

DEVELOPING SUSTAINABLE MARKETING FRAMEWORK FOR WORLD HERITAGE SITES IN SRI LANKA

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Abstract

Since it is essential for the success and the survival of the world, over the last three decades the concept of sustainability has received more attention among academics, practitioners, and policy makers. To achieve sustainability as a whole the contribution of the main actors of a country is essential. The emergence of the concept of sustainability in the marketing management discipline caused a revolution in the field paving the way to achieve sustainable marketing management. Nevertheless, the marketing managers of the public sector and private sector have a significant role in decision-making to consider the pillars of sustainable marketing to gain long term consistent growth in the business. The people in the society also have a role to play as consumers in the path towards sustainability. The contribution of the public and private sectors alone is not a panacea for sustainability. This study focuses on developing a sustainable marketing framework for world heritage sites in Sri Lanka covers consumers, the private sector, and the public sector who are the main actors of in the country. The main objective of this study is to establish a sustainable marketing framework for the world heritage sites. The mixed method has been used to address the research problem. Data was collected through field based interviews and survey was conducted by distributing questionnaires to a randomly selected sample. The response rate was 71 percent. The purposive sampling method was deployed to identify the ideal persons to be interviewed from government departments. In combination with the observations and literature, it shows the clear differences in sustainable marketing awareness and practices of the societies between developed countries and developing countries. The conclusion offers meaningful implications for decision makers and marketers to achieve sustainable frame work for heritage site marketing.

Keywords: sustainability, marketing, world heritage site, decision making, marketing framework

1.0 Introduction

Nourishing every society, the concept of sustainability has drawn the attention of all country of the world. The impact of economic activities on environmental protection have been discussed all over the world. Over recent years sustainable economic development has experienced much assistance from policy makers and practitioners (Dam & Apeldoorn, 1996). Practitioners in different fields, at various stages and from different disciplinary

perspectives, have investigated sustainability, sustainable marketing, and sustainable philosophy. Thus, the policymakers and practitioners in the tourism industry embraced the sustainability concept and originated sustainable tourism along with three basic principles: environmental sustainability, social sustainability, and economic sustainability. World Heritage Sites are crucial tourist destinations that thrust a boost in visitation rate showing the native and precious specialties from country to country (Pedersen, 2002). While no formal data made available, a site's inscription on the World Heritage list often concurs with enhancing tourism. Tourism in Sri Lanka which laid the foundation of history by pioneering heritage tourism, has become one of the dominant industries and a vital aspect of economic development that attracts a multitude of benefits in different sections. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has identified eight World Heritage Sites in Sri Lanka. Typically, heritage sites are categorized into cultural, natural, and mixed (Britannica, 2022). Out of eight World Heritage Sites in Sri Lanka, six falls under cultural heritage sites and the remaining two are natural. The majority of these heritage sites concentrate on Anuradhapura, Polonnaruwa, and Kandy which are also known as the cultural triangle of Sri Lanka (Hemi, 2020). Among 1,121 World Heritage Sites (869 cultural, 213 natural, and 39 mixed properties) existing across 167 countries, the eight sites of Sri Lanka are,

Table 1.1 World Heritage Sites in Sri Lanka.

No	Details	Nature of the sites	Location	Inscribed year
1	Ancient City of Polonnaruwa	Cultural	Polonnaruwa, North Central Province.	1982
2	Ancient City of Sigiriya	Cultural	Dambulla, Central Province.	1982
3	Old Town of Galle and its Fortifications	Cultural	Galle, Southern Province.	1988
4	Rangiri Dambulla Cave Temple	Cultural	Dambulla, Central Province.	1991
5	Sacred City of Anuradhapura	Cultural	Anuradhapura, North Central Province.	1982
6	Sacred City of Kandy	Cultural	Kandy, Central Province.	1988
7	Central Highlands of Sri Lanka	Natural	Hatton, Central Province.	2010
8	Sinharaja Forest Reserve	Natural	Deniyaya, Sabaragamuwa Province.	1988

Source: UNESCO 2022

With the declaration of peace in 2009 (after 30 years of civil war) the tourism industry successively developed until the Easter attack and Covid-19 pandemic in 2019 (Sivesan, 2019). As a country which still reeling under the pandemic, travelers seem to be interested in holistic, meaningful, and tech-stress-free traveling. With the dawn of 2022 trends suggest that focus on self-care will gain popularity and traveling is more concerned about improving the mental and emotional well-being of travelers in 2022 (The New York Times, 2022). Further "ed-ventures" the concept that combines younger education while adults use telework, is the new trend in 2022 that the tourism industry needs to pay attention

to conscious travel including prolonged durations of stay and green travel.

