it can be summarized that sustainability, if any, is communicated in the mass market only as a concomitant feature of travel offers. The travel deals are sold online and in travel agencies and the products are mainly package tours. In the mass market, sustainability is used by companies to present themselves as socio-ecologically responsible. Here, they put an emphasis on social foundations, own quality seal and modern technology. CO₂ compensation are being made voluntary by the customers. In general, a focus is placed on the price. The mass market serves socio-ecologically passive consumers who are less interested in sustainability.

The research question II: "*What are the specific marketing tactics for sustainable offers of tour operators in the German niche market?*" is aimed at companies that clearly communicate sustainability. In summary, the following can be stated. The companies are small and medium-sized and many of them are members of the association *forum anders reisen*. The travel offers are mainly sold online and the most successful products are individual offers and group tours. The products are holistically sustainable. Sustainability is the key feature in these travel deals. The providers use internationally recognized labels to underpin the trustworthiness of sustainability and communicate this to their customers. Some providers compensate CO₂ on their own. The niche market serves the socio-ecologically active consumers who put up with higher costs and restrictions for sustainability.

4.7.2 Generation of Hypothesis

So far, this paper has conducted an understanding for sustainable tourism, sustainability marketing, the consumer groups and the structure of the German tourism industry. According to this context, sustainability in tourism includes social, ecological and cultural compatibility and it has to be economically sensible. Sustainability marketing is possible for socially active, potentially active and passive customers. The application of sustainability marketing is thus possible both in the mass market and in the niche market. Research question I and II could be answered.

The other research questions could not be conclusively clarified with the literature and require further research. So far, the assumption is that consumers with a general interest in sustainability also consider this aspect to be important in tourism. It is further assumed, that these consumers are familiar with quality seals in general because of their interest in sustainability. Therefore, they perceive quality labels in sustainable tourism as trustworthy. It is also suspected that their interest in sustainability makes them perceive sustainable travel deals as trustworthy. For this purpose, insights will be gained in the following part in

the form of a quantitative data collection. For this, the research questions are translated into concrete hypotheses. Hypotheses are based on the described facts in this paper in regard to the state of research. They need to be built on research questions and must be consistent with other generated hypotheses.¹²⁵ Also, hypotheses must be falsifiable.¹²⁶ They do not create certain knowledge but are provable or refutable conjectures.¹²⁷ In formulating the hypotheses, no statements about the level of confirmation such as "significant relationship" may be made.¹²⁸ They represent empirically verifiable cause-and-effect relationships whose validity is limited to periods and specific classes. The cause depends on the presumed regularity and the effect of the situational condition. Although hypotheses can be empirically confirmed provisionally via cause-and-effect relationships, they can never be proven. They make the research work clearer and more comprehensible.¹²⁹

Research questions III – V are listed below along their corresponding derived hypothesis:

– Research question III *"What are the differences between consumers who are generally more interested in sustainability and those who are generally less interested in sustainability in terms of their perception of the relevance of sustainability in tourism?"*

- H₁: *"Consumers who are generally more interested in sustainability differ from those who are generally less interested in sustainability in terms of their higher assessment of the importance of sustainability in tourism."*

– Research question IV *"Does the general interest in sustainability influence the perception of the trustworthiness of sustainable travel offers?"*

- H₂: *"The more consumers are generally interested in sustainability, the more trustworthy sustainable travel offers appear to them."*

– Research question V *"What are the differences between consumers who are generally more interested in sustainability and those who are generally less interested in sustainability in terms of their perception of the relevance of sustainability in tourism?"*

- H₃: *"The more consumers are generally interested in sustainability, the more trustworthy appear seals of quality for sustainable tourism to them."*

¹²⁵ cf. Kromrey 2016, p. 48

¹²⁶ cf. Töpfer 2012, p. 182

¹²⁷ cf. Töpfer 2012, p. 184

¹²⁸ cf. Kromrey 2016, p. 154

¹²⁹ cf. Berekoven et al. 2009, p. 218

5 Own Empirical Study

5.1 Research Method

After precisely describing the problem and presenting the status quo in the context of secondary research, primary research was conducted. The theoretically suspected relationships and differences were examined in an empirical review with the help of an online survey. Following the methodological preparation, the next step was to evaluate the content using the statistics and analysis program SPSS. In the following chapters, the central findings of the research are summarized and a critical appraisal is given with regard to the methodological and content-related aspects. With this examination of the empirical data collection, finally recommendations for action for the sustainable tourism marketing are set up and summarized in a conclusion.

In order to test the hypotheses, the questionnaire tested the different approaches of the marketing of sustainable products and services. These relate to the mass market on the one side and to the niche market on the other side.

5.2 Survey Design

Initially, a target group analysis must be carried out before the questioning can take place. The associated questionnaire must serve a purpose in this regard and the expectations of the results must be set.¹³⁰ The purpose of this survey was to give tactical recommendations for the marketing of sustainable tourism offers. The surveyed target group are German consumers of travel offers, so that a conclusion on the population of German tourists is possible. The survey was conducted in German because the chosen sample consists of German-speaking subjects. The questionnaire can be found in the appendix.

A questionnaire must be designed to produce similar results when repeated under similar conditions. The interviewees may not be influenced by the interrogator. The result must be generalizable and provide a statement about the target group. A questionnaire must be as long as necessary and as short as possible and reasonable for respondents.¹³¹ A questionnaire must contain instructions for completion. For each question, it should be possible to establish a relationship to the topic under investigation and to determine an evaluable aspect.¹³² The subjects were not influenced by a third party because the questionnaire was completed online and without any assistance. The survey questionnaire included 16 questions and the completion took five to ten minutes. Instructions were included. The content of the questions related to sustainability in general and tourism in particular and demographic information.

The questionnaire begins with a title page that must be both effective and attractive. In addition to conveying information about what the questionnaire is

¹³⁰ cf. Stein 2014, p. 135

¹³¹ cf. Hollenberg 2016, p. 7

¹³² cf. Stein 2014, p. 135

about, the interest of the subject should be aroused. With a cover image, the willingness to fill out the questionnaire can be increased.¹³³ The questionnaire within the context of this bachelor thesis was designed for the research topic of sustainability in tourism, whereby the topic tourism was presented with a cover picture showing a beach. The subjects were addressed on the front page directly and they were informed about data protection and the possibility to ask further questions. The questionnaire was completed with a few words of thanks to the participants.

The formulation of the questions should be clear, concise and understandable. The question should not uncontrollably affect the answer and unclear terms must be defined.¹³⁴ Sustainable tourism has been defined in the survey. However, only social and environmental sustainability has been defined as only these have been queried. As an example of a clear and understandable question, the following question from the survey should be mentioned: „*Wie viel Nettoeinkommen hast du pro Monat nach Abzug von Steuern und Sozialversicherung?*“. Although this question is relatively long to ask for the income, it is clear, as it is specified which income is meant exactly.

There are different types of questions, which are named and briefly explained below.

Closed questions predefine answers and are statistically easy to evaluate. Random answers or incorrect answers are two typical pitfalls for these questions.¹³⁵ In addition, the subjects can be influenced by given answer options. With scales, they tend to use the graduations of the scale to evaluate themselves. For instance, if a scale specifies higher frequencies, subjects will specify higher frequencies for their own behavior.¹³⁶ An advantage is, that the data from closed questions can be quickly captured, encoded and evaluated. Closed questions were used in the survey in the form of single choice and multiple choice questions. In a single choice question, the subject must decide on one possible answer.¹³⁷ This model was used to find out which aspect of social or environmental sustainability in tourism is most important to the respondents. With multiple choice questions, the subjects were able to specify how they inform themselves about travel offers.

