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IS THE ASSIGNMENT CONFIDENTIAL?

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**TITLE: Sustainability and marketing value: A comparison of traditional and sustainable marketing
scenarios in tourism**

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Abstract

Climate change is a key issue that the earth is facing. With the increasing demands for a more sustainable development in the tourism industry, many companies and co-operations are facing the choice of whether to adapt to the sustainable tourism environment and change from traditional, economic focused tourism marketing to a more sustainable tourism marketing. Researchers have argued that sustainable tourism marketing can offer a competitive advantage to the tourist destination, but there is currently a lack of empirical data to support such claims.

This thesis aims to conduct both quantitative and qualitative data to examine whether sustainable tourism marketing can be competitive in the tourism industry by conducting surveys to find out the perceived value of sustainable tourism marketing against traditional tourism marketing in a buying scenario experiment. In addition, this thesis also includes interviews with Norwegian hotel managers to provide insight on how sustainable tourism is perceived among decision makers in the industry.

The findings of this thesis show that sustainable tourism marketing can be more competitive when compared to traditional tourism marketing in terms of perceived value. The result of the buying scenario experiment showed consumers perceived sustainable marketing to be significantly higher than traditional marketing in terms of emotional response and quality under the perceived value construct, and there is potential to use sustainable tourism as a competitive advantage in the tourism industry. Further, the interviews with Norwegian hotel managers show that there is a demand and awareness for sustainability in Norway, but there are also challenges and obstacles preventing sustainable marketing to be implemented further.

Overall, this thesis contributes to the understanding of sustainable tourism by providing empirical data on how consumers perceives sustainable tourism marketing when compared to traditional ones and provides insight on how decision makers in the industry views sustainability and its current challenges.

Acknowledgements

This thesis is used for the completion of Master of Science (M.Sc.) in International Hospitality Management at the University of Stavanger. The decision to choose sustainable tourism as the topic for the thesis is based on the courses studied, relevance in the field and personal interest. This thesis is made with the intention to broaden the understanding of sustainable tourism and how it effects the market. In addition, this study hopes to provide key information to the decision makers in the tourism industry with regards to sustainable tourism.

This process has been challenging and intriguing, due to the limit time and resources available. By conducting the research, I gained a deeper understanding of how to apply economic and marketing theories to a comprehensive issue such as sustainability.

I would like to use this opportunity to thank my master thesis supervisor Leif Selstad, who has a helpful resource and provided important guidance during this whole process.

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Introduction

a) Background and Motivation

Climate change is one of the most serious issues the world is facing today. In recent years there has been an increase in demand for a more sustainable economic development (Bramwell & Lane, 1993). The World Tourism Organization (2004) gave the definition of sustainable tourism development as “*the continues development that satisfies the needs of tourist and tourism destinations while sustaining and enriching opportunities for the future.*” As tourism continues to grow into one of the largest drives for economic developments in the world, the need to reduce or mitigate the environmental impact caused by tourism also increases (Richards & Hall, 2002). With an increasing demand from tourist segments to increase environmental awareness and better protect the environment, the tourism industry is in a need to find new ways to meet and satisfy those needs in order to remain competitive in the market.

Researchers have proposed sustainable tourism marketing as a new concept that would offer a competitive advantage to the tourist destinations by meeting this increasing demand among tourist groups (S. S. Hassan, 2000). Some has argued that there is a shift in the tourism marketing paradigm from economic profit focused towards sustainable development (Jamrozy, 2007). However, there currently lacks any quantitative research that supports or contradicts the claim of the market competitiveness of sustainable tourism. This research will aim to fill the void in the current tourism research literature by providing empirical data and quantitative analysis to examine whether sustainable tourism marketing can help destinations to become more

competitive in the market by measuring key indicators such as perceived value of a service in a scenario based experiment.

b) Research Question

If a sustainable tourism marketing can help destinations to become more competitive by generating the same or higher of perceived value in consumers as a traditional campaign focused on profit?

c) Research Method

This research will incorporate both a qualitative research and a quantitative research method in order to provide a more comprehensive approach towards the knowledge area of sustainable tourism marketing. The qualitative method consists of interviews of current hotel managers who are using sustainable tourism marketing in their hotels. The quantitative method consists of a scenario-based experiment to test the perceived value among consumers.

In order to measure the perceived value of marketing strategies, two hypothetical scenarios were constructed for sustainable and traditional tourism services. The hypothetical service that was chosen involved a whale watching tour. This choice was made because whale watching has a long tradition in Norway, and it is a tourism industry where there have been previous researches done to analyse the sustainable measures and its impact on the environment (Finkler & Higham, 2004).

d) Limitations

This research is limited in that it only uses one buying scenario in the quantitative study. This study is also limited in that it only measures the perceived value, which is only one part of the key indicators of market competitiveness of the participant. In addition, this research is limited in that it only focuses on the demographic of Norway and does not include demographics of other nations.

I. Literature review

a) Sustainable tourism

The concept of sustainable tourism has been well established since the 1980s (Bramwell & Lane, 1993). Sustainability, sustainable development, and sustainable tourism have all been used interchangeably in literature to describe the concept of sustainable tourism (Liu, 2003). In addition, some have argued there are currently too many different interpretation of the term sustainable tourism in literature and it lacks a concrete definition accepted that is universally applied (Stabler & Goodall, 1996). Generally, the term sustainable tourism represents a large set of comprehensive ideas, management methods, policies, and resource management of tourism development at a destination to make sure that the destination is protected for sustainable, long term development (Lane, 1994).

In most cases, sustainability has been defined as ‘the consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations’ (OECD, 2002). As Cooper (2005) indicates, this may be interpreted in a number of ways, but chiefly, sustainability is about limiting the extensive usage of resources, while making the optimum use of the existing resources currently available.

In terms of the significance of the concept, sustainable tourism has often been viewed as a way to address the crucial problems of negative and harmful tourism impacts and a guide to move forward towards a long term viability (Liu, 2003). Cater (1993) identifies three main goals for sustainable tourism as meeting the need of the host region’s long term and short living standards, satisfying demands of the increase number of visitors, and protecting the natural environment.

Researchers have proposed four forces of social change which drives the sustainable tourism industry (Prosser, 1994). The four factors include:

1. Dissatisfaction with the current products,
2. Increase in environmental awareness and culture sensitivity,
3. Realization of the vulnerability of resources by the possession region,
4. The change of attitude of tourism developers.

