



Exploring the Role of Marketing in Green Tourism Development

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Abstract: *In recent years, tourism has been increasingly influenced by the need to adopt more sustainable practices, both at the level of businesses and consumer behavior. In this context, marketing plays an important role in shaping how green tourism is understood and promoted. This paper explores how marketing strategies can support the development of environmentally responsible tourism and encourage more conscious travel choices.*

• Introduction

More and more tourists are becoming aware of the impact their choices have on the environment, and they are beginning to look for options that are more sustainable and responsible. At the same time, tourism businesses are under increasing pressure to adapt, not only by improving their practices but also by communicating these efforts clearly. This is where marketing becomes especially important.

• Material and method

This study is based on a qualitative approach, focusing on understanding how marketing contributes to the development of green tourism. The research combines both theoretical analysis and practical observations in order to provide a balanced perspective on the topic.

• Results and discussions

The analysis carried out in this study highlights several important ways in which marketing contributes to the development of green tourism. One of the most visible results is the increasing presence of sustainability-related messages in tourism promotion. Many tourism operators, including hotels, travel agencies, and destination management organizations, are actively integrating environmental themes into their communication. Terms such as “eco-friendly,” “sustainable,” and “responsible tourism” are now frequently used to attract tourists who are more aware of environmental issues.

• Conclusions

In conclusion, this paper shows that marketing plays an essential role in the development of green tourism. It is no longer limited to promoting destinations or services, but has become a key tool in shaping how tourists understand and value sustainability. Through effective communication, marketing can influence attitudes, encourage responsible behavior, and support the transition toward more environmentally friendly travel choices.

