

## **Fostering Sustainable Tourism Through Green Marketing Practices at World Heritage Tourism Sites**

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### **Abstract**

The majority of world heritage sites (WHS) in developing economies lag behind in harnessing green marketing practices as a strategy for promoting sustainable tourism. This chapter examines sustainable green marketing practices adopted at two world heritage tourist sites in Zimbabwe. A key informant interview technique was employed for data collection with 15 marketing executives and managerial employees drawn from the world heritage sites selected through purposive sampling procedures. Data were analysed using thematic content analysis. Findings showed that while Victoria Falls and Mana Pools heritage sites have been kept and maintained in their natural state, signs of stress triggered by overuse and over-commercialisation are visible. Over-tourism, climate change issues, mining, reconfiguration of the natural environment caused by proliferation of artificial structures such as sporting and accommodation facilities were identified as major challenges faced. Overall, the adopted green marketing practices impacted positively on the promotion of sustainable tourism. This chapter provides policy makers and world heritage tourist managers with valuable input to repurpose, and review green marketing practices in line with the tenets of sustainable tourism.