To translate the real phenomena into numbers, there are four different levels of measurement. The lowest measurement level is the nominal scale, where the same characteristic values are assigned to the same number. With a nominal scaling, classes can be formed.¹³⁸ An example from the preliminary survey are probands with more interest and probands with less interest in sustainability. In the nominal scale, the answer possibilities exclude each other, an example for

¹³³ cf. Porst 2014, p. 36

¹³⁴ cf. Porst 2014, pp. 99-100

¹³⁵ cf. Kallus 2010, p. 53

¹³⁶ cf. Porst 2014, p. 65

¹³⁷ cf. Porst 2014, p. 53

¹³⁸ cf. Töpfer 2012, p. 231

this are questions which can be answered by "yes" or "no". If so, they are dichotomous. Nominal scaled questions can also be scaled polytomous. In this case, the respondents have to decide for an answer but there are more than two possible answers. This method was chosen in the survey to find out which form of sustainability in tourism the respondents find most important. The next higher measurement level is the ordinal scale. This allows ratios and a ranking to be determined. At the next higher scale, the interval scale, a ranking and a measurable distance between the characteristic values can be defined. The interval scale level is suitable for requesting the approval or rejection of facts. The scales should be defined in such a way that the distances between the answers are the same and interpretable.¹³⁹ Recommended are five to seven scale points.¹⁴⁰ The respondents must be given the opportunity to comment in a differentiated manner while at the same time maintaining an overview of the number of scale points. The need of the interviewee for a differentiated representation of one's own opinion and the need of the interviewer for the widest variation of the possible evaluation methods should be maintained. A scaling with six scale points where only the endpoints are named was chosen in this survey. The scale points were even, so that no center could be used for respondents with no opinion or those who wanted to get quickly to the next question. However, there is also the danger that respondents who are in the middle of the class will not have the opportunity to express themselves and the result will be distorted. The direction of the scale was ordered from least interest or least agreement on the left to the greatest possible approval and interest on the right. The scales were one-dimensional. These questions would have given the opportunity to name each scale point. One advantage would have been that the subjects had known exactly what the individual scale points stand for. One disadvantage is, that it can not be assumed that there are equal distances between the scale points. Thus, these scales would be ordinal scaled and rank, one could no longer assume an interval or ratio scale. The selected variant offers more possibilities for the evaluation due to the higher scaling. In this survey, the trustworthiness of tourist advertisements and seals of approval was queried on interval scales. Interest and the importance of sustainability in tourism was also queried on interval scales. A higher scale contains all the lower-scale possibilities for calculation, so that all statements that can be made about the lower-scaled variables are also possible for the following higher ones. When evaluating data, it is always possible to go back to a lower measurement level despite a higher scaling.¹⁴¹

Another type of questions are open questions. They do not provide any answers and respondents can formulate their answers freely. One advantage is, that it identifies aspects that the interviewer did not think about when designing the questionnaire¹⁴² and that the interviewee is not influenced in his answer.¹⁴³ A disadvantage is, that the answers depend on how well the subjects can express themselves. Furthermore, a great effort in the subsequent evaluation arises. A

¹³⁹ cf. Häder 2015, p. 27

¹⁴⁰ cf. Bortz/Döring 2006, p.181; Kallus 2010, p. 45

¹⁴¹ cf. Töpfer 2012, p. 232

¹⁴² cf. Züll/Menold 2014, p. 713

¹⁴³ cf. Porst 2014, p. 56

mixed form of the mentioned types of questions is the half-open question. It can eliminate the disadvantages and combine the benefits of the above-named questions.¹⁴⁴ In this questionnaire, the half-open question was used to find out, where the subjects inform themselves about holiday offers. The answer option „*Andere Quelle, und zwar:*“ was provided with a response field for self-completion. This method has been offered here, because although it can be estimated where the respondents search for information about holiday offers, it is still possible that the author did not mention all possibilities.

Both types of questions, closed and open questions, have disadvantages. Within the framework of this bachelor thesis, only closed and half-open questions were chosen, since the data collection, coding and evaluation process can be better coped within the given time frame.

It should not appear to the subjects that some of the answers are of higher social acceptance than others.¹⁴⁵ In terms of sustainability, this is difficult because sustainable behavior enjoys greater prestige in society than the opposite. Still, the questionnaire explicitly addresses sustainability and sustainable behavior of the subjects.

The sequence and the structure of the questions in a survey have an effect on the response behavior of the subjects. There is the so-called primacy effect, where subjects tend to choose the category shown first to them. The recency effect describes the opposite, where the last category is chosen.¹⁴⁶ To counteract these effects, the item batteries were randomly sorted to each subject in the survey. Questions on the same topics, for example on quality seals, were summarized in blocks of questions.

5.3 Sample

A sample describes the people specifically selected for the survey.¹⁴⁷ A sample is used as a subset to obtain generalizable, meaningful results about the population. The population must be precisely defined in factual, spatial and temporal terms. If all units in the population are equally likely to become part of the sample, then it is a so-called random sample. A random sample is necessary because only in this case random error and significance level calculations are possible.¹⁴⁸ There is no random sample in this survey, as the majority of respondents are students of the University of Applied Sciences of Hannover and other German universities. Nevertheless, in the present work a random sample is assumed. Although there are concerns about this method, there is empirical evidence that this method yields the same result as random sampling.¹⁴⁹ On this basis, statistical tests and confidence intervals can be applied, parameters can

¹⁴⁴ cf. Hollenberg 2016, p.12

¹⁴⁵ cf. Hlawatsch/Krickl 2014, p. 306

¹⁴⁶ cf. Porst 2014, p. 138

¹⁴⁷ cf. Töpfer 2012, p. 228

¹⁴⁸ cf. Berekoven et al. 2009, p. 218

¹⁴⁹ cf. Berekoven et al. 2009, p. 219

be estimated and conclusions can be drawn about facts in the population. In the evaluation, the goal is to separate random effects from systematic ones.¹⁵⁰ The characteristics to be examined are called variables which can be divided into influencing and target variables. The target variables are called dependent variables. They describe an effect that is triggered by the independent variable.¹⁵¹

In the present survey, there were two independent variables for examining the differences between subjects who are generally more interested in sustainability and subjects who are generally less interested in sustainability. Dependent variables were different examples of sustainability in tourism, which are divided into ecological and social sustainability. The differences in the mean values of the subjects with high interest and those with little interest in sustainability were tested. In another test, the interest in social and the interest in environmental sustainability were the independent variables. As dependent variables, the trust in quality seals for sustainable tourism and in the sustainability of travel offers was examined.

After the sample and variables have been defined, the survey and evaluation must meet the four following requirements. It must be objective, meaning that neither the interrogator nor the instrument for carrying out the survey may distort the testimony of the subjects. The evaluation and interpretation of the data must be objective. Regarding the hypothesis, this means that respondents should not be influenced to the extent that they only have the opportunity to express themselves in the sense of the hypothesis. The second requirement is the validity of the investigation. The validity results from the correct determination of the characteristics and their dimensions and from the evaluation of a correctly determined characteristic value. Profitability as a third dimension expresses, that the survey always comes to the same measurement result, if it is carried out under the same conditions, so it must be reproducible. The last dimension, the generalizability, expresses that the result from the sample can be transferred.¹⁵²

5.4 Evaluation Method

The software-based data collection from December 7th to December 10th 2018 resulted in an adjusted sample of N = 186 (unadjusted N = 200) with 58 male and 128 female participants (31.18 percent and 68.82 percent) as figure 10, a screenshot from the survey, shows.

