

## green marketing & communication in tourism

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Business  
May 5, 2023

FH Zentralschweiz



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## Why?

The communication of sustainable products also pursues the classic communication goals:

- Conveying information
  - influencing attitudes
  - and triggering actions
1. To increase brand awareness and reputation
  2. To create interest and to generate sales
  3. To make customers feel good and come back
  4. To raise awareness and change behaviour

To make a...



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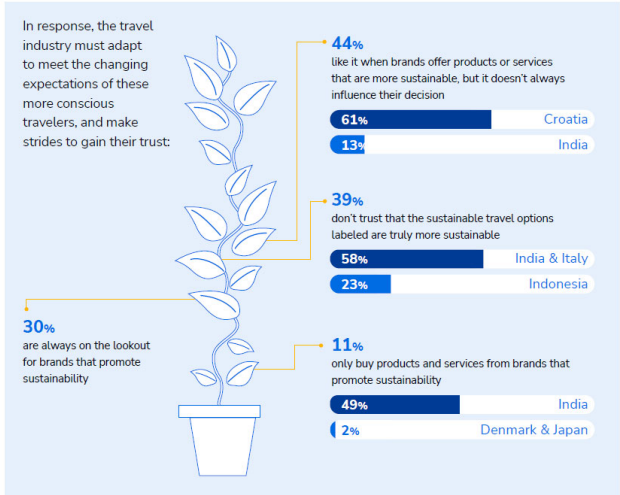
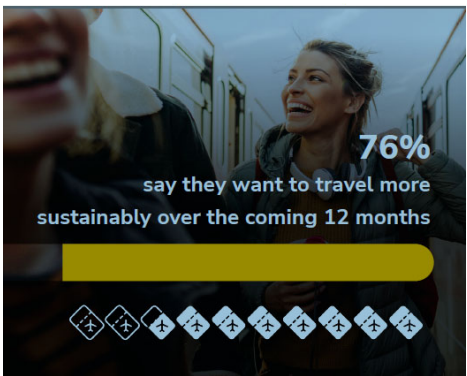
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# KNOW YOUR TARGET GROUPS