There is a believe among scholars that sustainable tourism should be interpreted differently by different stake holders (Byrd, 2007). With regards to the tourist industry, sustainable tourism can be interpreted by the managers and decision makers as the development that is adequate to the conservation of a destination, while providing a justification and reasoning for the preservation of certain key environments from over tourism (Butler, 1999). For policy makers, sustainable tourism can be viewed as a new vehicle of encouraging and driving a new form of business model, enhancing local development, while promoting the conservation of nature landscape (Castellani & Sala, 2010). As for tourists, sustainable tourism offers an alternative drive for motivation to travel, as well as satisfying their intrinsic needs and make them feel better about the overall tourism experience (Butler, 1999).

With regards to the potential and viability of sustainable tourism. Researchers have pondered the idea of analyzing the competitiveness of sustainable tourism in the current environment. More specifically, using sustainable tourism as a competitive advantage in the tourism industry (S. S. Hassan, 2000). Researchers have argued that there is a clear linkage between market competitiveness and sustainable tourism in that tourism often depends on their unique environment to remain competitive and sustainability offers a long-term protection to keep the environment from being harmed (Hawkins & Roberts, 1994).

As a result of the recent trends of increase in niche tourism phenomenon such as green tourism, ecotourism, adventure tourism, and resort tourism, the tourism industry has put more and more focus on satisfying the demands of each specific traveler types. Travelers of those niche groups are becoming significantly more involved in their decision making on whether their experience would harm the environment of the destination as well as feel good about themselves for the choice they make (Marshall, 1996). Identifying the needs and drivers of those niche groups has become a key issue for tourism researchers to understand the changing motivation and value of the environmental travel segment (S. Hassan & Vandermerwe, 1994). To many researchers, this concept of demand driven or market oriented sustainable tourism can help destinations to gain a competitive advantage by meeting the current needs and demands of supporting the environment in a sustainable manner (Eccles, 1995; S. S. Hassan, 2000; Ruhanen, Weiler, Moyle, & McLennan, 2015).

To conclude, sustainable tourism is a large, comprehensive term that aims to minimize the environmental harm caused by tourism itself while also protecting and prolonging the unique environmental value of the destinations. The concept of sustainable tourism tries to bring a competitive advantage to the tourist destination by meeting the expectation and demands of a growing tourist segments that values environmental protection and nature related events. For the tourism industry, sustainable tourism brings a new way to position themselves and incorporate sustainability to their activities and products in order to satisfy the demands of this growing market segment.

b) Sustainable marketing

With regards of marketing in the tourism industry, traditionally, tourism marketing has been focused on promoting and selling destination value towards potential consumers. The main characteristics of the traditional tourism marketing is that it is market and consumer. The goal of traditional marketing is to determine or identify the needs of the customers and create products or services to match those needs (Van Dam & Apeldoorn, 1996). Broadly speaking, traditional marketing can be defined as the following:

“Marketing is a comprehensive organizational process or a function for innovating, communicating, and sending value to consumers and for controlling customer relationships in areas that’s beneficially to the companies and their shareholders” (Keefe, 2004).

Jamrozny (2007) has categorized this type of market-based marketing as “Economical Marketing” because it focuses on achieving economic goals. In this case, marketing functions as an activity that promotes the consumption and the growth of destinations. Many believe that this method of market orientation falls into the current social dominant paradigm (DSP), in which people’s values is defined by the economic gains (Milbrath, 1989). Some have argued that the environmental improvement in tourism as a result in increasing in tourist demand can create a win-win situation between company’s profitability and a sustainable environment (Aragón-Correa & Sharma, 2003; Porter & Van der Linde, 1991). On the other hand, researchers have also questioned the sustainability of economical marketing because it only focuses on profit. They argue that as demands of consumers change, the environmental benefits of tourism cannot always be translate to the market as value accepted by the consumer (Van Dam & Apeldoorn, 1996).

Alternatively, researchers have been arguing for another approach towards sustainable marketing in which they define as “Environmental Marketing” (Jamrozy, 2007). It focuses on creating and developing a healthier environment, while also promoting recycling, energy preservation, and other sustainable objectives. The ultimate goal for environmental marketing is to create consciousness among consumers that promotes the conservation and preservation of our environment (Fuller, 1999). This environmental marketing approach emphasizes the social and environmental responsibilities of the marketers to promote a better environment for the society.

c) Social Dilemma

Despite the benefits of environmental marketing, some have argued the responsibilities it forces on companies and marketers could be in conflict with the traditional economical marketing in that it might hinder company's ability to maximize profit (Walley & Whitehead, 1994).

Researchers believe that there is a social dilemma they refer as the "tragedy of the commons" (Hardin, 1968) in which individual's rational behavior of maximize short term profits will ultimately causes he or she to act in a way that's damaging to the long term sustainability to the entire society including the individual. The reasoning for this dilemma is that if the objective is to maximize profit, any actor would be tempted to shift from priced or valued resources to non-priced or undervalued resources, and to externalize the cost of resources away from the individual. In context of tourism, this externalization of cost often realized in the form of tourist destinations ignoring or harming the environment in order to achieve maximize profit.

Researchers argue that due to this commons dilemma, individual actors will tend to increase their own potential profitability at the cost of society as a whole (Van Dam & Apeldoorn, 1996).

When looking at the tourism industry from a supply and demand perspective, the individual objective of maximize profitability will cause to an increase in the overall demand of a tourist destination. If not managed carefully, this increase could lead to a collective overconsumption of a destination, causing irreversible damage to the environment. From the supplier side, maximizing individual profit comes in conflict with sustainability because there often is a premium price associated with environmentally friendly product or services. According to the commons dilemma, suppliers are inclined to use cheaper, less environmentally friendly options to maximize profit at the cost of the long term environment of the destination (Van Dam & Apeldoorn, 1996).

d) Paradigm shift in sustainable tourism marketing

When trying to combat the effects caused by the commons dilemma in the tourism industry, a potential solution is to mitigate this negative impact by creating a comprehensive living system in which there is a balance between the economic, environmental, and social benefits.

Researchers have argued that there is a shift of the social dominant paradigm (DSP) from an economic perspective towards a sustainability perspective (Jamrozy, 2007). As a result of this shift, individual actors from both the supply and demand side would view tourism as an interrelated system of all stakeholders. If such shift is in fact happening, it could potentially solve the commons dilemma because individual actors would realize their personal profits is interrelated to the system as a whole, and in order to maximize the individual's profit, the entire living system must also be protected.