Anzahl Teilnehmer: 186

128 (68.8%): weiblich

58 (31.2%): männlich

Figure 10: Probands

¹⁵⁰ cf. Berekoven et al. 2009, p. 220

¹⁵¹ cf. Töpfer 2012, p. 228

¹⁵² cf. Bortz/ Döring 2006, pp. 326-327

Contingency tables show a possible relationship between variables.¹⁵³ They were used in this evaluation to get a first impression about the differences in the group of respondents with more interest in sustainability and those less interest in sustainability. The differences were shown in the importance the probands saw in sustainability in tourism. The contingency tables were also used to see to what extent interest in sustainability affects trust in sustainable touristic offers and quality seals. In addition, a contingency table was used to determine, how many subjects belong to the socio-ecologically passive, socio-ecologically potentially active and socio-ecologically active consumers.

The t-test determines, whether the mean values of two groups are different. In the data analysis, this test was used to confirm differences between probands with a high interest in sustainability and those with little interest in sustainability, which were previously assumed on the basis of contingency tables. Prerequisite for the t-test is, that the sample is large enough. That is given in the present case with N= 186. In the t-test, the test value is calculated from the mean value and the standard deviation and compared with the critical t-value. In this test, the null hypothesis states, that the mean values of the two groups do not differ. As an alternative hypothesis, it is assumed that the mean values deviate from one another. The significance level alpha indicates, whether the null hypothesis can be accepted or not. The significance level of 5 percent stands for the erroneous rejection of the null hypothesis. If the calculated probability is less than the significance level, the null hypothesis is discarded and the alternative hypothesis is accepted. If the value is above 5 percent, the result is significant and the null hypothesis is accepted.¹⁵⁴ In the run-up to the analysis, respondents were divided into two groups based on the first question. The first question targeted the general social and environmental interest of the probands, which they had to rate as high or low on a six-dimensional scale. Although the social and environmental interest was asked separately, those variables were summarized into "*generally more interest in sustainability*" and "*generally less interest in sustainability*" in order to carry out the t-test and the contingency tables. Finally, using the t-test, it was determined, whether the subjects with a high level of interest in sustainability rated the importance of sustainability in tourism as higher than those with little interest in sustainability.

Using the multiple linear regression, it was determined, whether the interest in environmental sustainability and the interest in social sustainability has an impact on the perception of the trustworthiness of sustainable offers and quality seals. A multiple linear regression determines the impact of multiple variables on one dependent variable. The null hypothesis states that the variables are independent of each other. The independent variables in this evaluation are the "*interest in environmental sustainability*" and the "*interest in social sustainability*". As dependent variables, "*trustworthiness of sustainable travel offers*" and "*trustworthiness of quality seals for sustainable tourism*" were tested. For several independent variables, the corrected coefficient of determination R square must be considered. The higher the value of the corrected R square is, the stronger is the relationship between the independent and dependent variables.

¹⁵³ cf. Raab et al. 2009, p. 200

¹⁵⁴ cf. Bortz/Döring 2006, p. 25

The t-value must be different from zero and the significance level is 0.05. If the significance values of the independent variables are below 0.05, the null hypothesis can be discarded and it can be assumed that there is a relationship between the independent and the dependent variable.¹⁵⁵ In the following sub-chapters, the results of the evaluations are discussed.

¹⁵⁵ Raab et al. 2009, p. 232

6 Discussion of the Results

6.1 Classification of Probands

Table 1 shows, that 65.8 percent of the probands are more interested in sustainability in general and 17.6 percent are generally less interested in sustainability. In the table, the probands who are more interested are indicated with the value 4, the less interested are indicated with the value 2. Based on these two groups, the differences in their perception of importance of sustainability in tourism were evaluated. Moreover, this classification was chosen to give recommendations for marketing tactics after the evaluation. On the basis of the less interested subjects, recommendations for action for the mass market are drawn up. Those who are more interested in sustainability can be customers of the niche market for sustainable tourism. Their statements therefore are used to give recommendations for the niche market.

Table 1: Classification of Probands

		involvement			
		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	2,00	33	17,6	17,6	17,6
	3,00	31	16,6	16,6	34,2
	4,00	123	65,8	65,8	100,0
	Gesamt	187	100,0	100,0	

The idea of sustainability in tourism is not widespread and tourists have probably no awareness of it. Hence, the willingness to accept costs and restrictions for sustainable touristic offers might be low. One purpose of the research was to find out, if the probands are willing to pay more and accept restrictions for sustainable offers. In table 2, a contingency table shows that people who have a generally low interest in sustainability are also not interested in sustainability when they are on holidays. No one of them stated they would accept higher costs and restrictions for sustainability on holidays. For 63.6 percent of them, the price is the decisive criterion when they go on holidays.

Table 2: Contingency Table Sustainability on Holidays

involvement * @3. Welcher dieser Aussagen stimmst du am ehesten zu Kreuztabelle

			@3. Welcher dieser Aussagen stimmst du am ehesten zu			Gesamt
			Bei meinem Urlaub nehme ich Rücksicht auf die Umwelt und faire Arbeitsbedingungen. Einschränkungen und höhere Kosten nehme ich dabei gerne in Kauf.	Um überhaupt Urlaub machen zu können, muss ich sehr auf Preise achten. Mit meinen finanziellen Mitteln suche ich das bestmögliche Erlebnis. Nachhaltigkeit ist für mich zweitrangig.	Wenn keine höheren Kosten für mich entstehen und mein Urlaubserlebnis dadurch nicht beeinträchtigt wird, finde ich es gut und wichtig, dass mein Urlaub (An- und Abreise, Unterkunft, Aktivitäten vor Ort) nachhaltig ist.	
involvement	2,00	Anzahl % innerhalb von involvement	0 0,0%	21 63,6%	12 36,4%	33 100,0%
	3,00	Anzahl % innerhalb von involvement	3 9,7%	15 48,4%	13 41,9%	31 100,0%
	4,00	Anzahl % innerhalb von involvement	19 15,4%	29 23,6%	75 61,0%	123 100,0%
Gesamt		Anzahl % innerhalb von involvement	22 11,8%	65 34,8%	100 53,5%	187 100,0%

There are differences among those probands who are generally more interested in sustainability. Table 2 showed that 15.4 percent of them also see sustainability as a priority when they are on holidays. 23,6 percent of them are not interested in sustainability in their holidays. However, the majority of respondents who are generally more interested in sustainability (61.0 percent) can be categorized as socio-ecological potentially active consumers. They said, they are interested in sustainability in their holidays as long as the price doesn't increase and there are no restrictions for them. 36.4 percent of the respondents with generally little interest in sustainability are socio-ecological potentially active consumers, too. When traveling as a tourist, these people do not want to put up with any costs or restrictions but they see a relevancy in sustainability.

6.2 Importance of Ecological Sustainability

In the following two chapters, the results for hypothesis H₁: "Consumers who are generally more interested in sustainability differ from those who are generally less interested in sustainability in terms of their higher assessment of the importance of sustainability in tourism." are being discussed.

The importance of local cuisine at the touristic destination achieved the best results. In this question, a special experience, so an added value in the form of local cuisine, was offered. The fact that the food was produced regionally and thus promotes the economy and protects the environment was only mentioned as an accompaniment. For this reason, great popularity in both consumer groups was expected. The probands who generally have less interest in sustainability have a mean of 4.18 and the generally more interested probands a mean of 4.97 (as shown in table 3). Thus, the interest in local cuisine is higher among those who are more interested in sustainability. For this part of the hypothesis H₁, the research has secured the hypothesis. The significance of less than 0.05 that was calculated in a t-test is an evidence of differences in the means. The group of the less interested probands showed the biggest interest in this question, compared to all the other questions about sustainability.