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## Awareness increases



Booking.com Sustainable Travel Report 2023

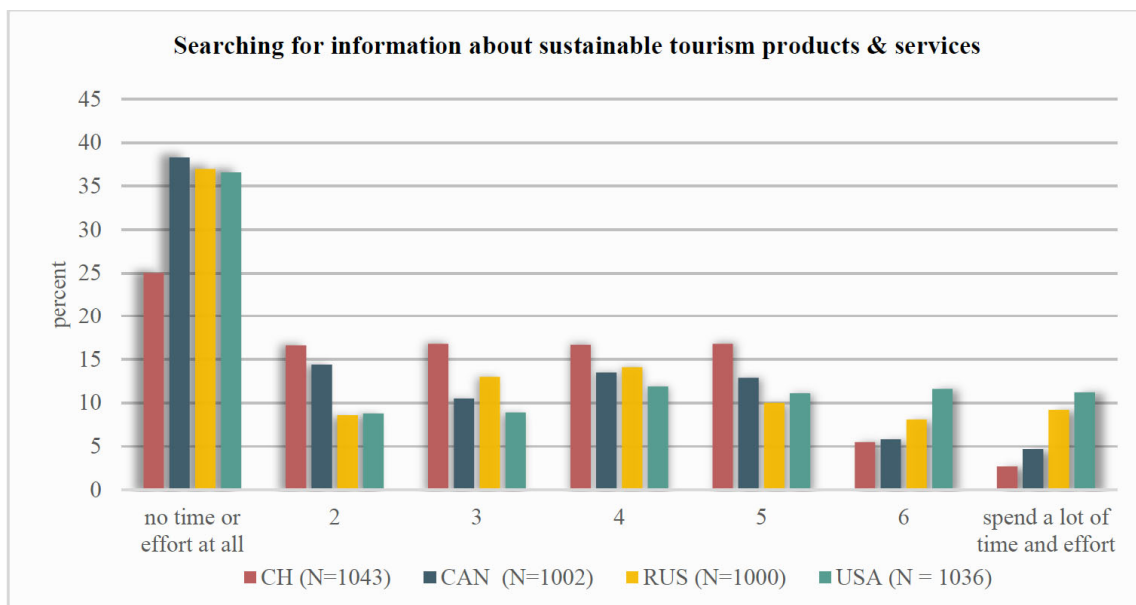
4

# Mind the (attitude-behaviour) Gap

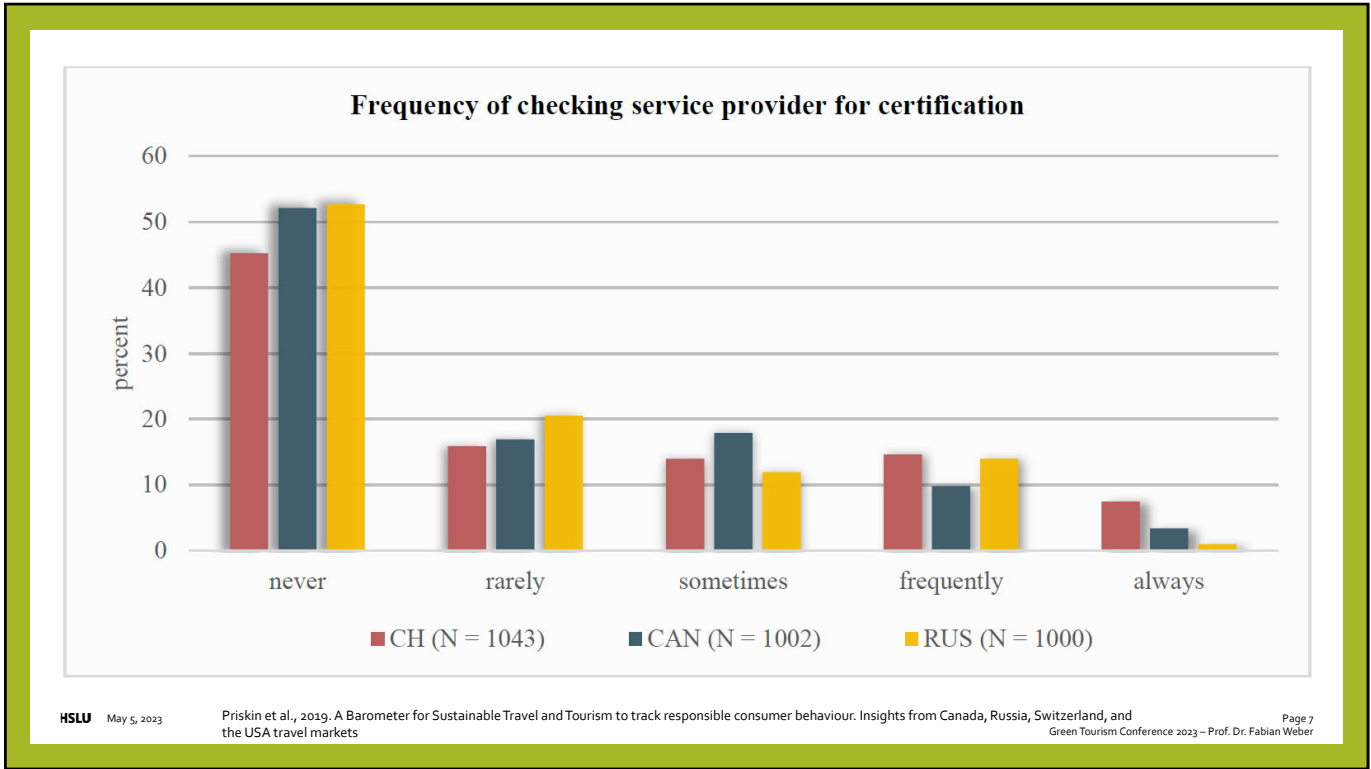


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## Searching for information about sustainable tourism products & services



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# Google trend: «Sustainable hotel»