Jamrozy (2007), created a sustainable tourism marketing model (STMM) that illustrate shift in the social dominant paradigm as below:

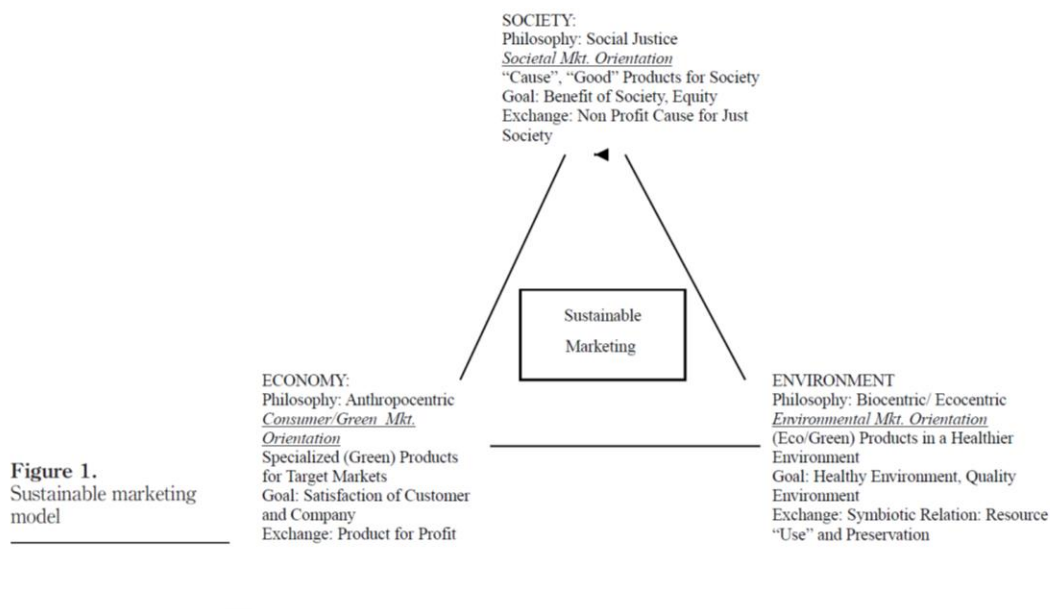


Figure 1. (Jamrozy, 2007) The triangular model represents the three dimensions of sustainability, economic viability, social equity and environmental protection.

The article argues there is a paradigm shift from the current dominant social paradigm (CSP), and this suggests moving the objectives of tourism marketing from offering satisfying and profitable tourism experiences towards sustaining living systems.

For this research, the aim is to test this theory on a local scale with tourists in Norway. The aim is to design an experiment to test if a marketing campaign that is using the sustainability model would be better or just as effective to the tourist as the traditional campaign. If true, then the argument can be made that there is a shift away from CSP on the consumer side and we can and should incorporate this new marketing method in tourism to adapt to this shift and remain competitive in the market.

Perceived Value

For measuring the competitiveness of sustainable marketing, perceived value is used in this research as a key indicator for how consumer views toward the marketing method. Perceived value is defined as “a consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988). Further, Zeithaml (1988) developed four different meanings of value –

1. Value is defined as low in price
2. Value is what people wants in products
3. Value is the quality of the products people paid for
4. Value is what people get for what they give

Most of the researches today are formed around these four definitions (Bojanic, 1996). Zeithaml (1988) in her research via focus groups showed that perceived quality leads to perceived value, which leads to purchase intentions. Results of her study also showed both intrinsic and extrinsic attributes and price are positively related to perceived quality.

Based on the above definitions of perceived value, Petrick (2002) developed a multi-dimensional scale for measuring the perceived value of a service. In this scale, perceived value is divided into the following five dimensions:

1. Behavioral Price
2. Monetary Price
3. Emotional Response
4. Quality
5. Reputation

As for definitions, Quality is defined as a consumer's judgment about a product or service's overall excellence (Zeithaml, 1988). Emotional response is defined as a descriptive judgement with regards to the joy or happiness that a product or service offers to the consumer (Sweeney & Soutar, 2001). Definition used for monetary price is the price of a service as judged by the consumer. Behavioral price is defined as the non-monetary price of obtaining a service or product, such as time and effort spent searching for it (Jacoby, 1977). Lastly, Reputation is defined as the status of a service or product as perceived by the consumer judged by the overall image by the supplier (Petrick, 2002).

In order to further develop the scale, 4 to 6 items were later added to each dimension to form the construct that measures perceived value and each item was tested for validity and reliability (Petrick, 2002). This research will utilize and incorporate Petrick's perceived multi-dimension scale in a scenario-based survey to examine the effect of sustainable marketing and how it affects the consumer's perceived value.

e) Quantitative research

1. Conceptual framework and hypotheses

Based on the literature reviews conducted, a conceptual framework is developed to examine the relationship between the effect of sustainable marketing versus traditional marketing, and the consumer's perceived value. Variables of Perceived value consist of 5 dimensions - Behavioral Price, Monetary Price, Behavior Price, Emotional Response, Quality, and Reputation.

According to previous researches of a paradigm shift toward sustainable marketing in the tourism industry (Jamrozy, 2007), there should be an increase in the intrinsic value perceived by the consumer. More specifically, the emotional response should be greater when viewing a sustainable marketing campaign compared to a traditional one. Therefore, the following hypothesis is made in accordance with the research model shown in figure 1:

Hypothesis 1 (H1): Sustainable tourism marketing will have a significantly greater impact on consumer's emotional response to the service compared to traditional marketing

By contrast, Traditional tourism marketing should have an advantage in terms of convincing the pure monetary value towards consumers (S. S. Hassan, 2000), and this should lead to a higher monetary price in traditional marketing compared to sustainable marketing. Due to the above reasons, hypothesis 2 will consist of the following:

Hypothesis 2 (H2): Traditional tourism marketing will have a significantly greater impact on consumer's view of the monetary price of the service compared to sustainable marketing.

Lastly, since the research aims to keep other influential factors such as quality, reputation, actual price, time, and ease of buying as constant between the two comparisons, the result should also reflect that the last hypothesis consists of the following:

Hypothesis 3 (H3): There will be no significant difference in Quality, Behavioral Price or Reputation between the sustainable marketing and traditional marketing.

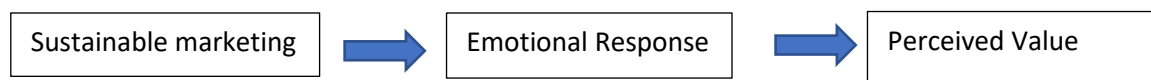


Figure 1. Research Model

This research model represents the relationship between sustainable marketing, emotional response, and perceived value. The model shows that there is a positive correlation between sustainable marketing and emotional response, and there is positive correlation between emotional response and perceived value. The model suggests that by introducing sustainable marketing to consumers, there will be an increase in the emotional response of the consumer that leads to a higher perceived value of the serviced he or she receives.