Table 3: T-Test Importance of Local Cuisine

→ T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
Landestypisches und regional produziertes Essen	2,00	33	4,18	1,530	,266
	4,00	123	4,97	1,048	,094

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit						
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	95% Konfidenzintervall der Differenz	
									Untere	Obere
Landestypisches und regional produziertes Essen	Varianzen sind gleich	9,344	,003	-3,442	154	,001	-,786	,228	-1,237	-,335
	Varianzen sind nicht gleich			-2,780	40,387	,008	-,786	,283	-1,357	-,215

The protection of animals and plants is of relevance for most tourists when they are on vacation. In general, the response to this question indicates, that 38.0 percent of all respondents consider biodiversity to be extremely important and only 1.6 percent to be unimportant. The species protection was rated as very important by 32.6 percent of the more interested probands as table 4 shows. Among the less interested subjects, the interest was significantly lower. Only 1.1 percent think it is very important.

Table 4: Contingency Table Importance of Species Protection

involvement * Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Ti									
		Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Ti						Gesamt	
		1	2	3	4	5	6		
involvement	2,00	Anzahl	3	2	8	6	12	2	33
		% der Gesamtzahl	1,6%	1,1%	4,3%	3,2%	6,4%	1,1%	17,6%
	3,00	Anzahl	0	0	2	10	11	8	31
		% der Gesamtzahl	0,0%	0,0%	1,1%	5,3%	5,9%	4,3%	16,6%
4,00	Anzahl	0	2	2	22	36	61	123	
	% der Gesamtzahl	0,0%	1,1%	1,1%	11,8%	19,3%	32,6%	65,8%	
Gesamt	Anzahl	3	4	12	38	59	71	187	
	% der Gesamtzahl	1,6%	2,1%	6,4%	20,3%	31,6%	38,0%	100,0%	

The t-test in table 5 shows a significant difference (p= 0.001) between the mean values of the interested and the less interested probands. The mean is 5.24 for

those more interested in sustainability and 3.85 for the probands with less interest in sustainability. With this aspect, the research can therefore support the hypothesis H₁.

Table 5: T-Test Importance of Species Protection

T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Tieren	2,00	33	3,85	1,395	,243
Die Artenvielfalt ist wichtig	4,00	123	5,24	,915	,083

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Tieren	Varianzen sind gleich	12,567	,001	-6,849	154	,000	-1,387	,203	-1,787	-,987
	Varianzen sind nicht gleich			-5,410	39,680	,000	-1,387	,256	-1,906	-,869

Minimizing greenhouse gas emissions was overall rated as least important. Table 6 shows mean scores of 2.39 for those who are less interested in sustainability and 3.93 for subjects more interested in sustainability. These results underline the generally low interest in reducing CO₂ emissions. But also, the standard deviation shows with 1,160 the biggest value of all questions about sustainability for probands who are more interested in sustainability. That shows that more answers differ from the mean value than they do in the other results. The results of this sub-aspect also assure the hypothesis H₁.

Table 6: T-Test Importance of Reducing CO₂-Emissions

T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
Dass die Reise nur wenig Treibhausgasemissionen verursacht	2,00	33	2,39	1,368	,238
Die Reise verursacht viele Treibhausgasemissionen	4,00	123	3,93	1,150	,104

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
Dass die Reise nur wenig Treibhausgasemissionen verursacht	Varianzen sind gleich	2,416	,122	-6,556	154	,000	-1,541	,235	-2,005	-1,077
	Varianzen sind nicht gleich			-5,933	44,874	,000	-1,541	,260	-2,064	-1,018

In summary, the results of the research on ecological sustainability tourism confirm the hypothesis H₁. The next chapter discusses the findings on social sustainability in tourism.

6.3 Importance of Social Sustainability

Preserving local culture is for all probands the most important factor of social sustainability as shown in table 7. The mean value of the less interested probands is with 4.15 the highest result of all the questions about the relevance of social sustainability. The same applies to the mean value of the more interested

probands of 5.09. The differences in the mean values are significant. The less interested probands have the biggest standard deviation with 1.603 among all questions about sustainability here. But also, the standard deviations of the other questions about social sustainability are bigger than 1.5, so this value is not outstanding. This result supports hypothesis H1. The mean of the more interested probands is higher than the mean of the less interested probands.

Table 7: T-Test Importance of Preserving Indigenous Culture

→ T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
Dass die einheimische Kultur durch den Tourismus nicht beeinträchtigt wird	2,00	33	4,15	1,603	,279
Dass die einheimische Kultur durch den Tourismus nicht beeinträchtigt wird	4,00	123	5,09	,868	,078

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit						
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	95% Konfidenzintervall der Differenz	
								Untere		Obere
Dass die einheimische Kultur durch den Tourismus nicht beeinträchtigt wird	Varianzen sind gleich	17,267	,000	-4,498	154	,000	-,938	,209	-1,350	-,526
	Varianzen sind nicht gleich			-3,236	37,177	,003	-,938	,290	-1,525	-,361

Fair working conditions were rated to be extremely important by 30,9 percent of the probands who are generally more interested in sustainability as table 8 shows. The less interested probands rated fair working conditions with average importance.

Table 8: Contingency Table Importance of Working Conditions

involvement * Dass an meinem Urlaubsort im touristischen Bereich faire Arbeitsbedingungen herrschen									
			Dass an meinem Urlaubsort im touristischen Bereich faire Arbeitsbedingungen herrschen						Gesamt
			1	2	3	4	5	6	
involvement 2,00	Anzahl		3	3	8	7	6	6	33
	% innerhalb von involvement		9,1%	9,1%	24,2%	21,2%	18,2%	18,2%	100,0%
3,00	Anzahl		0	2	3	9	10	7	31
	% innerhalb von involvement		0,0%	6,5%	9,7%	29,0%	32,3%	22,6%	100,0%
4,00	Anzahl		0	1	4	24	56	38	123
	% innerhalb von involvement		0,0%	0,8%	3,3%	19,5%	45,5%	30,9%	100,0%
Gesamt	Anzahl		3	6	15	40	72	51	187
	% innerhalb von involvement		1,6%	3,2%	8,0%	21,4%	38,5%	27,3%	100,0%

The mean test in table 9 showed a significant difference (p=0.000) in the mean value of those more interested in sustainability (5.02) and the mean of the less interested (3.85). These results underline, that fair working conditions are of high importance for probands with interest in sustainability and only of average importance for those with low interest in sustainability. This result ensures hypothesis H1.

Table 9: T-Test Importance of Working Conditions

T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
DassanmeinemUrlaubso	2,00	33	3,85	1,544	,269
rtouristischenBereichf	4,00	123	5,02	,844	,076

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
DassanmeinemUrlaubso	Varianzen sind gleich	26,801	,000	-5,827	154	,000	-1,176	,202	-1,575	-,777
	Varianzen sind nicht gleich			-4,211	37,278	,000	-1,176	,279	-1,742	-,610

That the life of the locals should not be affected by tourism is the least important dimension of social sustainability for both groups of probands. The mean is 4.77 for the generally more in sustainability interested probands and 3.73 for the less interested (see table 10). There is a significant difference in the means, as table 10 shows. Summing up, this result ensures hypothesis H₁.

Table 10: T-Test Importance of Local Life

→ **T-Test**

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
DassdastäglicheLebend	2,00	33	3,73	1,506	,262
erEinheimischendurchde	4,00	123	4,77	,974	,088

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
DassdastäglicheLebend	Varianzen sind gleich	10,816	,001	-4,823	154	,000	-1,045	,217	-1,473	-,617
	Varianzen sind nicht gleich			-3,781	39,451	,001	-1,045	,276	-1,604	-,486

In summary, the hypothesis H₁ can be verified. Consumers with generally more interest in sustainability also consider sustainability to be more important in tourism than subjects who generally have less interest in sustainability.