Österreich ▾ Letzte 5 Jahre ▾ Alle Kategorien ▾ Websuche ▾

Interesse Im Zeitlichen Verlauf ⓘ



**Ihre Suche enthält nicht genügend Daten.**

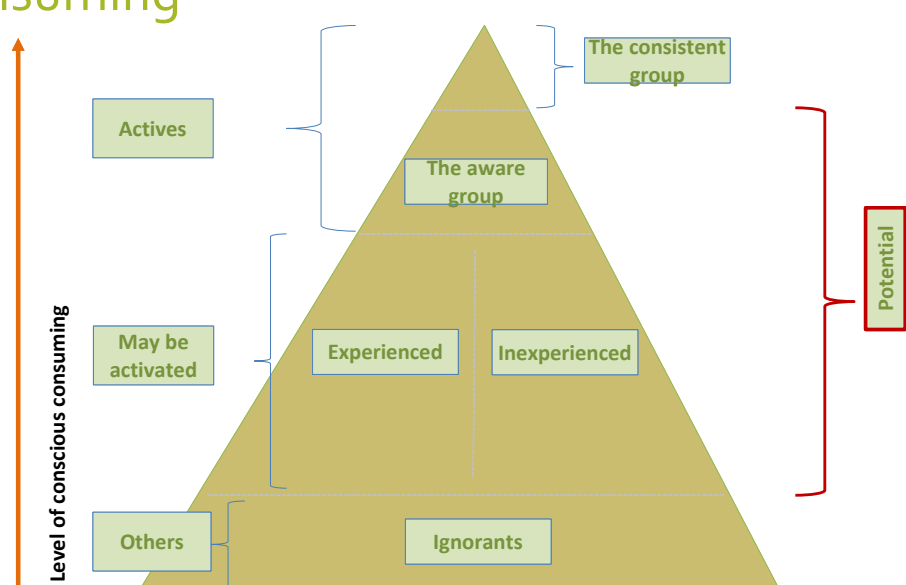
Vergewissern Sie sich, dass alles richtig geschrieben ist, oder geben Sie einen allgemeineren Begriff ein.

Your search does not contain enough data.

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# Conscious consuming



Level of conscious consuming

Potential

Weber (2013). Consumer segmentation. Fair Trade Tourism: Switzerland. Page 10  
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## A STRONG PRODUCT IS THE BEST MARKETING

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## Make it an experience!



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**POOR**  
Saying "we buy local whenever possible"

**OK**  
A list of supplier names

**GOOD**  
With a map showing your local supplier

**BETTER**  
Now add photos that show a human side to who they are

**BEST!**  
Make the photos clickable, linked to story telling how these suppliers take good care of the produce they sell

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# Make it easy!

**ÖV-Anreise geschenkt**  
Ab zwei Nächten schenken wir Ihnen die ÖV-An- & Rückreise

**Baggage Special**  
Luggage transport to the accommodation

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## Public transport inclusive

Deutsch English

Any trips for short holidaymakers, vacationers, walkers, hikers and cross-country skiers on the Engadin Bus, the St. Moritz local bus, F...

From the second night of your stay in all participating hotels and holiday flats, journeys by public transport are automatically included. Whether with the Engadin Bus, the St. Moritz local bus, the PostBus or the Rhaetian Railway – during your stay you can enjoy carefree and completely flexible travel in the Upper Engadin between Maloja -

With your booking:

Secure your room now and enjoy exclusive benefits

- Free Geneva Public transport city card
- Free available bikes for our guests (upon availability)

Complete your reservation

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**MAKE YOUR ENGAGEMENT VISIBLE AT ALL TOUCHPOINTS!**

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## Make it visible!