The tourism sector plays an important role as a driving force in country's economy. In developing countries, tourism sector contributes to three prime objectives: income generation, employment, and foreign-exchange earnings. Scholars, policymakers, and practitioners in developing countries have concentrated on the stream of sustainable tourism development. Many countries have enjoyed the benefits of the sustainable tourism approach over the past few years (Tosun, 2001). The main objective of the study is to develop a sustainable marketing framework for WH sites in Sri Lanka.

Even though, Sri Lanka has shown some progress in sustainable goals, irresponsible planning, unplanned development practices, insufficient monitoring and evaluation system, and lack of knowledge on sustainable development has hindered the drive over the last few decades (Athukorala & Karunaratna, 2020). This research includes the best fit outcome for World Heritage Sites in a country that has undergone an economic collapse in the post-pandemic era. Even if the country requires immediately boost overcome the current collapse, it might cause serious long-term issues. Preservation, partnerships, and local community involvements are other important points to cover along with environmental marketing, social marketing, and critical marketing. The objectives of this study were to identify to what extent consumers and business organizations are aware of the concept of sustainability, to identify the existing green behavioral practices of consumers and business organizations in WH sites and to identify the challenges and the effectiveness of the existing marketing efforts of WH Sites.

2.0 Literature Review

The term Sustainability was first used by Hans Carl von Carlowitz in 1713 in German forestry circles regarding sustainable use of forest resources (Pisani, 2006). In earlier phases of the 1970s ecological issues have emerged as a new paradigm with the marketing strategy. In the next few decades' social issues also started emerging along with ecology. Later the term Sustainable Development appeared in the famous Brundtland Report produced by several countries for the UN in 1987. Sustainable tourism has been developed as a concept during the late 1890s and early 1990s (Lane, 1993). This concept addressed the negative impact on the environment caused by the growing recognition of the potential for tourism and overly focused on the need to preserve the resources on which the tourism industry depends. Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland Report, WCED, 1987).

The various perspectives developed after the first definition of sustainability appeared in 1713 by Hans Carl von Carlowitz, have indicated that sustainable development is a broad, complex, controversial, open-ended, and challenging concept that varies, in many cases. Such incidence has generated some controversy that makes sustainability difficult to execute or be of practical value. Even though in many cases, sustainable development is considered solely on environmental and ecological dimensions, in other cases it considers the 'economic', 'environmental', and 'social' as its pillars. Rarely, 'time' also consider a pillar of sustainable development (Pisani, 2006; Lozano, 2022). While sustainability is defined as an ideal dynamic state and preferred at the organizational level, sustainability development is clarified as the process to reach sustainability and is more preferred by the institutional and governmental levels. Within the last few decades, the term 'sustainability' became a global concern owing to climate changes, environmental degradation, resource depletion, rapid urbanization, health hazards, overpopulation, and increased poverty. Managing these issues is of utmost necessary

in the path of sustainability (Quoquab et al., 2021). Sustainability, is defined as, Sustainability is a vision of the future that provides us with a road map and helps us to focus our attention on a set of values and ethical and moral principles by which to guide our actions (Munier, 2005).

Sustainability has evolved from a narrow conservation perspective into a modern sub-discipline that spotlighted resource issues, and technical, political, economic, and social procedures (Sivesan, 2019). At the same time, it includes the ethical preface of the detachment of trade-off among the current hyper- competition and potential needs of the environment. Sustainability is a vision that provides a roadmap and helps organizations to focus on values, ethical, and moral principles by guiding action. Every definition related to sustainability shows some common elements, that is saving the future for the coming generations. Nonetheless, most studies have spotlighted environmental sustainability as the only sustainability. Besides environmental sustainability, it includes social sustainability and economic sustainability. Sustainability emphasizes that organizations' actions must appraise in terms of sustainability through environmental, economic, and social dimensions (Kumar et al., 2012). It also revealed that sustainability is a long-term concept that involves with strategy development based on ethical and moral principles. In the business world, organizations have been rapidly absorbing the sustainability philosophy and as a result many organizations started evaluating themselves based on the triple bottom line. These performance measurements involves three areas; planet, people, and profit. Hence sustainability is the main principle that an organization can poise success in the long run (Dylan, 2022).