6.4 Trustworthiness of Sustainable Travel Offers

The multiple linear regression was used to determine whether there is a relationship between the “*interest in social sustainability*” and “*interest in ecological sustainability*” as independent variables and “*trustworthiness of sustainable travel offers*” as a dependent variable to answer hypothesis H₂: “*The more consumers are generally interested in sustainability, the more trustworthy sustainable travel offers appear to them.*”. For this, two advertisements for sustainable travel offers were shown to the subjects. One advertisement was a travel portal promoting environmental sustainability. The other advertisement was a group trip where social sustainability was promoted. It became apparent, that there is no significant relationship between the independent variables and the dependent variable when it comes the trustworthiness of the ecological sustainable travel offer. The results are shown in table 1. The adjusted R squared of 0.006

indicates, that only 0.6 percent of the variance can be explained by the model. The ANOVA- table shows, that the result is not significant. The significance value here is 0.217. This value is above 0.05. There is thus no linear relationship between the interest in social and ecological sustainability and the perception of trustworthiness of ecological sustainability.

Table 11: Multiple Linear Regression Trustworthiness of an Ecologically Sustainable Travel Offer

ANOVA^a

Modell	Quadratsumme	df	Mittel der Quadrate	F	Sig.
1 Regression	3,525	2	1,763	1,540	,217 ^b
Nicht standardisierte Residuen	210,635	184	1,145		
Gesamt	214,160	186			

a. Abhängige Variable: Ichhalte die Anzeige in Bezug auf die beworbene Nachhaltigkeit_A

b. Einflussvariablen : (Konstante), Soziale Themen wie z.B. Fairtrade, Umweltthemen und Umweltschutz

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.
		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	3,071	,312		9,844	,000
	Umweltthemen und Umweltschutz	,016	,102	,017	,152	,879
	Soziale Themen wie z.B. Fairtrade	,104	,098	,116	1,060	,290

a. Abhängige Variable: Ichhalte die Anzeige in Bezug auf die beworbene Nachhaltigkeit_A

With respect to the dependent variable of the trustworthiness of social sustainability, no relationship could be established. The results are presented in table 12. The adjusted R squared of 0.008 indicates, that only 0.8 percent of the variance can be explained by the model. The result is not significant because the significance value of 0.477 from the ANOVA table is above the significance level of 0.05.

Table 12: Multiple Linear Regression Trustworthiness of a Socially Sustainable Travel Offer

Modellzusammenfassung

Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers
1	,089 ^a	,008	-,003	1,150

a. Einflußvariablen : (Konstante), SozialeThemenwiev.B.Fairtrade, UmweltthemenundUmweltschutz

ANOVA^a

Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	1,963	2	,982	,743	,477 ^b
	Nicht standardisierte Residuen	243,267	184	1,322		
	Gesamt	245,230	186			

a. Abhängige Variable: Ichhalte die Anzeige in Bezug auf die beworbene Nachhaltigkeit

b. Einflußvariablen : (Konstante), SozialeThemenwiev.B.Fairtrade, UmweltthemenundUmweltschutz

Koeffizienten^a

Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.
		Regressionskoeffizient B	Standardfehler	Beta		
1	(Konstante)	2,784	,335		8,306	,000
	UmweltthemenundUmweltschutz	-,037	,110	-,037	-,342	,733
	SozialeThemenwiev.B.Fairtrade	,110	,106	,114	1,039	,300

a. Abhängige Variable: Ichhalte die Anzeige in Bezug auf die beworbene Nachhaltigkeit

Hypothesis H2 must therefore be discarded. There must be other factors that influence the perception of the trustworthiness of sustainable travel offers than the interest in sustainability.

6.5 Trustworthiness of Quality Seals

Research findings on H₃: “The more consumers are generally interested in sustainability, the more trustworthy seals of quality for sustainable tourism appear to them.” will be evaluated next.

With the multiple linear regression the relationship between the “interest in social sustainability” and “interest in ecological sustainability” as independent variables and “trustworthiness of quality seals for sustainable tourism” as a dependent variable was analyzed. Three logos of quality labels for sustainable tourism were shown to the probands. They were then asked if these or other quality seals in sustainable tourism seem to be trustworthy to them. The results are shown in table 13. The adjusted R squared of 0.136 indicates that only 13.6 percent of the variance can be explained by the model. There is thus only a weak relationship. The ANOVA table shows, that the result is significant, with a significance value of 0.000. Thus, there is a weak linear relationship between the interest in social and ecological sustainability and the perception of trustworthiness in sustainable tourism. With increasing interest in sustainability, trust in quality labels is also increasing. However, the relationship is so weak that there must be other factors that influence trust.

H₃ must therefore be discarded.

Table 13: Multiple Linear Regression Trustworthiness of Quality Seals in Sustainable Tourism

Modellzusammenfassung				
Modell	R	R-Quadrat	Korrigiertes R-Quadrat	Standardfehler des Schätzers
1	,369 ^a	,136	,127	,949

a. Einflußvariablen : (Konstante), SozialeThemenwiewz.B.Fairtrade, UmweltthemenundUmweltschutz

ANOVA ^a						
Modell		Quadratsumme	df	Mittel der Quadrate	F	Sig.
1	Regression	26,117	2	13,059	14,504	,000 ^b
	Nicht standardisierte Residuen	165,658	184	,900		
	Gesamt	191,775	186			

a. Abhängige Variable: Ichhaltesiefür
b. Einflußvariablen : (Konstante), SozialeThemenwiewz.B.Fairtrade, UmweltthemenundUmweltschutz

Koeffizienten ^a								
Modell		Nicht standardisierte Koeffizienten		Standardisierte Koeffizienten	T	Sig.	95,0% Konfidenzintervalle für B	
		RegressionskoeffizientB	Standardfehler	Beta			Untergrenze	Obergrenze
1	(Konstante)	1,896	,277		6,853	,000	1,350	2,442
	UmweltthemenundUmweltschutz	,251	,090	,284	2,779	,006	,073	,429
	SozialeThemenwiewz.B. Fairtrade	,090	,087	,106	1,036	,302	-,082	,262

a. Abhängige Variable: Ichhaltesiefür

7 Derived Recommendations for Action

The aim of this work is to establish recommendations for marketing tactics for sustainable tourism. To do so, the research question III: "*What are the differences between consumers who are generally more interested in sustainability and those who are generally less interested in sustainability in terms of their perception of the relevance of sustainability in tourism?*" will be answered first.

Based on the evaluation of hypothesis H₁, it was found that people with generally less interest in sustainability also rate sustainability as less important in tourism. These probands belong to the touristic mass market. People with a general interest in sustainability are also more interested in this topic in tourism. They belong to the niche market of sustainable tourism. On this basis, the following recommendations are divided into mass market and niche market. In addition to answering the hypotheses, the survey also provided information that is included in the recommendations for action. In this context, the trustworthiness of seals of quality and sustainable travel offers will also be addressed, even if the research questions may not be answered with the results.

7.1 Recommendations for the Mass Market

The results of the survey showed, that respondents with a generally low level of interest in sustainability are also not interested in this topic in their holidays. They are the group of socio-ecologically passive consumers. Sustainable offers for the mass market should generally avoid the explicit thematization of sustainability. This applies to terms as well as to pictures. Messages about environmental protection and sustainability are more likely to deter potential customers, as they do not want to pay for something that does not add visible added value for them.