Klimaschutz ganz einfach bei der Erholung in den gemütlichen

**ZURÜCKGANGSFLÄCHE**  
BITTE NICHT BELEGEN!  
WENN NICHT BELEGEND  
DIESE ANWEISUNGEN SIND  
ZUR BEWÄHRUNG DES WÄLDES.

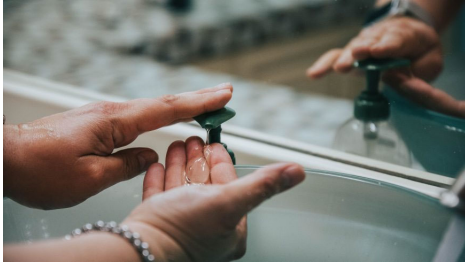
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Hotel Stadthalle, Vienna

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# Details matter



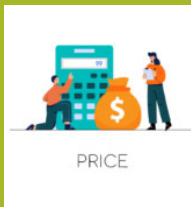
Skizze | #6vzq#0uudfk zq#k qvsalvk



Skizze | #6vp zq#E uocqghuatk#k qvsalvk



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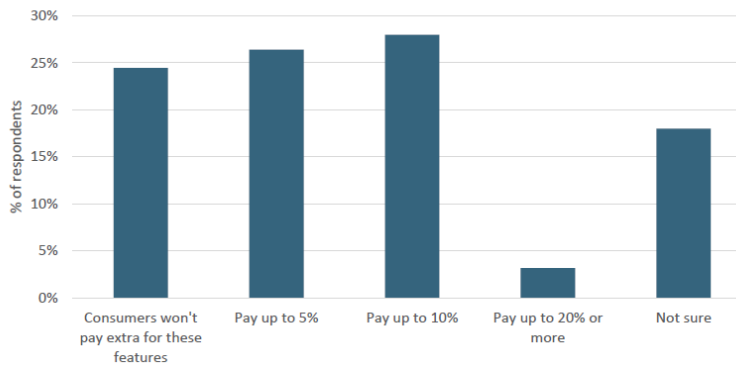


## PEOPLE PAY FOR EXPERIENCES, NOT FOR SUSTAINABILITY!

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## Willingness to pay for sustainability

Willingness to Pay More for Sustainable Travel Products and Services



Booking.com Sustainable Travel Report 2023

Willingness to pay  
0 – 20 %

Source: Euromonitor International Voice of the Industry; Travel Survey, fielded in April 2022 (n = 705)  
Question: How much do you think your customers would be willing to pay more for travel products and services with sustainability features?

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## Willingness to pay is higher...

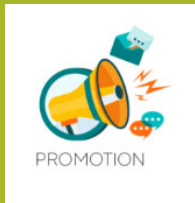
- if the key quality, location and convenience attributes are met
- the better the product (value added)
- the more the customer know about the product (and where the money goes)
- if it makes the guests feel good



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## BE HONEST AND POSITIVE!

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## Be sure to avoid greenwashing!

→ the exaggeration of the environmental performance or benefits of products with the aim of misleading consumers. The term greenwashing was coined to describe sustainability communication without the underlying and necessary sustainability practices.

### Red Flags:

- Unclear & vague
- Omits important information
- No evidence for claims
- Irrelevant
- False claims



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## Take the risk of communicating!

### Greenhushing - The opposite of greenwashing

- Businesses are not aware
- Businesses think no one cares
- Businesses don't know how
- Businesses are afraid



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## Be positive and make your guests proud!

**Gutes Tun**

Soziales Engagement liegt uns sehr am Herzen! Zudem tragen wir Sorge zur Umwelt, gehen mit Ressourcen verantwortungsvoll um und bevorzugen Produkte, hinter deren Produktionsmethoden und Lieferanten wir stehen können.

Mehr erfahren →

Positivity works

Negativity doesn't work



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## Involve your guests!

Whether you are a resident, a guest or a service provider, share with us your vision of Arosa 2030. How should Arosa develop in terms of sustainability over the next ten years?

