

**Martina Dirschl**

# Incorporating the Principles of Sustainable Tourism into the Strategic Marketing System

An Analysis of the Queensland Tourism Strategy

**Bachelor Thesis**

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Fachbereich Wirtschaft 2  
Studiengang Tourismusbetriebswirtschaft

Freie wissenschaftliche Arbeit zur Erlangung  
des akademischen Grades Bachelor of Arts (B.A.)

# **Incorporating the Principles of Sustainable Tourism into the Strategic Marketing System**

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Eingereicht von:

Martina Reichart

Heilbronn, im Februar 2008

## Preface

This research paper represents the completion of my studies in Tourism Management at the Heilbronn University of Applied Sciences. Already at an early age, I learned about the importance of sustainability in terms of community aid and development through my family, who is contributing actively to various sustainable community projects in Brazil. My interest in sustainable development has never weakened ever since. During my studies in Denmark I attended a variety of courses taught by Dr. Janne J. Liburd, chair of the BEST Education Network. She introduced me to the concept of sustainable tourism development and aroused my academic interest in the topic. I decided to write my Bachelor Thesis about sustainable tourism because it is my personal strong belief that both the consumers and the industry are obliged to responsible provision and consumption of tourism products; not only in terms of environmental protection and conservation of cultural heritage, but also in respect for the communities and local residents at the destinations.

In the present research, the importance of implementing the concept of sustainability into the marketing process of both public and private businesses is being assessed in theory and in practice through the evaluation of the Tourism Queensland marketing strategy. It was possible to point out the opportunities for destinations in terms of knowledge dissemination, networking and marketing towards stakeholders. Furthermore, it also enabled the identification of the barriers and obstacles, such as indicator development to monitor the outcomes of sustainable business practices, which remain to be overcome and are subject to future research and development in cooperation with the industry.

I would like to thank my supervisor, Prof. Dr. Manfred G. Lieb, who assisted me in the process of problem formulation and writing. Moreover, my special appreciation should be expressed to Anja Hergesell, who became a dear friend of mine in Denmark, and to my sister Anna-Katharina. Both supported and inspired me during the past three months and gave me valuable feedback on my Thesis.

*Martina Reichart*

*Heilbronn University of Applied Sciences*

*February 2008*

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## List of Abbreviations

ATDW	Australian Tourism Data Warehouse
DMOs	Destination Marketing Organizations
DSDT	Department of State Development and Trade
FIT	Free and Independent Travellers
GDP	Gross Domestic Product
GSP	Gross State Product
GRI	Global Reporting Initiative
IISD	International Institute for Sustainable Development
LDCs	Least Developed Countries
LOHAS	Lifestyle of Health and Sustainability
MICE	Meetings, Incentives, Conventions, and Exhibitions
NGOs	Non-Governmental Organizations
NTO	National Tourism Organizations
QTS	Queensland Tourism Strategy
RT	Region of Tuscany
RTOs	Regional Tourist Organizations
SMEs	Small and Medium sized Enterprises
TA	Tourism Australia
TOI	The Tour Operators Initiative for Sustainable Development
TQ	Tourism Queensland
UNEP	United Nations Environmental Programme
UNWTO	World Tourism Organization
WCED	World Commission on Environment and Development
WTTC	World Travel & Tourism Council