Respondents with generally little interest in sustainability, however, showed interest in local food. In this, they seem to see added value for their holiday experience. In marketing, the added value that results from local food from regional cultivation should therefore clearly be communicated. If a hotel offers local food, this is unlikely to significantly increase the price of the trip and will therefore be accepted by mass-market customers. This aspect should therefore be clearly communicated.

In terms of social sustainability, the preservation of local culture has been the most popular aspect. Customers in the mass market see added value in being able to experience the local culture. Because of this, mass market tour operators can use their websites and travel agencies to advertise that they do not affect the local culture. As an added value for the customers, they can advertise excursions or events, to give them deeper insights into the local culture.

Preservation of species was also rated to be important compared to other variables. Here again, it is clear that the subjects see added value by being able to experience native animals and plants. Experiences in nature can be communicated by providers in the mass market, for example in the form of a guided tour.

The respondents were the least interested in CO₂ emissions. In tourism, however, CO₂ emissions are enormous. 75 percent come from transportation and most of it is caused by aircraft. As air travel will increase dramatically over the next few years, according to the *Reiseanalyse* of the *Forschungsgemeinschaft Urlaub und Reisen e.V.* research community for holidays and travel, more and more CO₂ emissions are expected. Above all, the mass market produces a lot of CO₂ with short journeys and package holidays. That is why mass tourism must create incentives for travel destinations that can be reached by other modes of transportation. For vacationers traveling to warmer countries, package tours to Italy can be offered. Italy is the most popular foreign travel destination for Germans, following after Spain. Instead of by plane, the means of transport on this offer can be the train. The *Rail & Fly* concept already exists in the mass market. For example, the market leader *TUI Rail & Fly* offers the possibility to take the train to the airport. Customers are already used to the fact that the train is a means of transport for their holidays. A well-organized train journey directly to the destination is thus an alternative to the aircraft, which causes less CO₂ emissions.

At the same time, the compensation of greenhouse gases caused by air raids must be intensified. Currently, the compensation in the mass market is always done voluntarily by the customer. However, as customers are not very interested in reducing CO₂ emissions, tour operators should compensate emissions by themselves. It is important to communicate this only accompanying to other characteristics of the journey so that no concerns about higher prices come up. In fact, there are only slightly higher costs. If one compensates a flight with *TUI fly* from Hanover to Palma de Mallorca and back via the company *Atmosfair*, it costs 16 euro as figure 11 shows.

Ihre CO₂-Emissionen ⓘ

Klimawirkung	672 kg CO₂
Kompensationsbetrag	16 €
Detaillierte Emissionsdaten ausblenden ▲	
Flugdistanz	3.158 km

Figure 11: Atmosfair CO₂ Compensation¹⁵⁶

As can be seen in figure 12, the costs for the flight are 79,98 euros, if specifically a cheap deal is selected at *TUI fly*. If a mass market company only compensates for part of its flights, it has a major impact on CO₂ reduction and only marginally increases costs for price-sensitive customers.



Figure 12: Example Flight TUI fly¹⁵⁷

¹⁵⁶ cf Atmosfair 2018b

The research question V "Does the general interest in sustainability influence the perception of the trustworthiness of quality seals in sustainable tourism?" could not be answered as the corresponding hypothesis H₂ could not be verified. Contingency tables showed, that almost none of the socio-ecologically passive subjects knew about quality seals (see table 14).

Table 14: Contingency Table Familiarity with Quality Seals

involvement * @7.SinddireinzelnedergezeigtenGütesiegeloderauchandereG Kreuztabelle

			@7. SinddireinzelnedergezeigtenGü tesiegeloderauchandereG		Gesamt
			Gütesiegel für nachhaltigen Tourismus sind mir bekannt.	Gütesiegel für nachhaltigen Tourismus sind mir nicht bekannt.	
involvement	2,00	Anzahl	1	32	33
		% innerhalb von involvement	3,0%	97,0%	100,0%
	3,00	Anzahl	1	30	31
		% innerhalb von involvement	3,2%	96,8%	100,0%
	4,00	Anzahl	15	108	123
		% innerhalb von involvement	12,2%	87,8%	100,0%
Gesamt		Anzahl	17	170	187
		% innerhalb von involvement	9,1%	90,9%	100,0%

Quality seals are communicated poorly in sustainable tourism. Since the socio-ecologically passive consumers have little interest in sustainability, they also do not perceive sustainable travel offers. For this reason, they have little opportunity to see sustainable tourism seals, even if they are conveyed. The respondents stated in the survey, that they have little faith in the quality seals for sustainable tourism. Since they generally have little interest in the topic of sustainability, it is not advisable to communicate labels more in the mass market. This could be more daunting as it can be associated with higher costs. If a company wants to communicate certifications in the mass market, they should refer to the actions of the company so that customers do not fear higher costs. For example, a company can use the already mentioned environmental management standard *ISO 14001* standard to present themselves as a sustainable company.

¹⁵⁷ cf. TUI 2018

7.2 Recommendations for the Niche Market

In the niche market, the socio-ecologically active subjects are addressed who are interested in sustainability and willing to accept higher costs and restrictions.

The survey results show, that added value in the form of natural and cultural experiences meets with approval. Also regional food was perceived as important. The respondents are therefore concerned with the high quality of the food and with active enjoyment in nature. They see this as an added value, which is why these topics and their sustainability aspects can be explicitly communicated in marketing. From these sustainability aspects, group and individual travel can be put together. As explained in chapter 4.5, these are successful products in the sustainable tourism market. One possibility is to offer a round trip in a small group. On this tour, special experiences in nature can be offered. Depending on the region, the offers can be a volcanic ascent at sunrise or observing native animals. The accommodations on this tour are sustainably managed and only regional dishes are offered.

The subjects interested in sustainability considered the reduction of greenhouse gases to be of little relevance. Customers in the niche market need to be sensitized to the topic. The tour operators themselves must also do more to reduce greenhouse gases. At *forum anders reisen* a large part of the emissions are already compensated. Some travel providers of this association even include the CO₂ of shore excursions in compensation. However, with this travel portal, all CO₂ emissions should be compensated without exception, as a holistically sustainable journey is sold to the customer. Without CO₂ compensation, a trip can not be completely sustainable. The topic itself should be clearly communicated to the customer to sensitize him for the topic. As a result, customers can be encouraged to compensate for their CO₂ if they book a trip in which the CO₂ is not compensated by the provider.

The trustworthiness of sustainable travel offers was assessed as a medium in the survey and there was no significant difference to the group of subjects who were less interested in sustainability (see table 15).

Table 15: T-Test Trustworthiness of Sustainable Travel Offers

→ T-Test

Gruppenstatistiken					
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
Ichhalte	2,00	33	3,15	1,503	,262
dieAnzeigeinBezugaufdiebeworbeneNachhaltigkeit_A	4,00	123	3,63	,918	,083

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
Ichhalte	Varianzen sind gleich	14,869	,000	-2,270	154	,025	-,475	,209	-,887	-,062
dieAnzeigeinBezugaufdiebeworbeneNachhaltigkeit_A	Varianzen sind nicht gleich			-1,730	38,628	,092	-,475	,274	-1,030	,081

As already shown in the regression analysis, no link could be found between the interest in sustainability and the trust in sustainable travel offers. The presumption before the beginning of the research was, that people with more interest in sustainability are better informed and therefore know about the described sustainable travel offers and the certifications with seal of approval from these tour operators. This assumption was not confirmed. The marketing in sustainable tourism must therefore manage to increase the trustworthiness for potential customers with an interest in sustainability. A recommended course of action is to use quality seals. Quality seals such as the *Fairtrade* seal have been successfully used for years in sustainably produced consumer goods, as shown in Chapter 4.3. The recommended action for quality seals in sustainable tourism will be presented in the next paragraph.