**Get involved now!**

The screenshot shows the Arosa website interface. At the top, there are navigation tabs for 'Skigebiet', 'Arosa', and 'Lenzerheide'. Below the navigation, there are icons for weather, accessibility, and search. The main heading is 'Unsere Vision, Werte und Arosa 2030'. The text below reads: 'Arosa überlässt die Zukunft nicht dem Zufall. Mit Arosa 2030, der ganzheitlichen Destinationsstrategie, wird der eingeschlagene Weg der Nachhaltigkeit, mit dem Ziel einmal mehr touristischer Pionier im Alpenraum zu werden, konsequent weiterverfolgt. Nachhaltigkeit heisst dabei: Bewusster Umgang mit den vorhandenen Ressourcen und gleichzeitiger Fokus auf ökologische, ökonomische sowie soziale Aspekte – damit auch zukünftige Generationen die notwendigen Ressourcen zur Verfügung haben und die beeindruckende Naturvierfalt erleben können.' Below this is the survey title 'IHR Arosa 2030 – #Arosa2030' and a description: 'Ob Einwohner:in, Gast oder Leistungsträger – Teilen Sie mit uns Ihre Vorstellung von Arosa 2030. Wie soll sich Arosa im Hinblick auf Nachhaltigkeit in den nächsten zehn Jahren entwickeln?' There is a call to action 'Wirken Sie jetzt mit!' and a button 'Anliegen eingeben'.

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## Make use of guest reviews!



International Journal of Hospitality Management  
Volume 85, February 2020, 102342

### Do consumers care about CSR in their online reviews? An empirical analysis

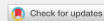
David D'Acunto <sup>a</sup>, Annamaria Tuan <sup>b</sup>, Daniele Dalli <sup>a</sup>, Giampaolo Viglia <sup>c</sup>, Fevzi Okumus <sup>d</sup>

Articles

### Sustainability Management of Hotels: How Do Customers Respond in Online Reviews?

Karolina Brazzite, Fabian Weber & Dorothea Schaffner  
Pages 282-307 | Published online: 14 Dec 2016

Download citation | <https://doi.org/10.1080/1528008X.2016.1230033>



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Article

### Green Marketing Strategies on Online Platforms: A Mixed Approach of Experiment Design and Topic Modeling

Trk <sup>1</sup>, Junehee Kwon <sup>2</sup> and Sung-Bum Kim <sup>3,\*</sup>



<sup>1</sup> Department of Food and Nutrition, Gachon University, Seongnam 15120, Korea; rpt@gachon.ac.kr  
<sup>2</sup> Department of Hospitality Management, Kansas State University, Manhattan, KS 66506, USA; jkwon@ksu.edu  
<sup>3</sup> College of Business Administration, Inha University, Incheon 22212, Korea  
\* Correspondence: kimsungb@inha.ac.kr

**Abstract:** This study aimed to examine the effects of two types of green information conveyed via online platforms and the moderating role of environmental consciousness on customers' green perceptions, positive attitudes, and behavioral intentions. This study performed a 2 (firm-initiated green information: absent, present) × 2 (customer-generated green information: absent, present) experiment. These mixed methods were further implemented by using both open-ended surveys and structured measurements. Open-ended survey answers were analyzed with structural topic modeling to discover customers' green perceptions. The results highlighted the importance of customer-generated green information to support firm-initiated green marketing, consequently leading to enhanced customer satisfaction and behavioral intentions. Although displaying green information generated by both the company and its customers is effective in enhancing green perceptions, customers may react differently depending on their levels of environmental consciousness.

**Keywords:** green; restaurants; experimental design; online intervention; consciousness

Trk, Junehee Kwon, Sung-Bum Kim, Hospitality Strategies on

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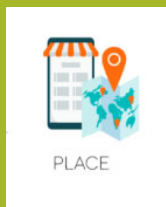
## Make use of guest reviews!

«The hotel is a pearl, a jewel!

It's like Agatha Christie's Hotel  
Bertram, but without an affair :-)  
Everything was tip-top and  
more!»



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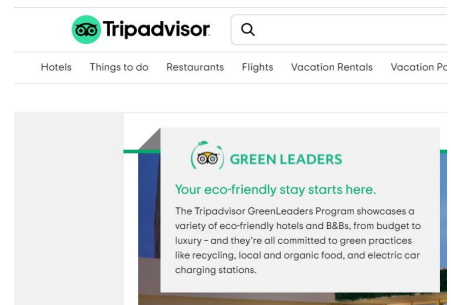
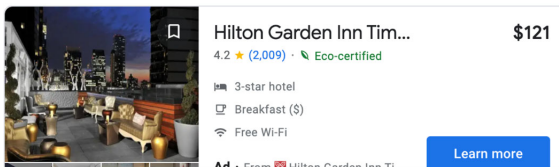
**BE ON THE RIGHT CHANNELS  
(WITH THE RIGHT MESSAGE)!**

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# Use certifications & reporting for B2B!