2. Method

a) Sample

For sample collection, the method of random assigned sample was used to describe the population. Sources for finding participants included university students and tourists visiting Norway. A total of 180 people was asked to fill out the survey.

b) Questionnaire

A self-administered survey was developed to measure the purchase intention as well as the willingness to purchase. An 11-point Likert scale was used for the questionnaire. The questionnaire uses items established by previous studies to measure theoretical construct of perceived value in the tourism service industry (Petrick, 2002). 25 items were used to capture the 5 dimensions (Behavioral Price, Monetary Price, Behavior Price, Emotional Response, Quality, and Reputation of perceived value). Some words were adjusted in order to better fit with the scenario of the survey. In addition, there were also background questions (such as gender, age, times of travel per year, and nationality) used to get an idea of the demographics of the sample population. Participants were given a 7 minutes time limited to complete the survey to ensure the validity of the survey.

c) Buying scenario

A buying scenario was used to evaluate how participants view sustainable tourism marketing compared to a traditional marketing from a consumer's perspective. Each participant was presented with one of two slightly different types of scenarios, Scenario A and Scenario B. Both scenarios consist of a whale watching marketing promotion text in a Norwegian district called Loften. In addition, both scenarios included the same controlled factors such as the price of the service (496 Norwegian Krone), the duration of the trip (90 minutes), the capacity of the boat (20 people) and the method to book the trip (online and at the destination).

The main differences between the two scenarios are the marketing text. Scenario A uses a traditional, economical marketing text trying to communicate the value and benefit of the whale watching service. On the other hand, Scenario B uses a sustainable marketing message that emphasis on protecting the environment and creating a living system. Both scenarios are shown below in Buying scenario A and Buying scenario B.

Results

A comparison of traditional and sustainable marketing strategies using a buying scenario

Buying Scenario A (Traditional marketing)

Buying Scenario

Please read the following scenario. You and your family are visiting the town Lofoten in Norway and you are considering attending a whale watch tour near you.



The tour company called the “Lofoten Whale Watch” is a whale watch tour owned by the local communities and they market their whale watch as a once in a life experience none can miss. Their tour boats can get as close to the whales as possible and promises to deliver the best whale watch experience ever.

The aim of the Lofoten Whale Watch tour is to make their tourist happy and provide the best value for the tourist.

The company charges 495NOK per person for the whale watch tour. The tour boat has the capacity of 20 people and the whale watch tour last 90 minutes. You can book the tour online at their website or purchase the ticket at the destination.

Buying Scenario B (Sustainable marketing)

Buying Scenario

Please read the following scenario. You and your family are visiting the town Lofoten in Norway and you are considering attending a whale watch tour near you.



The tour company called “Lofoten Whale Watch” is a whale watch tour owned by the local communities and market their whale watch tour as a form of sustainable tourism. Their tour boat uses green energy and produces no CO2 and their boat is silent, so it won’t disturb the whales during the whale watch tour.

The aim of the Lofoten Whale Watch tour is not only to make profit, but also trying to create a sustainable environment where tourism and whales can co-exist.

The company charges 495NOK per person for the whale watch tour. The tour boat has the capacity of 20 people and the whale watch tour last 90 minutes. You can book the tour online at their website or purchase the ticket at the destination.

Descriptive statistics

Surveys were distributed in a local Norwegian university to students who were willing to participate. A total of 180 surveys were obtained. After examining and eliminating unusable surveys, A total of 143 surveys were used for data analysis. A majority of the participants was female (57.3%), and Norwegian (61.7%), most of them travel between 2 to 4 times a year (83.4%) and are between 20 to 25 years old (82.2%).

Table 1. Mean score of perceived value factors for the survey questionnaire

Survey Questions/Scenarios	Sustainable Marketing (SD)	Traditional Marketing (SD)
1. I think the Whale watch tour has a good quality	7.83 (1.68)	6.96 (1.69)
2. I think the Whale watch tour is reliable	7.35(1.97)	6.89 (1.61)
3. I think the Whale watch tour is dependable	7.29(1.98)	6.65 (1.96)
4. I think the service in the Whale watch tour is consistent	7.35(1.92)	6.58 (1.69)
5. I think the Whale watch tour will give me happiness	8.81(1.80)	7.21 (1.68)
6. I think the Whale watch tour will give me a sense of joy	8.76(1.66)	7.01 (1.81)
7. I think the Whale watch tour will make me feel good	8.50(1.56)	6.82 (1.91)
8. I think the Whale watch tour will give me pleasure	8.63(1.57)	6.85 (1.78)
9. I think the Whale watch tour makes me feel delighted	8.62(1.55)	6.72 (1.75)
10. I think the Whale watch tour is worth the money	8.51(2.11)	6.27 (2.16)
11. I think the Whale watch tour is a good buy	6.64(1.99)	6.21 (2.44)
12. I think the Whale watch tour is fairly priced	6.63(2.16)	6.37 (2.24)
13. I think the Whale watch tour appears to be a good bargain	6.52(2.09)	6.27 (1.91)
14. I think the Whale watch tour is reasonably priced	6.41(2.19)	6.20 (2.44)
15. I think the Whale watch tour is economical	6.22(2.20)	6.42 (2.14)
16. I think the Whale watch tour required little energy to purchase	6.41(2.13)	7.04 (2.06)
17. I think the Whale watch tour is easy to shop for	7.86(2.08)	7.30 (2.18)
18. I think the Whale watch tour is easy to buy	7.73(2.22)	7.41 (1.91)
19. I think the Whale watch tour required little effort to buy	7.62(1.99)	7.51 (1.85)
20. I think the Whale watch tour can be easily bought	7.61(1.98)	7.45 (1.96)
21. I think the Whale watch tour has a good reputation	8.89(2.15)	6.54 (1.90)
22. I think the Whale watch tour is well respected by others	6.83(2.08)	6.49 (1.82)
23. I think the Whale watch tour is reputable	7.09(2.05)	6.68 (1.49)
24. I think the Whale watch tour is well thought of	7.51(2.18)	6.81 (1.92)
25. I think the Whale watch tour has good status	6.75(2.90)	6.82 (1.77)

Measures

For the measurement of perceived value, this survey uses a 11 point multi-scale adapted from a multi-dimensional scale by James Petrick (2002). Each dimension was measured with 4 to 6 items displayed in Table 2. Some words are adjusted in order to better fit in the scenario described in the survey.