2.1 Sustainable Marketing

Sustainability marketing relates to developing and maintaining a long lasting relationship with customers and the social environment and natural environment (Kumar et al., 2012). Between the concepts of sustainability and sustainable marketing, there is only a thin line difference. Sustainability is associated with durability or long-lasting concept. while, sustainable marketing is a kind of marketing. This builds long lasting customer relationships effectively without any particular reference to sustainable development or consideration of sustainability issues (Belz & Peattie, 2009). Sustainable marketing is defined as socially and environmentally responsible actions that fulfills the current needs of customers and businesses while conserving or increasing the ability of future generations to meet their needs (Kotler & Armstrong, 2016). In the field of marketing, sustainability is examined from different perspectives. In the field of tourism marketing understanding the tourist expectations needs and wants that lead to satisfaction is a significant point (Fernando & Kaldeen, 2021). In destination marketing, a proactive understanding of tourist needs and wants gets complicated as the product mix involves ideas, historical sites, heritage sites, art galleries, and performing arts (Sivesan, 2018). Although it is thought marketing and sustainability are as different as chalk and cheese, there is also a strong collaboration between the two concepts (Jones et al., 2008). Marketing is trying to meet the present needs of customers while sustainable marketing is trying to meet the present needs of customers in a way that preserves resources for the future generation.

2.2 Dimensions of Sustainable Marketing

Sustainable marketing comprises three sub-disciplines: green marketing, social marketing, and critical marketing (Gordon et al., 2011), and sustainability work on the triple bottom line Approach, people, planet, and profit (Peattie et al., 2006). Hence the frameworks of marketing requires to involve with playes of such sub-disciplines in the markets. The suggested framework is based on the existing views of the marketing system to make a change in Sri Lanka in a more sustainable way.

2.3 Green marketing

The roots of the green marketing concept spawned with the ecological marketing concept arose in the early 1970s but some important differences could be observed between the environmental movement of the 1970s and the present green movements (Henion et al., 1976; Peattie & Charter, 2012). Green marketing stands for marketing more sustainable products and services while introducing sustainable efforts at the core of marketing and business processes (Gordon et al., 2011). According to Peattie & Charter, 2012 green marketing is a holistic management approach that identifies, anticipates, and meets the demands of consumers and society in a profitable and sustainable manner. It means marketers use their expertise to motivate sustainable consumption by influencing the marketing process. Organizations considered green management as an environmentally sustainable approach and proceeded with long-term success (Jung et al., 2020). Third-world countries from the South Asian region are progressively using tourism as an economic development tool. But when economic development is accelerated, there is a high probability of getting missed out on the product life cycle and the environment. Therefore, research based on sustainability needs to pay attention to issues that developers need to be aware of, especially on environmental protection (Meler & Ham, 2012). Identifying green marketing as an off shoot of social marketing (Kotler, 1991) has explained, green marketing as a process that develops and performs as a guardian of consumer and societal welfare, organization-specific needs and desires, affords a greater degree of efficiency and powerful patron pleasure for the organization than the rival firms.

2.4 Social marketing

Social marketing is the pillar of marketing that enhances and promotes social causes or public interest. This plays with social values and aims to change the behavior to do good (Kotler & Zaltman, 1971). One major limitation of green marketing is the neglect of customer behavior and the inability to target individual behavior, which can be an effective track by the combination of green marketing strategies and social marketing (Gordon et al., 2011). This pathway leads to more sustainable marketing solutions (Peattie & Peattie, 2009). The term social marketing was first coined by Kotler & Zaltman in 1971, but the consideration of social marketing in the tourism industry commenced with Bright's article published in the Journal of Leisure Research in 2000. Before applying social marketing in tourism fields was utilized in various fields, such as environmental protection, recycling, smoking prevention, public health, family management (Fox & Kotler, 2018; Kassirer, 1997; Macfadyen et al., 1999; MacKintosh et al., 2016). Social marketing is a systematic approach of marketing concepts and applications to maintain people's behavior or reach specific behavioral goals for the benefit of society as a whole. This idea combined commercial marketing with social sciences to impact individual behavior in a sustainable and economical way (French & Bennett, 2015; NSMC, 2022). Social marketing is concerned with social change, it includes changing human behavior which is related to commercial marketing rather than minding profitability of an organization, market share, and sales volume with an intention to make a change in the fields of sustainable behavior, health behavior, or social behavior (Kaldeen, 2020). Customer orientation is the main property of social marketing which assists building relationships, motivate and lead customers towards loyalty, and empowering them as individuals or as communities (McKenzie-Mohr, 1999).

