

## Tourism Marketing Plan for Nature-based Destinations:

### A Case Study of British Columbia, Canada

แผนการตลาดการท่องเที่ยวสำหรับสถานที่ท่องเที่ยวในแหล่งธรรมชาติ :

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## Abstract

This academic article aims to study the successful tourism marketing plan of nature-based destination, to investigate how the plan and practices enhance the performance of destination, overcome the challenges, excellently implement and maintain quality standards of tourism products and services, also attract visitors, as well as to study an effective strategic tourism marketing plan in preserving the destination whereas improving quality of life of local residents.

Undoubtedly that tourism generates enormous revenue to destination and communities. In present day, globalization makes tourism market becomes more competitive and the destinations need to differentiate themselves among other competitors.

Tourism planning is an essential tool in promoting and managing the destination effectively in a long-term. However, there are many different factors to be considered when conducting a tourism planning.

A good tourism planning needs to focus on making a destination more competitive as well as sustaining the destination and local communities' quality of life. British Columbia, Canada is famous for its natures, wildlife, outdoor activities and sports.

Its tourism plan is considered as one of the best practices; therefore British Columbia has been selected as a case study in analyzing the successful practice of tourism marketing plan of nature-based destination.

This best practice will dearer the geographic location; political system; stakeholders; tourism problems; tourism planning processes; goals of tourism plan; a discussion of political

system and tourism development planning; along with analysis of environmental, socio-cultural, economic and climate change implication of the planning approach. In order to use British Columbia as an efficacious example for other nature-based destinations, this article will implement an operative tourism marketing plans and strategies as well.

**Keywords:** Tourism marketing, Nature-based destination, Tourism planning, British Columbia

### บทคัดย่อ

บทความวิชาการนี้มีจุดมุ่งหมายเพื่อศึกษาแผนการตลาดการท่องเที่ยวสำหรับสถานที่ท่องเที่ยวในแหล่งธรรมชาติ เพื่อตรวจสอบว่าแผนและแนวทางปฏิบัติทางการตลาดนั้นมีผลในการเพิ่มประสิทธิภาพของสถานที่ท่องเที่ยว เอาชนะความท้าทายและคงไว้ซึ่งคุณภาพมาตรฐานของผลิตภัณฑ์และบริการทางการท่องเที่ยว พร้อมทั้งดึงดูดนักท่องเที่ยวได้อย่างไร รวมถึงเพื่อศึกษาแผนยุทธศาสตร์การตลาดการท่องเที่ยวที่มีประสิทธิผลในการดำรงรักษาสถานที่ท่องเที่ยวพร้อม ๆ กับการพัฒนาคุณภาพชีวิตของคนท้องถิ่น

การท่องเที่ยวสร้างรายได้มหาศาลให้กับสถานที่ท่องเที่ยวและชุมชน ในปัจจุบันโลกาภิวัตน์มีผลทำให้การตลาดการท่องเที่ยวมีการแข่งขันที่สูงขึ้น สถานที่ท่องเที่ยวจำเป็นต้องสร้างความแตกต่างให้กับตัวเองท่ามกลางคู่แข่งอื่น ๆ

การวางแผนการท่องเที่ยวนับเป็นสิ่งสำคัญในการส่งเสริมและจัดการสถานที่ท่องเที่ยวอย่างมีประสิทธิภาพในระยะยาว อย่างไรก็ตาม มีปัจจัยหลายปัจจัยที่ต้องคำนึงถึงเมื่อวางแผนการท่องเที่ยว

การวางแผนการท่องเที่ยวที่ดีจำเป็นต้องเน้นการทำให้สถานที่ท่องเที่ยวมีความสามารถในการแข่งขัน พร้อมทั้งทำให้สถานที่ท่องเที่ยวและคุณภาพชีวิตของชุมชนมีความยั่งยืน บริติช โคลัมเบีย ประเทศแคนาดาเป็นสถานที่ท่องเที่ยวที่มีชื่อเสียงด้านธรรมชาติ สัตว์ป่า กิจกรรมกลางแจ้งและกีฬา

แผนการท่องเที่ยวของบริติช โคลัมเบียนับได้ว่าเป็นหนึ่งในผลการปฏิบัติงานที่เป็นเลิศ ดังนั้น บริติช โคลัมเบียจึงได้รับเลือกเป็นกรณีศึกษาในการวิเคราะห์การปฏิบัติการที่ประสบความสำเร็จด้านแผนการตลาดการท่องเที่ยวของสถานที่ท่องเที่ยวในแหล่งธรรมชาติ