Table 2. Factors/Items (Petrick, 2002)

Factors/Items
<i>Quality</i>
is outstanding quality
is very reliable
is very dependable
is very consistent
<i>Emotional Response</i>
makes me feel good
gives me pleasure
gives me a sense of joy
makes me feel delighted
gives me happiness
<i>Monetary Price</i>
is a good buy
is worth the money
is fairly priced
is reasonably priced
is economical
appears to be a good bargain
<i>Behavioral Price</i>
is easy to buy
required little energy to purchase
is easy to shop for
required little effort to buy
is easily bought
<i>Reputation</i>
has good reputation
is well respected
is well thought of
has status
is reputable

d) Measurement of reliability

The data analyses were performed with SPSS for Windows. Cronbach's coefficient alpha was used for the testing of reliability of the following multi-item constructs included in the survey. The constructs include quality, emotional response, monetary money, behavior price, and reputation for the two-buying scenario shown in Table 2. The range of the Cronbach's alpha tested are between 0.86 to 0.96 to show that all the multi-item constructs were internally consistent and reliable for further testing.

Table 2. Reliability

Reliability Test for Sustainable Model

Variables	A	Mean	SD	Number of items
Quality	0.92	29.8	6.87	4
Emotional Response	0.96	43.2	7.67	5
Monetary Money	0.95	38.85	11.71	6
Behavior Price	0.95	38.04	9.79	5
Reputation	0.93	35.01	10.2	5

Reliability Test for Traditional Model

Variables	A	Mean	SD	Number of items
Quality	0.86	27.07	5.89	4
Emotional Response	0.89	34.5	7.52	5
Monetary Money	0.93	37.73	11.54	6
Behavior Price	0.95	36.7	9.13	5
Reputation	0.94	33.32	8.03	5

Factor analysis

Factor analysis is conducted to further check for the reliability of the constructs in the survey.

The results are shown in Table 2. The result shows in support with the finding in the t-test analysis in that there are 5 components with eigenvalues greater than 1 and is ready for further testing.

Table 3. Factor analysis

Component	Total Variance Explained					
	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.162	48.647	48.647	12.162	48.647	48.647
2	2.975	11.899	60.546	2.975	11.899	60.546
3	2.351	9.405	69.951	2.351	9.405	69.951
4	2.249	8.995	78.945	2.249	8.995	78.945
5	1.478	5.912	84.857	1.478	5.912	84.857
6	.693	2.772	87.630			
7	.445	1.780	89.410			
8	.384	1.538	90.948			
9	.313	1.253	92.201			
10	.277	1.106	93.308			
11	.231	.926	94.234			
12	.215	.859	95.093			
13	.209	.835	95.928			
14	.167	.668	96.596			
15	.140	.559	97.155			
16	.127	.508	97.663			
17	.112	.448	98.110			
18	.087	.347	98.457			
19	.078	.312	98.769			
20	.074	.296	99.065			
21	.070	.280	99.345			
22	.057	.229	99.574			
23	.048	.192	99.766			
24	.037	.150	99.916			
25	.021	.084	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component				
	1	2	3	4	5
Q2Quality_A	.632	.071	.306	.320	.246
Q3Quality_B	.604	.140	.331	.523	.327
Q4Quality_C	.634	-.031	.226	.426	.410
Q5Quality_D	.637	.099	.208	.442	.397
Q6EmotionalRespons_A	.685	.356	.146	-.072	.147
Q7EmotionalRespons_B	.649	.591	-.004	-.364	.084
Q8EmotionalRespons_C	.618	.542	-.065	-.363	.228
Q9EmotionalRespons_D	.640	.606	-.029	-.384	.089
Q10EmotionalRespons_E	.647	.559	.025	-.445	.044
Q11MonetaryMoney_A	.749	-.100	-.442	-.159	-.037
Q12MonetaryMoney_B	.732	-.133	-.482	-.190	.039
Q13MonetaryMoney_C	.734	-.381	-.373	.135	.184
Q14MonetaryMoney_D	.714	-.300	-.515	-.029	.126
Q15MonetaryMoney_E	.718	-.377	-.409	.013	.209
Q16MonetaryMoney_F	.708	-.434	-.349	-.099	.115
Q17BehaviorPrice_A	.737	-.369	.298	-.215	-.102
Q18BehaviorPrice_B	.747	-.313	.400	-.250	-.034
Q19BehaviorPrice_C	.710	-.357	.444	-.313	-.089
Q20BehaviorPrice_D	.701	-.414	.452	-.244	-.163
Q21BehaviorPrice_E	.723	-.359	.430	-.215	-.174
Q22Reputation_A	.756	.070	.026	.273	-.377
Q23Reputation_B	.734	.200	-.124	.302	-.462
Q24Reputation_C	.638	.314	-.049	.389	-.483
Q25Reputation_D	.764	.297	-.062	.318	-.292
Q26Reputation_E	.780	.052	-.220	.244	-.185

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

e) Results for hypothesis testing

After analyzing the data, the mean score of the factors of perceived value for sustainable and traditional marketing scenario are shown in Table 4.

Table 4. Mean score of perceived value factors

Factors/Scenarios	Sustainable Marketing (SD)	Traditional Marketing (SD)
Quality	7.46 (1.72)	6.76 (1.47)
Emotional Response	8.50 (1.46)	6.92 (1.50)
Monetary Money	6.47 (1.96)	6.29 (1.92)
Behavior Price	7.71 (2.02)	7.34 (1.83)
Reputation	7.36 (1.80)	6.67 (1.61)

In order to test for the hypothesis of the research, an independent t-test was conducted for all the construct variables shown in Table 4.

For hypothesis 1 (H1), it predicts that Sustainable tourism marketing will have a significantly greater impact on consumer's emotional response of the service compared to traditional marketing. The t-test shows that the mean of emotional response of consumers who viewed sustainable marketing scenario is higher ($X=8.50$) compared to consumers who viewed traditional marketing scenario ($X=6.92$, $t=6.37$, $p<0.001$). Therefore, hypothesis 1 (H1) is strongly supported by the findings.

For hypothesis 2 (H2), it predicts that traditional tourism marketing will have a significantly greater impact on consumer's monetary price of the service compared to sustainable marketing.

The t-test shows that the mean of monetary price of consumers who viewed sustainable marketing scenario ($X=6.47$) is not significantly different than consumers who viewed traditional marketing scenario ($X=6.29$, $t=0.57$, $P=0.568$). This finding contradicts the hypothesis and shows there is no significant difference between traditional and sustainable marketing in terms of monetary price of the service perceived by the consumers.