2.5 Critical marketing

The Critical marketing approach is a tool or a technique that encourages more sustainable marketing by establishing more regulatory conditions (Dam & Apeldoorn, 1996). Critical marketing is definitely quizzing hegemonic patterns of notions, although it was initiated by critical marketing scholars themselves in the modern world (Tadajewski & Brownlie, 2008). Green marketing and Social marketing were the first two dimensions of the concept of sustainable marketing. When marketing solitary cannot generate the expected outcomes or undeniably may be a critical portion of the problems, the necessity for an alternative dimension will arise. At this point, critical marketing critique of the maneuver of marketing systems, methodologies, patterns, techniques, and existence of marketing itself is affected by a critical academy of notions. The term critical marketing was coined and co-occurrence with critical social theory by Hansen (1981) concerning the disparaging of marketing and advertising in late 1960. These oversaw reacting to the criticisms of marketing developed by neo-Marxist writers of the period (Hansen et al., 1981; Tadajewski, 2010). Neo-Marxist argued that the activities performed by marketing assists to manage an uneven income distribution. Other detractors argued that marketing does not consider the expectations of customers (Hansen et al., 1981). However, Hansen seems to be the first scholar who raises the point of critical marketing in the main journal outlet, later he was followed by scholars and researchers from a variety of fields. Such as 'critical consumer research' (Belk, 1995; Denzin, 2010; Dholakia & Firat, 1980) and 'critical macro-marketing' (Kilbourne et al., 2016). Critical marketing just like, the critical theory cannot be connected with one brand of the critical notion (Majstorovic, 2017).

2.6 Sustainable Marketing Philosophy

According to Gordon in 2011 marketing is criticized as an obstacle to sustainable living, still it presents many solutions to a number of challenges that society is facing. Scholars of studies based on heritage tourism have discovered the challenges and threats of heritage tourism and the necessity of deploying sustainable use of resources (Gordon et al., 2011). Garrod in 1998 defined sustainability as an effective resource management technique for the sake of future generations. According to their survey conducted in the UK, instead of concerning sustainable issues, owners of historic properties, heritage consultants, and heritage industry representatives have prioritized covering revenue targets to attain more tourist dollars. They have recommended that the "future applications of sustainable principles should involve a reassessment of the aims and objectives of heritage management" (Garrod & Fyall, 1998).

Yet another study, conducted by Chhabra in 2009 tested a sustainable marketing protocol for heritage tourism institutions in the United States, involving museums across the country. The author has developed a model along strategic marketing criteria, environment analysis, local community involvement, partnership, and preservation-based objectives. The result revealed the short-termism of museum ethos and indicated the existing strategies only concerned to be stay survival rather than the sustainable heritage tourism marketing model (SHTM). Further, the research emphasized the need for strategies that lead to longevity and sustainability that incorporate conservation and preservation plans (Chhabra, 2009).

Hypothesis

H1: Consumer awareness of sustainability concept has a positive effect on consumer sustainable behavior

H2: Consumer perception of public and private sector towards sustainability has a positive effect on consumer sustainable behavior

H3: Consumer willingness for an ecological lifestyle has a positive effect on consumer

sustainable behavior

3.0 Research Methodology

In conducting the research a mixed method was deployed. The combination of both qualitative and quantitative provides more insight and expanded understanding of the research problems (Aalberg et al., 2012). The quantitative method was deployed for Consumer Behavior, Organizational Behavior, and Government behavior. Equal importance was taken by both qualitative data collection methods and quantitative data collection methods. Further, the thesis comprises the document analysis that lead to the collection of information from secondary sources such as Central Cultural Fund (CCF) and Sri Lanka Tourism Development Authority (SLTDA). The thesis covers all the stakeholders of WHS in Sri Lanka. The World Heritage Site of the sacred city of Anuradhapura and its tourist destinations that cover an area of 40 sq. kilometers, situated 220 km away from Colombo in the North-Central province of Sri Lanka was selected for this thesis. By using a simple random sampling technique sample of 120 pilgrims/tourists and 100 business organizations was selected for the research. Using the judgmental sampling method authorized government departments and parties were selected for the data collection process.