Quality labels were perceived as more trustworthy by probands who are more interested in sustainability than by consumers with less interest in sustainability (see table 16).

Table 16: T-Test Trustworthiness of Quality Seals for Sustainable Tourism

→ T-Test

Gruppenstatistiken									
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes				
Ichhaltesiefür	2,00	33	2,39	,998	,174				
	4,00	123	3,54	,926	,083				

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit						
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	95% Konfidenzintervall der Differenz	
									Untere	Obere
Ichhaltesiefür	Varianzen sind gleich	,807	,370	-6,238	154	,000	-1,151	,184	-1,515	-,786
	Varianzen sind nicht gleich			-5,970	47,800	,000	-1,151	,193	-1,538	-,763

However, the trustworthiness was rated as only medium. In addition, no relationship could be found between interest in sustainability and trust in labels, as already shown in the regression analysis. Consumer goods labels, on the other hand, were perceived as more trustworthy by all respondents (see table 17).

Table 17: T-Test Trustworthiness of Quality Seals for Sustainable Consumer Goods

→ T-Test

Gruppenstatistiken									
	involvement	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes				
Ichhaltesiefür_A	2,00	33	3,52	1,326	,231				
	4,00	123	4,11	,982	,089				

Test bei unabhängigen Stichproben										
		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit						
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	95% Konfidenzintervall der Differenz	
									Untere	Obere
Ichhaltesiefür_A	Varianzen sind gleich	6,217	,014	-2,835	154	,005	-,591	,208	-1,002	-,179
	Varianzen sind nicht gleich			-2,389	41,875	,021	-,591	,247	-1,089	-,092

The analysis also showed, that 94.1 percent of respondents were aware of the quality seals for sustainable consumer goods (figure 13).



Figure 13: Awareness of Quality Seals for Sustainable Consumer Goods

But only 9.1 percent of respondents are aware of quality seals for sustainable tourism (see figure 14).

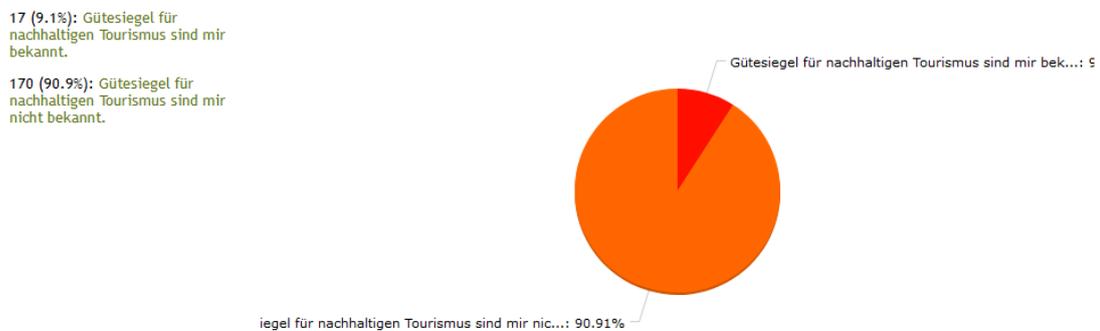


Figure 14: Awareness of Quality Seals for Sustainable Tourism

Whether the knowledge of the quality seals has an influence on the trust in them was not explored in the present paper, so no statement can be made about it. Quality seals can be of help in assessing whether a travel offer is sustainable. For this, the respective logo and the certification criteria must be known. At the moment, only the logo of the seal is displayed on sustainable travel offers and it is explained only superficially. On the homepage of the website of *forum anders reisen*, the *TourCert* quality seal is hard to find. Only via the tab "Über uns" and "CSR-Zertifizierung", the logo and a short explanation of the quality seal can be found. All members of the association must have a certification with this seal of quality. The certifications therefore apply to every offer on the website and are also reviewed every two to three years. The action recommendation here is to show the logo of the quality seal and a short explanation about the contents on the homepage of the website. In addition, it should be noted that Germany's most well-known foundation and consumer organization *Stiftung Warentest* recommends the quality seal. Thus, the trustworthiness of the logo and the content is emphasized. This may increase trust in quality seals and in certified travel offers after some time. However, as the quantitative research could not produce a result about the perception of trustworthiness, it must also be pointed out that this aspect requires further research.

7.3 General Recommendations for Action

The results of the survey showed that sustainable tourism offers are hardly known. In order to minimize opportunity costs in sustainable tourism, it is relevant, that customers who are interested in sustainable offers can find those quickly. The most popular sources for information were platforms for travel offers on the internet (see figure 15).



Figure 15: Sources for Information

The reason for this outcome may be, that the respondents are mainly students who are familiar with the internet. As a criticism about this result it has to be mentioned, that the question was conceived as a multiple answer, but this was not explained to the subjects. It can therefore be assumed, that the result is slightly falsified, since not all subjects knew about the possibility of selecting several answers. According to the *Reiseanalyse 2018* of the *Forschungsgemeinschaft Urlaub und Reisen e.V.*, bookings will in future increasingly be made online.¹⁵⁸ It is therefore advisable for tour operators to expand their online presence. There, customers must be able to see sustainable aspects of a travel offers. If certifications by quality labels in sustainable tourism are available it also has to be indicated, what precisely is certified by the quality seal. There are already some very informative websites for this purpose, for example the previously mentioned *forum anders reisen*, *bookitgreen*¹⁵⁹ and *Wikinger Reisen*¹⁶⁰. It is recommended, that online portals for sustainable tourism should increasingly work with quality seals and should point out, when one of these labels has been awarded by a well-known certification body such as *Stiftung Warentest*.

¹⁵⁸ cf. Forschungsgemeinschaft Urlaub und Reisen 2018

¹⁵⁹ cf. bookitgreen 2018

¹⁶⁰ cf. Wikinger Reisen

8 Conclusion and Outlook

The aim of this bachelor thesis is to provide recommendations for marketing strategies for green tourism. For this purpose, a literature research was conducted on the German tourism market. Subsequently, a quantitative study was carried out to assess the perception of German consumers about the perception of sustainable tourism in general as well as their perception of current travel advertisements and seals of approval.

The results of the literature research show, that sustainable tourism is still a niche market. In this niche market, there are small and medium-sized companies and many of them are members of the *forum anders reisen*. Consumers in this niche market are willing to accept higher costs and restrictions for sustainability. Online distribution is common and the most successful products are individual trips and group travels. The products are holistically sustainable. Sustainability is the key feature in these travel deals. The providers use internationally recognized labels, but they hardly inform their customers about that. Sustainability is not communicated by the travel providers in the mass market or if so, only as an accompanying feature of travel offers. Sustainable action takes the form of social commitment and the use of modern, exhaust gas reducing technology. The decisive criteria for consumers in the tourist mass market are price and offered service. The main products in this market are package tours which are usually distributed in travel agencies. Online bookings are increasing. Sustainability is used by companies to present themselves as responsible. Quality labels are used sparingly and if they are used, only those with soft evaluation criteria. They are not communicated to the customers.

The quantitative research has shown that people with a general interest in sustainability consider sustainable travel to be more important than people with little interest in sustainability. Interested customers can therefore be addressed directly with sustainable topics, while sustainability should be mentioned to the less interested, if at all, only as an accompaniment. Offers for sustainable tourism and quality seals are not well known among consumers. It could not be proven that the interest in sustainability has an influence on the perception of the trustworthiness of sustainable travel offers and quality seals in sustainable tourism.

Since trust in sustainable travel deals and quality seals could not be explained by the general interest of consumers in sustainability, further research about this aspect is needed to find out which factors influence trust.