For hypothesis 3 (H3), it predicts that there will be no significant difference in Quality, Behavioral Price or Reputation between the sustainable marketing and traditional marketing. The t-test shows that there are no significant differences between traditional and sustainable marketing in terms of behavior price ($p=0.256$), nor reputation ($p=0.017$) of the service perceived by the consumers. However, the mean of quality of consumers who viewed sustainable marketing scenario ($X=7.46$) is higher ($X=8.50$) compared to consumers who viewed traditional marketing scenario at a significant level ($X=6.77$, $t=2.59$, $p=0.010$). This finding contradicts with the hypothesis and shows that even though neither the behavior price nor reputation are effected by traditional or sustainable marketing, the quality of the service perceived by the consumer is significantly higher for those who viewed the sustainable marketing compared to those who viewed the traditional one.

Table 5. T-Test

T-Test

Group Statistics					
	MarketingType	N	Mean	Std. Deviation	Std. Error Mean
Quality	1.00 SustainableMarketing	72	7.4618	1.71810	.20248
	2.00 TraditionalMarketing	71	6.7676	1.47074	.17454
EmotionalResponse	1.00 SustainableMarketing	72	8.5000	1.46547	.17271
	2.00 TraditionalMarketing	71	6.9211	1.49990	.17800
MonetaryMoney	1.00 SustainableMarketing	72	6.4745	1.95742	.23068
	2.00 TraditionalMarketing	71	6.2887	1.92435	.22838
BehaviorPrice	1.00 SustainableMarketing	72	7.7083	2.02378	.23851
	2.00 TraditionalMarketing	71	7.3408	1.82597	.21670
Reputation	1.00 SustainableMarketing	72	7.3556	1.80242	.21242
	2.00 TraditionalMarketing	71	6.6648	1.60705	.19072

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Quality	Equal variances assumed	2.085	.151	2.594	141	.010	.69420	.26762	.16514	1.22326	
	Equal variances not assumed			2.597	138.279	.010	.69420	.26733	.16562	1.22278	
EmotionalResponse	Equal variances assumed	.132	.717	6.367	141	.000	1.57887	.24798	1.08864	2.06911	
	Equal variances not assumed			6.366	140.804	.000	1.57887	.24802	1.08855	2.06920	
MonetaryMoney	Equal variances assumed	.077	.781	.572	141	.568	.18580	.32465	-.45601	.82762	
	Equal variances not assumed			.572	140.999	.568	.18580	.32461	-.45593	.82754	
BehaviorPrice	Equal variances assumed	.049	.826	1.140	141	.256	.36749	.32248	-.27004	1.00501	
	Equal variances not assumed			1.140	139.905	.256	.36749	.32225	-.26962	1.00460	
Reputation	Equal variances assumed	.302	.583	2.418	141	.017	.69077	.28570	.12595	1.25558	
	Equal variances not assumed			2.420	139.598	.017	.69077	.28547	.12635	1.25518	

In addition to the t-test, a one-way ANOVA test is conducted to compare the means between the two scenarios. The result is shown in table 4. The result shows a significant difference ($p < 0.001$) in the emotional response between the two groups. This result combined with the t-test again is in support of hypothesis 1 (H1) that sustainable has an advantage against traditional marketing in terms of emotional responses perceived by the consumer.

As for hypothesis 2 (H2), the ANOVA analysis shows there is not able to show a significant difference between the two groups in terms of monetary money ($p=0.568$). The same can be said for hypothesis 3 (H3) in that the ANOVA analysis again is not able to show a significant difference between the two groups in terms of behavior price ($p=0.256$) and reputation ($p=0.017$). On the other hand, The ANOVA analysis is able to show significant difference between the two groups in terms of quality ($p=0.010$). Overall, the findings of the ANOVA analysis support the findings of the t-test.

Table 6. ANOVA analysis

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	17.228	1	17.228	6.729	.010
	Within Groups	360.998	141	2.560		
	Total	378.226	142			
EmotionalResponse	Between Groups	89.115	1	89.115	40.538	.000
	Within Groups	309.958	141	2.198		
	Total	399.073	142			
MonetaryMoney	Between Groups	1.234	1	1.234	.328	.568
	Within Groups	531.257	141	3.768		
	Total	532.491	142			
BehaviorPrice	Between Groups	4.828	1	4.828	1.299	.256
	Within Groups	524.187	141	3.718		
	Total	529.014	142			
Reputation	Between Groups	17.058	1	17.058	5.846	.017
	Within Groups	411.440	141	2.918		
	Total	428.497	142			

Correlation analysis are also been conducted on both scenarios and the results are shown below in table 7.

Correlations for Scenario A Sustainable Marketing

		Quality	EmotionalResponse	MonetaryMoney	BehaviorPrice	Reputation
Quality	Pearson Correlation	1	.562**	.568**	.626**	.418**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	72	72	72	72	72
EmotionalResponse	Pearson Correlation	.562**	1	.565**	.547**	.186
	Sig. (2-tailed)	.000		.000	.000	.117
	N	72	72	72	72	72
MonetaryMoney	Pearson Correlation	.568**	.565**	1	.598**	.197
	Sig. (2-tailed)	.000	.000		.000	.097
	N	72	72	72	72	72
BehaviorPrice	Pearson Correlation	.626**	.547**	.598**	1	.075
	Sig. (2-tailed)	.000	.000	.000		.529
	N	72	72	72	72	72
Reputation	Pearson Correlation	.418**	.186	.197	.075	1
	Sig. (2-tailed)	.000	.117	.097	.529	
	N	72	72	72	72	72

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations for Scenario B Traditional Marketing

		Quality	EmotionalResponse	MonetaryMoney	BehaviorPrice	Reputation
Quality	Pearson Correlation	1	.145	.249*	.245*	.316**
	Sig. (2-tailed)		.229	.036	.039	.007
	N	71	71	71	71	71
EmotionalResponse	Pearson Correlation	.145	1	.301*	.246*	.402**
	Sig. (2-tailed)	.229		.011	.039	.001
	N	71	71	71	71	71
MonetaryMoney	Pearson Correlation	.249*	.301*	1	.469**	.607**
	Sig. (2-tailed)	.036	.011		.000	.000
	N	71	71	71	71	71
BehaviorPrice	Pearson Correlation	.245*	.246*	.469**	1	.471**
	Sig. (2-tailed)	.039	.039	.000		.000
	N	71	71	71	71	71
Reputation	Pearson Correlation	.316**	.402**	.607**	.471**	1
	Sig. (2-tailed)	.007	.001	.000	.000	
	N	71	71	71	71	71

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Finally, another factor analysis is conducted on both scenarios and the results are shown below in table 8.