4.0 Data Analysis

Correlation between independent and dependent variables

Table 4.1: Consumer behavioral study

		Correlations				
		CA	PTPP	CW	MC	CSB
CA	Pearson Correlation	1				
	N	112				
PTP P	Pearson Correlation	.127	1			
	N	112	112			
CW	Pearson Correlation	.842**	.149	1		
	N	112	112	112		
MC	Pearson Correlation	.252**	.596**	.280**	1	
	N	112	112	112	112	
CSB	Pearson Correlation	.942**	.130	.913**	.269**	1
	N	112	112	112	112	112

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

Based on the correlation analysis results, there is a 94.2% positive relationship between consumer awareness of sustainability and consumer sustainable behavior, 13% positive relationship between consumer perception toward public and private sector contribution of sustainability and consumer sustainable behavior, 91.3% positive relationship between consumer willingness towards sustainability and consumer sustainable behavior, and 26.9% positive relationship between the marketing criticism held by consumers and consumer sustainable behavior.

Table 4.2 : Organizational behavioral study

		Correlations					
		OA	MEK	OWE	OC	OP	OSB
OA	Pearson Correlation	1					
	N	96					
MEK	Pearson Correlation	.847**	1				
	N	96	96				
OWE	Pearson Correlation	.798**	.843**	1			
	N	96	96	96			
OC	Pearson Correlation	.726**	.790**	.736**	1		
	N	96	96	96	96		
OP	Pearson Correlation	.572**	.745**	.727**	.726**	1	
	N	96	96	96	96	96	
OSB	Pearson Correlation	.852**	.913**	.857**	.762**	.692**	1
	N	96	96	96	96	96	96

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

Based on the correlation analysis results, there is an 85.2% positive relationship between organizational awareness of sustainability and organizational sustainable behavior, 91.3% positive relationship between marketing environmental knowledge of organizations and organizational sustainable behavior, 85.7% positive relationship between organizational willingness and ethics and organizational sustainable behavior, 76.2% positive relationship between organizations' collaboration and organizational sustainable behavior, and 69.2% positive relationship between organizations' perception of public sector contribution towards sustainability and organizational sustainable behavior.

4.1 Regression analysis

Table 4.3: Consumer behavioral study

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	CA	.544	.041	.594	13.156	.000
	PTPP	-.012	.028	-.013	-.438	.662
	CW	.393	.044	.411	9.026	.000
	MC	.011	.029	.012	.370	.712

a. Dependent Variable: CSB

Table 4.3 indicates the unstandardized coefficient, B1 for the CA equals 0.544 and it shows that increase of each unit of CA makes the rise of the Consumers' Sustainable Behavior by 0.544 times. The unstandardized coefficient, B3 for the CW equals 0.393 and it shows that

increase of each unit of CW makes the rise of the Consumers' Sustainable Behavior by 0.393 times.. Further, the table shows only two variables are statistically significant. Namely, CA (.000) and CW (.000) are statistically significant with $P < 0.05$.

Table 4.4: Organizational behavior study

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	OA	.160	.065	.195	2.474	.015
	MEK	.539	.097	.526	5.569	.000
	OWE	.227	.074	.240	3.064	.003
	OC	.031	.055	.038	.564	.574
	OP	-.012	.058	-.014	-.210	.834

a. Dependent Variable: OSB

Indicates the unstandardized coefficient, B1 for the OA equals 0.160 and it shows that increase of each unit of OA makes the rise of the Organizations' Sustainable Behavior by 0.160 times. The unstandardized coefficient, B2 for the MEK equals 0.539 and it shows that increase of each unit of MEK makes the rise of the Organizations' Sustainable Behavior by 0.539 times. The unstandardized coefficient, B3 for the OWE equals 0.227 and it shows that increase of each unit of OWE makes the rise of the Organizations' Sustainable Behavior by 0.227 times.. Further, the table shows only three variables are statistically significant. Namely, OA (.015), MEK (.000) and OWE (.003) are statistically significant with $P < 0.05$.