วิธีการปฏิบัติที่เป็นเลิศนี้มีค่าต่อที่ตั้งทางภูมิศาสตร์ ระบบการเมืองการปกครอง ผู้มีส่วนได้เสีย ปัญหาการท่องเที่ยว กระบวนการวางแผนการท่องเที่ยว เป้าหมายของแผนการท่องเที่ยว การอภิปรายระบบการเมือง แผนการพัฒนาการท่องเที่ยว รวมถึงการวิเคราะห์ด้านสิ่งแวดล้อม สังคม-วัฒนธรรม เศรษฐกิจ และการเปลี่ยนแปลงสภาพทางภูมิอากาศที่มีความเกี่ยวข้องกับการวางแผน เพื่อใช้บริติช โคลัมเบียเป็นตัวอย่างที่ประสบความสำเร็จสำหรับสถานที่ท่องเที่ยวในแหล่งธรรมชาติ บทความนี้ได้กล่าวถึงการวางแผนและกลยุทธ์ทางการตลาดที่พร้อมใช้งานด้วย

**คำสำคัญ :** การตลาดการท่องเที่ยว สถานที่ท่องเที่ยวในแหล่งธรรมชาติ การวางแผนการท่องเที่ยว

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## Objective

- (1) To study the successful tourism marketing plan of nature-based destination.
- (2) To investigate how the plan and practices enhance the performance of destination, overcome the challenges, excellently implement and maintain quality standards of tourism products and services, also attract visitors.
- (3) To study an effective strategic tourism marketing plan in preserving the destination whereas improving quality of life of local residents.

## Introduction

Travel and tourism is significantly considered as one of the world's biggest economic sectors, also plays its role as a main and important trade and industry in most countries around the world, giving both the tempting direct and indirect economic impact (WTTC, 2017). Moreover, there was a 7% growth of international tourist arrivals in 2017 and UNWTO forecasts the increase will continue worldwide to a rate of 4% - 5% in 2018 (UNWTO, 2018). Consequently, many tourism destinations want to promote themselves to attract visitors around the world which bring high level of competition. However, Dimoska & Trimcev (2012) stated that because of a growing in international tourist market competition between the present tourist destinations and the development of new tourist destinations, it is a crucial goal and it is challenging for every single tourist destination to attain, preserve, safeguard and reinforce the competitive advantage.

Nature-based destination becomes a significant mechanism of nation's tourism. Promoting the nature-based destinations could bring positive impacts to the country as it generates income to the place and residents, similar to the outstanding tourism destination like British Columbia, a Canada's westernmost province and is a mountainous area with the size of third-largest province of the country after Québec and Ontario (Robinson, 2018).

As seen in the British Columbia's Five Year Strategy for Tourism 2012 – 2016, that they focused on four key areas which are: (1) Building excellent marketing partnerships at all levels (2) Applying attentive marketing by using the emergent marketing tools (3) World class visitor experiences via outstanding combination of tourism products and services from both communities and businesses and (4) Removing barriers to growth by creating a welcoming business environment, with the aim to increase visitor volume, revenue, and employment.

British Columbia promotes the effective collaboration of all level stakeholders as well as the cordiality and friendliness of their people besides beautiful natures as another outstanding point of their destination marketing which leads to revisit of the visitors (Gaining the Edge, 2012).

As a result, British Columbia is selected as a case study for the successful tourism marketing on nature-based destinations with the purpose to analyze its political system, geographic location, stakeholders, tourism problems, tourism planning process, goal of tourism plan as well as strengths and weaknesses of tourism plan.

British Columbia focuses on the current economic and tourism condition, opportunities and problems, business objectives related to tourism, interesting tourism products, tourism research, aim of exceeding visitor expectation, target visitors, unique selling points, communication to prospective visitors, and assessment of tourism plan to ensure that the destination will be both competitive and sustained excellently in a long term (Gaining the Edge, 2012).

Goal of British Columbia's tourism plan is to create the world class visitor experiences through the excellent partnership and coordination in order to encourage revisit and positive word-of-mouth with the aim to create more job opportunities to local communities (Gaining the Edge, 2012).

British Columbia owns not only variety of outstanding tourism products such as magnificent nature-based areas, cultural and heritage events and activities, top-rated meeting and sport facilities, remarkable public infrastructure, but the warmth and friendliness of local communities and businesses also are the main factors reassuring the repeat visits (Gaining the Edge, 2012).