Total Variance Explained for Scenario A Sustainable Marketing

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.840	56.793	56.793	2.840	56.793	56.793
2	.991	19.812	76.606			
3	.469	9.386	85.992			
4	.423	8.456	94.448			
5	.278	5.552	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
Quality	.859
EmotionalResponse	.793
MonetaryMoney	.814
BehaviorPrice	.809
Reputation	.396

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Total Variance Explained for Scenario B for Traditional Marketing

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.440	48.793	48.793	2.440	48.793	48.793
2	.863	17.256	66.049			
3	.764	15.270	81.320			
4	.558	11.167	92.487			
5	.376	7.513	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
Quality	.502
EmotionalResponse	.575
MonetaryMoney	.796
BehaviorPrice	.718
Reputation	.841

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

f) Discussion and implications of the result

The empirical result helps to extend the current literature of sustainable tourism in three ways. Firstly, the results show that sustainable marketing is perceived significantly better by the consumers in terms of emotional response than traditional marketing in Norway. This means that consumers of sustainable marketing are likely to feel happier and have more a sense of joy as a result of the sustainable marketing compared to the traditional marketing.

Secondly, the results also show that sustainable marketing is perceived significantly better by the consumers in terms of quality than traditional marketing. The finding is in contrast with hypothesis 3 (H3) which predicts there will be no significant difference in the quality because both scenarios offers the same service at the same price. The results on the other hand show consumers of sustainable marketing are likely to see the service they receive as more dependable and reliable compared to traditional marketing. A possible explanation could be that sustainable product in general tend to be more expensive compared to ordinary product. For example, an eco-friendly jacket tends to sell for more money than an ordinary jacket. It is possible that people tend to associate this pricier stereotype with higher quality in sustainable marketing even though the actual price of the two service were the same in the scenario. This association between sustainable product, higher price and higher quality could be the reason for why a significantly higher quality was found in the analysis. Another explanation could be that sustainable marketing may sound more convincing and trustworthy than a traditional profit-driven marketing strategy, so that customers expect the quality to be higher. Also, other factors not captured in the survey could have influenced perceived quality.

Thirdly, the results show that there is no significant difference in monetary price between traditional and sustainable marketing. The finding is in contrast with hypothesis 3 (H3) which predicts traditional marketing would have a higher monetary price perceived by the consumer because it focuses on communicating the value of the product to the consumer. The result on the other hand show that consumer sees no significant difference between the two types of marketing and views both of them as equally fairly priced. One reasonable explanation of the finding could be that the marketing message included in the traditional marketing scenario is not strong enough or that it did not successfully deliver the message of value to the consumer. Another explanation could be that consumers of sustainable marketing sees just as much value in their message compared to the traditional one. A further research could be done in the future to test which explanation is more accurate in explaining the findings.

In terms of managerial implications, the result of the research can greatly help decisions makers in the tourism marketing industry to be better informed when making a decision to employ their marketing campaign. With the increase in the demand of a more sustainable environment by the general public and the government, companies are often forced to decide on whether to deploy new sustainable marketing campaigns in order to adapt toward this increase in demand. One of the key factors that is making it harder for managers is that they worry about that they might lose the perceived value that a traditional marketing campaign which focused on value conviction would bring. The result of this research shows that such worry is not needed as it shows there is no significant difference in 3 out of the 5 subconstructs of perceived value between sustainable marketing and traditional marketing. The result shows consumers see no difference in the reputation, monetary price, and behavior price of the two scenarios. More importantly, the result

shows sustainable marketing offers a higher perceived value toward consumers by scoring higher in quality and emotional response compared to traditional marketing.

This comparison between the sustainable and traditional marketing on perceived value is significant to decision makers because it informs them directly which marketing strategy is perceived to have higher value in which specific constructs. With a growing demand for a more sustainable tourism by both the public and the government, the result of this research should offer managers more confidence to switch from a traditional marketing method to a sustainable marketing strategy.

g) Limitations and future research

This study is limited in that it only examines a sample population in Norway which has one of the higher environmental awareness levels when compared to other countries (Higham & Cohen, 2011). The result cannot be generalized to other countries that might have a lower awareness of environmental issues and care less about sustainability. In addition, the result is only limited to tourism marketing campaigns and cannot be generalized towards other forms of marketing campaigns. In addition, since in this study only one buying scenario of whale watching was used to determine the perceived value of consumers with specific marketing messages for both traditional and sustainable marketing.

Due to the limited scope of this design, the finding should thus be interpreted with caution.

Future researches can expand with alternative buying scenarios with different types of marketing messages and examine the possible explanations of the finding. Another potential area for further study could be focused on how different demographics values sustainable tourism marketing.

Past research have shown that young people tend to more engaged in sustainable tourism development (Jaafar, Noor, & Rasoolimanesh, 2015), and future research can be done to examine if the younger demographics are more susceptible to sustainable tourism marketing.

f) Qualitative Research

h) Interviews with local hotel managers about sustainable tourism

Two interviews were conducted with local Norwegian hotel managers, one male (born in 1965) and one female (born in 1971), in order to gain insights into how sustainable marketing is viewed among decision makers. In the interviews, both managers mention that it is important for Norwegians to care about the environment because it is one of the cores beliefs among Norwegians. This is in support of previous researches that show Norwegians to have more environmentally awareness compared to other western nations (Higham & Cohen, 2011). Both managers also mentioned there is a form of governmental mandate to incorporate sustainability, sustainable products, and sustainable marketing messages in their company. The male manager mentions that there are standards and guidelines set by the Norwegian government to enforce hotels to follow to incorporate sustainability in their products and services for tax reductions. They both acknowledged that it is essential for every hotel to meet those guidelines to ensure a relationship with the government and nearly all of the major hotels in Norway are following the same guidelines.

When asked about whether or not they think sustainable tourism marketing can offer a competitive advantage in Norway, both managers were pessimistic about the proposition because they believe every hotel in Norway is essentially conducting the same form of sustainable marketing set up by the government and there is not enough differentializing between the competitors. The female manager also commented that she thinks the reason of doing sustainable marketing should not be about gaining a competitive advantage but to do it out of our concern for the environment. Her comment is in contrast with previous researches that advocate for

sustainable marketing chiefly for the competitive advantages it offers (S. S. Hassan, 2000). One possible explanation for this contrast is that the Norwegian hotels are all working closely with the government in terms of sustainability. Due to this close collaboration, Norwegian hotels are unable to further develop and utilize sustainable marketing to differentiate and create a competitive advantage despite been keenly aware of the importance of sustainability.