5.0 Findings, conclusion and recommendations

But the study has revealed that the organizations in the WH site area have an inadequate knowledge of marketing environmental actors and forces. Based on previous studies, profit-oriented business organizations bear reluctant willingness towards sustainability concepts. Even though researchers examined corporate social responsibilities and business ethics, the relationship existing between organizations' willingness and ethics with organizations' sustainable behavior was disregarded. Most of all, organizations' willingness or preference should be considered before the implementation of a sustainable marketing policy. The results of the study show that there is a positive effect of organizations' willingness and ethics on organizations' sustainable behavior. Further, the survey has revealed that organizations in the WH site area have a lower preference for sustainability.

The narrative analysis revealed that the government sector organizations have visions & missions and all the departments act according to the vision and mission. To achieve these they follow rules and regulations under the acts declared by the government. Besides preservation, some departments had not had a proper marketing plan. Although some departments had a marketing plan, those were focused on a very limited scope. Adapting to the new era, they had more ideas and ground knowledge to promote tourism in the WH sites but it seems under critical financial situations and with slow approval and implementation process

of decision-making had become a hurdle for such institutes. Apparently, there was a huge shortage of awareness programs and practices in increasing the awareness among consumers and business organizations concerned with sustainability. Further, the ongoing programs and events were focusing on school students and seems not following proper plans. The level of coordination among the government departments in decision making was at a fairly good level. In the case of collaboration between the local business people and government organizations was not at a satisfactory level. Only a fewer number of associations were collaborating with government organizations. The involvement of the local community in decisions also was at an inadequate level. The staff have not implemented cleaning activities around the WH sites, and only after some festivals they launched inadequate cleaning programs around the area. The government departments preferred to support the researchers but the researchers willingness to share their recommendations with government departments was observed to be at a low ebb.

The thesis has tested the framework to be followed to gain sustainability in long term compromising sustainable marketing in the core that is most suitable for developing countries like Sri Lanka. The study provides a framework for addressing the evolving role of tourism policymakers, owners/managers of business organizations, and the stewardship of managing and maintaining sustainable development in the WH sites in Sri Lanka. The main objectives of the WH sites are related to preservation and conservation. But these purposes have become threatened because of the less awareness, fewer ethics, and some habits of the consumers of the WH sites. The policy makers need to conduct surveys and consider the psychological factors of consumers and along with these must conduct awareness programs in reaching sustainability. It is understood the media has an important role to play in dealing with consumer psychology. Further suitable policies and a pathway to ground level are needed in maintaining tourism in the WH site, without making tourists discriminated or inconvenienced. The government needs to update the ticketing system of the WH sites, the current system carries a number of loopholes. The existing management system of allocation of responsibilities around the area also should be updated analyzing the decisions once again. Collaboration with business organizations and the various stakeholders in the area is necessary. The awareness of sustainability and the marketing environment among business people seems to be low and is a hurdle for the economic development in the area. So, if some programs are started to aware business organizations, it would be a great assist for local community development. The merging of schools, universities, and other educational institutions is a needed concept of the cultural heritage tourism industry. Tourism bureau must empower as one bureau in one province because of the numerous differences from province to province. Further, WH sites needs regulations and innovative concepts to manage and prevent garbage problems. The literature on sustainable marketing in WH sites is very limited and to identify the issues, the researchers must be motivated or invited to the sites. The WH sites show a huge dearth of infrastructure related facilities for tourists.

The majority of the business organizations situated around the WH site don't have proper marketing plans. Most organizations don't seem to be aware of or consider internal marketing factors and external marketing factors in their decision-making. A lacuna of knowledge is observed with the organizations and gaining proper knowledge of marketing management areas is required. Most of the products and production process contains non-perishable and other harmful ingredients to both environment and consumers. Particularly plastic containers and packages cause much environmental pollution around the area. Organizations have a responsibility to protect the environment and consumers if it is not declared by the government legislations. If organizations can operate without deceiving the consumers that bring them there will be more loyal consumers attracted, with word of mouth advertising. Compared to the government business organizations can play a greater role in

promoting the ecological life style among consumers. By developing a good collaboration with the government lead organizations it would be much easy to resolve problems. This leads the path for business owners in reaching success by capturing new markets and preventing threats. Further, building partnerships with other businesses and joining associations is understood as a strategy in achieving a long term success for organizations at world heritage sites. Finally, organizations must excludethemselves from the perception of every single matter must be solved by the government and should perform responsible business organizations.

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