# Increase visibility of your efforts!

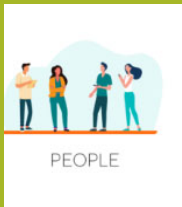


# Meet your target groups where they are!

The screenshot shows the homepage of 'RESPONSIBLE HOTELS OF SWITZERLAND'. At the top, there is a navigation bar with 'bnb', 'Blog', 'Offers', 'Reconnect', 'English', 'Gift Card', 'Host? List your place!', and 'Login/Register'. The main banner features a nature scene with the text 'Find your Sustainable Accommodation' and 'discover the authenticity of travelling with nature at heart'. Below this is a search bar with fields for 'Where to?', 'Check In - Check Out', and '2 Adults, 1 Room', along with a search icon. The footer includes 'HSLU May 5, 2023' and a menu with 'HOTELS', 'STORIES', and 'VOUCHER'.



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## YOUR STAFF IS CRUCIAL IN MARKETING AND COMMUNICATING SUSTAINABILITY!

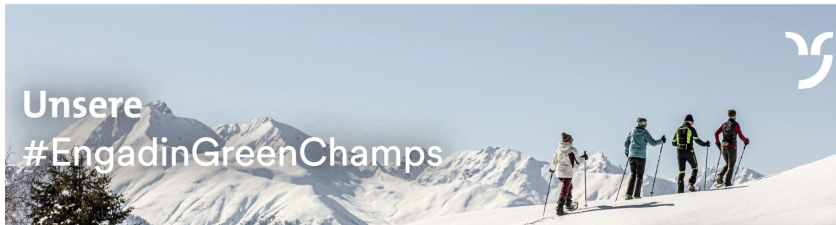
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# Make it personal!



Engadin Scuol Zerne



“Ski tour developer”

Sven

**Skitourenentwickler» Sven Berchtold**



Sven sorgt mit der Erfassung von Skitouren im Unterengadin für Inspiration für die nächste oder erste Skitour. In Zusammenarbeit mit den lokalen Bergführern und den Wildhütern werden dabei nur Skitouren erfasst, welche neben rechtsverbindlichen Wildruhezonen auch die empfohlenen Wildruhezonen respektieren. Die Natur soll möglichst geschont werden, damit auch die nachfolgenden Generationen die intakte Natur genießen können.

**«Die Klimafreundliche Druckqueen» Michelle Zbinden**



Michelle sorgt zum einen für hilfreiche Informationen, um sich in der Ferienregion einfach und inspiriert zurecht zu finden. Zum anderen ist sie bestrebt, Flyer und Broschüren in der Region und klimaneutral drucken zu lassen. Bei der beliebtesten Ferientipps-Broschüre schaut sie mit strengem Blick drauf, dass alle Angebote mit dem ÖV erreichbar sind.

“Recycling –Enthusiast”  
Marianne

**«Die Recycling-Enthusiastin» Marianne Werro**



Marianne achtet streng auf eine korrekte Abfalltrennung. Auch in ihrer Ferienwohnung hat sie in der Hausordnung so genau wie möglich notiert, wie, was, wo entsorgt werden kann. Ihre Gäste dürfen Glas, PET, Blech, Plastik, Papier oder Karton sogar in der Wohnung zurücklassen, es gibt dafür extra vorgesehene Behältnisse.

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# Share your philosophy to attract employees!

**Housekeeping 100% (m/w/d), Tailormade Hotel LEO St. Gallen**

[Schatz AG](#)

6004 Luzern, LU  
100%

Erstellen Sie ein Indeed-Konto, bevor Sie zur Website des Unternehmens weitergeleitet werden.

[Weiter zur Bewerbung](#)



Restaurant, einem kleinem Spa sowie einem Co-Working Space den St.Galler Markt bereichern. Wir legen grössten [Wert auf Persönlichkeit, Nachhaltigkeit sowie neueste Technik](#).