Another question was asking about whether they think sustainable marketing is just a marketing ploy to drive up sales. In both cases, managers disagreed with the premises and claimed sustainability is part of their companies' core believes. The female manager talked about the triple bottom-line of the company and how they view corporate social responsibility (CSR) as one of their main duties in the society and not for profit. The question of how using sustainability as part of corporate social responsibility (CSR) may conflict with using sustainability for gaining competitive advantage is complex and beyond the scope of this research. There have been researches done to show companies often conduct cost and benefits analysis to determine the ideal level of CSR, and argues for a neutral relationship between CSR and companies financial performances (McWilliams & Siegel, 2001). However, further study is needed in order to analyze how viewing sustainability as part of CSR might hurt company's potential to implement sustainability as a way to gain competitive advantage in the tourism industry.

Finally, when asked about to choose between the traditional marketing method focused on profit and the sustainable marketing method as their main strategy, both managers ultimately decided to choose traditional marketing over sustainable marketing. The male manager explained that he still views sustainable marketing as a form of "side marketing" that functions as a value added towards the main product or service the hotel provide.

Conclusion

To conclude, this research provided both qualitative and quantitative knowledge towards sustainable tourism marketing and how it compared against the traditional, profit driven marketing. For quantitative analysis, based on researchers and theories from previous studies, a buying scenario experiment was conducted to measure the perceived value of sustainable tourism marketing against the traditional marketing. The findings showed sustainable tourism marketing can be a competitive strategy in the tourism industry and there is potential for further development for decision makers to adopt to the sustainable tourism marketing strategy. The result shows that sustainable tourism marketing has a significant higher score in terms of emotional response and the quality of the service perceived. This is in support with the idea that sustainable tourism marketing can offer a competitive advantage in the industry (S. S. Hassan, 2000).

On the other hand, the qualitative research indicates there is a strong awareness and demand for sustainability in Norway, as represented by the Norwegian hotel managers. This shows potential for further developing and using sustainability as a competitive advantage in the market. However, the research also shows that there currently lacks the drive for Norwegian hotels to push for more sustainable marketing because the industry is in a co-operation with the local government. This resulted in a lack of differentiation between the competitors in terms of their sustainable marketing method. The finding of this research shows that even though there are a lot of potential for sustainable marketing in the tourism industry. There are still obstacles and decision makers are still somewhat reluctant to fully embrace the shift in the sustainable tourism marketing paradigm.

This research contributed to the knowledge area in the sustainable tourism by providing empirical data on how consumers perceive sustainable tourism marketing messages compared to traditional, economic focused ones. In addition, the interviews conducted with Norwegian hotel managers provided valuable insights on how sustainable marketing is currently viewed in the industry. It also showed some of the potential and challenges of sustainable marketing in Norway. The findings of this study can give value information to decision makers in the tourism industry whom are trying to adopt sustainable marketing strategy in their companies or organizations.

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Appendix

Survey Introduction

This is survey conducted by the master students at UiS. The survey is designed to help students to have a better understanding of Tourism in Norway. Please circle the answer that's appropriate for you. The survey will take approximately 5 minutes.

Buying Scenario

Please read the following scenario. You and your family are visiting the town Lofoten in Norway and you are considering attending a whale watch tour near you.



The tour company called “Lofoten Whale Watch” is a whale watch tour owned by the local communities and market their whale watch tour as a form of sustainable tourism. Their tour boat uses green energy and produces no CO2 and their boat is silent, so it won't disturb the whales during the whale watch tour.

The aim of the Lofoten Whale Watch tour is not only to make profit, but also trying to create a sustainable environment where tourism and whales can co-exist.

The company charges 495NOK per person for the whale watch tour. The tour boat has the capacity of 20 people and the whale watch tour last 90 minutes. You can book the tour online at their website or purchase the ticket at the destination.

Questions

After reading the text above, on a scale between 1 to 11, how much do you agree with the following statement based on the scenario you read? 1 means you strongly disagree with the statement, 11 means you strongly agree with the statement.

1. I'm willing to purchase the whale watch tour from the "Lofoten Whale Watch".

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

2. I think the Whale watch tour has a good quality

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

3. I think the Whale watch tour is reliable

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

4. I think the Whale watch tour is dependable

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

5. I think the service in the Whale watch tour is consistent

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

6. I think the Whale watch tour will give me happiness

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

7. I think the Whale watch tour will give me a sense of joy

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

8. I think the Whale watch tour will make me feel good

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

9. I think the Whale watch tour will give me pleasure

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

10. I think the Whale watch tour makes me feel delighted

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

11. I think the Whale watch tour is worth the money

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

12. I think the Whale watch tour is a good buy

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

13. I think the Whale watch tour is fairly priced

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

14. I think the Whale watch tour appears to be a good bargain

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

15. I think the Whale watch tour is reasonably priced

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

16. I think the Whale watch tour is economical

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

17. I think the Whale watch tour required little energy to purchase

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

18. I think the Whale watch tour is easy to shop for

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

19. I think the Whale watch tour is easy to buy

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

20. I think the Whale watch tour required little effort to buy

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

21. I think the Whale watch tour can be easily bought

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

22. I think the Whale watch tour has a good reputation

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

23. I think the Whale watch tour is well respected by others

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

24. I think the Whale watch tour is reputable

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

25. I think the Whale watch tour is well thought of

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

26. I think the Whale watch tour has good status

Strongly											Strongly
Disagree											Agree
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	

Background Questions

1. What is your gender?

A. Male

B. Female

2. How old are you?

I am _____ years old

3. Are you a Norwegian?

A. Norwegian

B. No, I'm from _____

4. How often do you travel?

I travel around _____ time per year.

Thank you for taking the survey!

Descriptive Statistics For Scenario B

	N	Minimum	Maximum	Mean	Std. Deviation
WillingnessToPurchase	71	1.00	11.00	7.3521	2.07776
Quality	71	3.25	11.00	6.7676	1.47074
EmotionalResponse	71	2.80	11.00	6.9211	1.49990
MonetaryMoney	71	1.67	10.17	6.2887	1.92435
BehaviorPrice	71	3.00	11.00	7.3408	1.82597
Reputation	71	2.00	10.20	6.6648	1.60705

Descriptive Statistics For Scenario A

	N	Minimum	Maximum	Mean	Std. Deviation
WillingnessToPurchase	72	2.00	11.00	8.3750	2.04483
Quality	72	3.25	11.00	7.4618	1.71810
EmotionalResponse	72	4.20	11.00	8.5000	1.46547
MonetaryMoney	72	1.83	10.67	6.4745	1.95742
BehaviorPrice	72	1.60	10.20	7.5833	1.65734
Reputation	72	2.40	10.40	7.3556	1.80242