9 Appendix

Einleitung



Guten Tag,

im Rahmen meiner Bachelorarbeit untersuche ich das Verhalten von Konsumenten in Bezug auf Nachhaltigkeit im Urlaub. Das Ausfüllen des Fragebogens dauert 5-10 Minuten und die Teilnahme ist freiwillig. Es werden keine personenbezogenen Daten gespeichert und die Auswertung erfolgt anonym. Für Rückfragen stehe ich per E-Mail unter kirsten.boje@stud.hs-hannover.de zur Verfügung.

Vielen Dank für deine Unterstützung!

Weiter

(Text ändern)

Zwei allgemeine Fragen am Anfang: Wie sehr interessierst du dich für *

	überhaupt nicht					sehr stark
Umweltthemen und Umweltschutz?	<input type="radio"/>					
Soziale Themen wie z.B. Fairtrade?	<input type="radio"/>					

Die nachfolgenden Fragen behandeln das Thema Nachhaltigkeit im Urlaub. Beantworte die Fragen einfach nach deinem besten Wissen. Es gibt keine "richtigen" oder "falschen" Antworten.

Zur Erklärung: Nachhaltiger Tourismus beschreibt einen Tourismus, bei dem sich soziale und ökologische Belastungen in einem tragbaren Rahmen halten.

Welche Quellen nutzt du, um dich über Urlaubsangebote zu informieren? *

- Reisebüro
- Kataloge
- Onlinereiseportale (z.B. booking.com)
- Social Media
- Websites von Reiseveranstaltern (z.B. TUI)
- Websites von Unterkünften
- Websites von Reisezielen
- Andere Quellen, und zwar:

Welcher dieser Aussagen stimmst du am ehesten zu? *

- Wenn keine höheren Kosten für mich entstehen und mein Urlaubserlebnis dadurch nicht beeinträchtigt wird, finde ich es gut und wichtig, dass mein Urlaub (An- und Abreise, Unterkunft, Aktivitäten vor Ort) nachhaltig ist.
- Bei meinem Urlaub nehme ich Rücksicht auf die Umwelt und faire Arbeitsbedingungen. Einschränkungen und höhere Kosten nehme ich dabei gerne in Kauf.
- Um überhaupt Urlaub machen zu können, muss ich sehr auf Preise achten. Mit meinen finanziellen Mitteln suche ich das bestmögliche Erlebnis. Nachhaltigkeit ist für mich zweitrangig.

Bist du schon einmal auf nachhaltige Reiseangebote aufmerksam geworden? *

- ja
- nein

(Text ändern)

Hier siehst du einige Beispiele für Gütesiegel für nachhaltige Konsumgüter:



Sind dir einzelne der gezeigten Gütesiegel oder auch andere Gütesiegel für nachhaltige Konsumgüter generell bekannt? *

- Gütesiegel für nachhaltige Konsumgüter sind mir bekannt.
- Gütesiegel für nachhaltige Konsumgüter sind mir nicht bekannt.

Für wie vertrauenswürdig hältst du Gütesiegel für nachhaltige Konsumgüter? *

Ich halte sie für

gar nicht vertrauenswürdig

absolut vertrauenswürdig

[Zurück](#) [Weiter](#)
(Text ändern)

Hier siehst du einige Beispiele für Gütesiegel für nachhaltigen Tourismus:



Sind dir einzelne der gezeigten Gütesiegel oder auch andere Gütesiegel für nachhaltigen Tourismus generell bekannt? *

- Gütesiegel für nachhaltigen Tourismus sind mir bekannt.
- Gütesiegel für nachhaltigen Tourismus sind mir nicht bekannt.

Für wie vertrauenswürdig hältst du Gütesiegel für nachhaltigen Tourismus? *

gar nicht vertrauenswürdig absolut vertrauenswürdig

Ich halte sie für

(Text ändern)

Wie wichtig sind dir persönlich folgende Aspekte? *

	gar nicht wichtig					äußerst wichtig
Dass die Reise nur wenig Treibhausgasemissionen verursacht.	<input type="radio"/>					
Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Tieren und Pflanzen nicht gefährdet.	<input type="radio"/>					
Landestypisches und regional produziertes Essen.	<input type="radio"/>					

(Text ändern)

Wie wichtig sind dir persönlich folgende Aspekte? *

	gar nicht wichtig					äußerst wichtig	
Dass die einheimische Kultur durch den Tourismus nicht beeinträchtigt wird.	<input type="radio"/>						
Dass an meinem Urlaubsort im touristischen Bereich faire Arbeitsbedingungen herrschen.	<input type="radio"/>						
Dass das tägliche Leben der Einheimischen durch den Tourismus nicht beeinträchtigt wird.	<input type="radio"/>						

[Zurück](#) [Weiter](#)

(Text ändern)

Welches der genannten Aussagen ist dir im Urlaub am wichtigsten? *

- Dass das tägliche Leben der Einheimischen durch den Tourismus nicht beeinträchtigt wird.
- Dass der Tourismus an meinem Urlaubsort die Artenvielfalt von Tieren und Pflanzen nicht gefährdet.
- Dass die Reise nur wenig Treibhausgasemissionen verursacht.
- Landestypisches und regional produziertes Essen.
- Dass die einheimische Kultur durch den Tourismus nicht beeinträchtigt wird.
- Dass an meinem Urlaubsort im touristischen Bereich faire Arbeitsbedingungen herrschen.

[Zurück](#) [Weiter](#)

(Text ändern)

Im Folgenden siehst du 2 Anzeigen die mit Nachhaltigkeit werben. Schau Dir diese einmal genauer an.

Anzeige 1: Ein Reiseportal



Für wie vertrauenswürdig hältst du die obige Anzeige in Bezug auf die beworbene Nachhaltigkeit? *

gar nicht vertrauenswürdig absolut vertrauenswürdig

Ich halte die Anzeige in Bezug auf die beworbene Nachhaltigkeit für...

Anzeige 2: Ein Reisepaket

Höhepunkte

- atemberaubende Gardenroute, Kapstadt, Stellenbosch, Knysna
- Naturgewalten im Tsitsikamma-Nationalpark
- Jeep-Safari im Addo Elephant Nationalpark
- malariafreie Reise

Das Besondere

- die erste Fair Trade Tourism zertifizierte Reise eines deutschen Reiseveranstalters
- stilvolle, handverlesene Unterkünfte
- Abendessen im Fischerdorf bei Tannie Betsi
- intensive Begegnungen mit afrikanischen Familien & Community-Projekten



Für wie vertrauenswürdig hältst du die obige Anzeige in Bezug auf die beworbene Nachhaltigkeit? *

gar nicht
vertrauenswürdig

absolut
vertrauenswürdig

Ich halte die
Anzeige in Bezug
auf die beworbene
Nachhaltigkeit für...

Zurück

Weiter

(Text ändern)

Marketing im grünen Tourismus

80 %

Welches Geschlecht hast du? *

Bitte wählen... ▾

Wie alt bist du? *

Wie viel Nettoeinkommen hast du pro Monat nach Abzug von Steuern und Sozialversicherung? *

Bitte wählen... ▾

Zurück

Weiter

(Text ändern)

Das wars auch schon. Vielen Dank, dass du dir für meinen Fragebogen Zeit genommen hast!

[Zurück](#) [Fertig](#)

[\(Text ändern\)](#)

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Statutory Declaration

I declare that I have developed and written this thesis entitled

Analysis of Marketing Tactics for Green Tourism

entirely by myself and have not used sources or means without declaration. Any thoughts or quotations which were inferred from these sources are marked as such. This thesis was not submitted in the same or in a substantially similar version, not even partially, to any other authority to achieve an academic grading and was not published else where.

Hannover, 17th January 2019

Kirsten Boje