**We attach the greatest importance to personality, sustainability and the latest technology.**

**Service Supervisor Sommersaison 2023 (m/w/d)**

[Tschuggen Hotel Group AG](#)

7050 Arosa, GR

Erstellen Sie ein Indeed-Konto, bevor Sie zur Website des Unternehmens weitergeleitet werden.

[Weiter zur Bewerbung](#)



**Schön einfach - einfach schön**

[Sie schätzen die Herausforderung und noch dazu in einem nachhaltigen Hotelbetrieb?](#) Modern, chic und inmitten der Bündner Berglandschaft? Das alles zeichnet das Valsana Hotel Arosa aus.

Unsere Mitarbeitenden strahlen aufgrund ihrer positiven Lebenseinstellung Vitalität, Freude und Energie aus. Der persönliche Kontakt steht im Vordergrund - wir sind Gastgeber mit Charme und Charakter.

**You appreciate the challenge and on top of that: in a sustainable hotel business**

**Sustainability of Hotel, How Does Perceived Corporate Social Responsibility Influence Employees' Behaviors?**

by [Haiyan Kong](#) <sup>1,2</sup>, [Naipeng \(Tom\) Bu](#) <sup>1,2,\*</sup>, [Yue Yuan](#) <sup>1,2</sup>, [Kangping Wang](#) <sup>1,2</sup> and [YoungHee Ro](#) <sup>3</sup>

<sup>1</sup> Business School, Shandong University, Weihai 264209, China

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<sup>3</sup> School of Conflict Analysis & Resolution, George Mason University Korea, Incheon 21985, Korea

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**CHANGE BEHAVIOUR WITH NUDGES!**

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Use social norms!



**%75**  
of guests in  
**this hotel**  
usually use  
their towels  
more than  
once



**%75**  
of guests in  
**this room**  
usually use  
their towels  
more than  
once

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# Provide information and incentives!

**ZIMMER BITTE NICHT REINIGEN.** 8%

**ZIMMER BITTE NICHT AUFRÄUMEN.** 42%

**GUTSCHEIN 2 FREIGETRÄNKE**

Wir sparen:  
 100 ML CHEMIKALIEN  
 1,5 KWH ELEKTRIZITÄT  
 35 LITER WASSER

Das feiern wir in der Hotelbar.

Quelle: Studie Universität Gießen, Tourism and Travel Management 2017, Influencing Tourists Behaviour  
 Illustration: Jung & Nemeier, copyright in Anlehnung an die Studie

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# Simplify sustainable decisions!

**Beste Hinflüge**

Nach Preis und Komfort sortiert ⓘ Preise beinhalten erforderliche Steuern und Gebühren für 1 Erwachsenen. Es können optionale Gebühren und Gepäckgebühren anfallen. Sortieren nach: ↕

	07:20 – 09:00 SWISS	1 h 40 Min. ZRH–AMS	Nonstop	84 kg CO <sub>2</sub> -25 % Emissionen <span>ⓘ</span>	231 CHF Hin und zurück <span>⌵</span>
	10:35 – 14:55 Lufthansa - Durchgeführt von Lufthansa CityLine, ...	4 h 20 Min. ZRH–AMS	1 Stopp 2 h MUC	197 kg CO <sub>2</sub> +72 % Emissionen <span>ⓘ</span>	276 CHF Hin und zurück <span>⌵</span>
	15:05 – 19:15 Austrian	4 h 10 Min. ZRH–AMS	1 Stopp 55 Min. VIE	224 kg CO <sub>2</sub> +96 % Emissionen <span>ⓘ</span>	279 CHF Hin und zurück <span>⌵</span>
	12:3 SWISS	* Wählen Sie Ihre Extras <span style="float: right;">Nein, danke <span>---</span></span>		286 CHF in und zurück <span>⌵</span>	

**HOTEL**

Auto Schweiz  
CHF 5.00  
pro Zimmer / Aufenthalt

Details

**KLIMA**

Auto Europa  
CHF 15.00  
pro Aufenthalt

Details

Flug Europa  
CHF 25.00  
pro Erwachsener / Aufenthalt

Details

Flug Übersee  
CHF 145.00  
pro Erwachsener / Aufenthalt

Details

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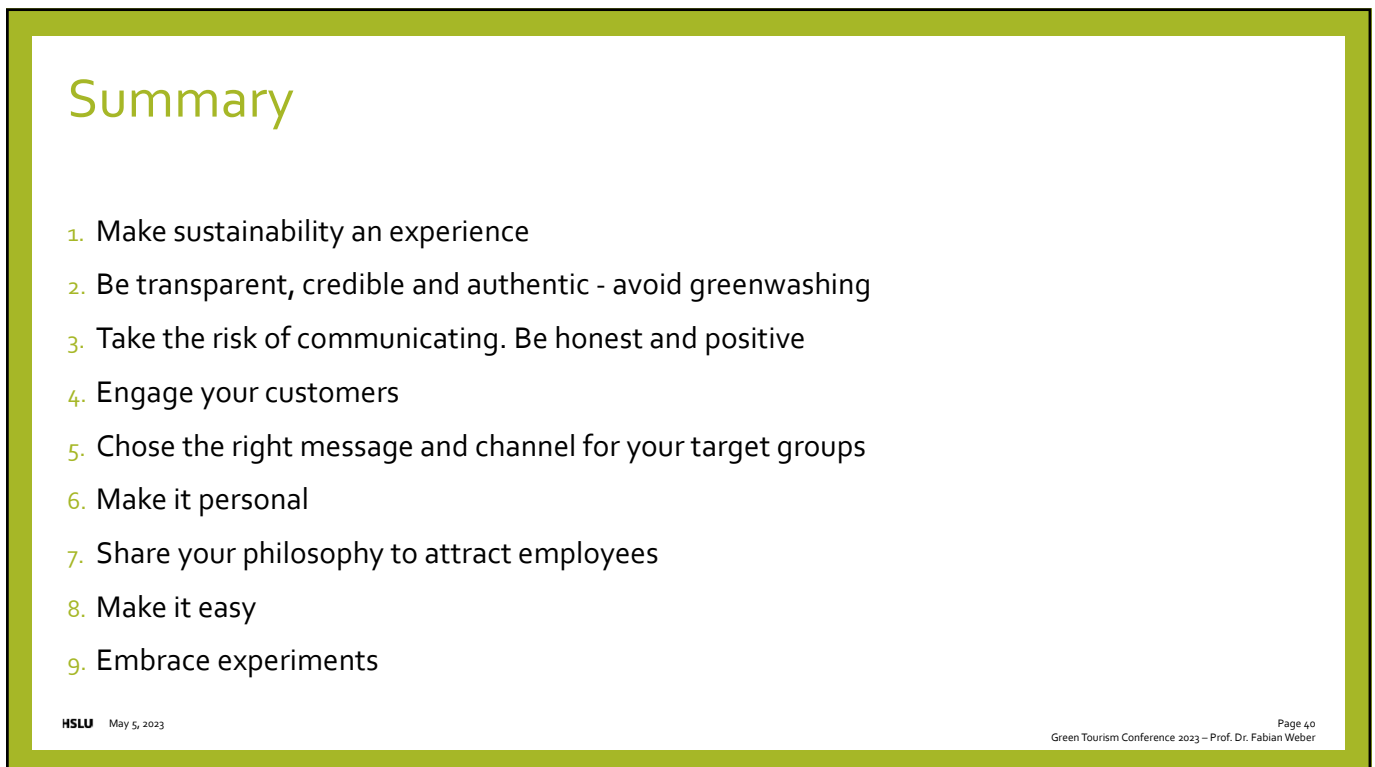
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# WRAP-UP

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## Summary

1. Make sustainability an experience
2. Be transparent, credible and authentic - avoid greenwashing
3. Take the risk of communicating. Be honest and positive
4. Engage your customers
5. Chose the right message and channel for your target groups
6. Make it personal
7. Share your philosophy to attract employees
8. Make it easy
9. Embrace experiments

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# Educate – Inspire – Motivate!



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of Applied Sciences  
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# Thank you!



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