## **Literature Review**

With the aim of being an outstanding place in visitor's mind, the destination needs to conduct an effective marketing as Schaar (2013) indicated that it is vital to have active and operative destination marketing due to the financial impact of tourism together with rising competition. By the development of urbanization, the residents absent from the touch with nature and in order to fulfill that lost, nature-based tourism is a key to give metropolitan occupants a chance to relate with nature (Chen, Prebensen, Chen, & Kim, 2013). Moreover, numerous people accept as true that the increase in nature-based tourism is because of the modern tourists have more demanding and are searching for something exceptional, novel,

interesting and stimulating (Machnik, 2013). Additionally, comparing to many different tourism destinations, nature-based tourism areas worldwide have performed an important accountability as international tourist attractions and being a vital factor in international tourism industry (Li, 2016).

Gaining the Edge (2012) pointed out that British Columbia considers tourism as one of the main financial sectors which produces economic benefit to provincial government revenues hence it focuses on tourism plan aiming to ensure it is steered by cautious consideration of tourism trends such as new emerging and competing destinations, growing amount of retiring senior tourists and populaces of developing economies, as well as forming marketing partnerships at all levels especially in the tourism industry with clear roles and responsibilities to guarantee the full proficiency. Moreover, host citizens and vacationers do often have a physical meet in tourism destination (Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah 2017) and the populaces in host societies are vital part of the tourism experience (Yu, Cole, & Chancellor, 2018) as Tanja, Dragicevic, Pejović, Durdev, & Lukić (2011) cited that the contribution to both tourists experience and perception of the visited destination and acceptance and tolerance of tourist by residents derived from the excellence of interaction between tourists and residents.

It is extensively accepted that strategic destination planning is a key procedure in subsidizing to both the destination competitiveness and sustainability (Soulard, Knollenberg, Boley, Perdue, & McGehee, 2018). The significant objective in developing a tourism plan is to create a unique experience in order to distinguish the destination among other competitors in a tourism market as Healy, Riper, & Boyd (2016) cited that the tourism organizer and leaders search for the opportunity to deliver unforgettable experience for tourists by proposing an experience escape in order to achieve their expected objectives.

Tourism planning model should include vision, mission, goals, objectives, strategies and tactics, also tourism policy bring together the planning task and governmental objectives for tourism into a set of procedures to give the destination the direction (Edgell, Allen, Smith, & Swanson, 2013). Fitting together to the case study, British Columbia develops its tourism plan stands on the concept of research-based, smart strategy, and visitor-centric by having the provincial Five year Strategy for Tourism in British Columbia: Gaining the Edge and the Destination BC Corporate Strategy as main references with the vision of having tourism to

create employments, opportunities and wealth for British Columbia in every region of the province. Accordingly, British Columbia focuses on the current economic and tourism condition, opportunities and problems, business objectives related to tourism, interesting tourism products, tourism research, aim of exceeding visitor expectation, target visitors, unique selling points, communication to prospective visitors, and assessment of tourism plan to ensure that the destination will be both competitive and sustained excellently in a long term.

A flexible and extensive alliance of stakeholders is necessary in delivering the surroundings that allows visitors to co-develop their own impressive or amazing experiences (Taylor, Frost, & Laing, 2017). The mentioned goal can be achieved by evolving and retaining a sustainable network of recreation trails, Aboriginal tourism, outstanding tourism information centers, closely work with tourism market to ensure quality and quantity of labor market, as well as assist tourism businesses, local governments and communities to become market-ready.

Tourism goals should not be stated in terms of amounts of vacationers or satisfying method to those tourists, but on encouraging regional improvement, dispersing popular sites, and enhancing the way of life of local residents (Wall & Mathieson, 2006). Having a good collaboration between tourism stakeholders in creating a destination with world class visitor experiences, there is lots of revenue generated within the province in which British Columbia can improve provincial infrastructure as well as local people's quality of life. British Columbia has set tourism goal with clear action plans by emphasizing on applying high-quality, up-to-date and related research and market intelligence to support tourism growth and guide the future plan.

## Discussion

### **To study the successful tourism marketing plan of nature-based destination.**

British Columbia emphasizes on tourism scheme because of the positive impacts toward economy and well-being of local communities as well as the province itself. As a result, the government facilitates and supports the tourism industry in term of *taxation* (reduction of corporate taxes); *investment in tourism assets and infrastructures* (labor, natures, recreation trails, technology, air access, meeting and sport facilities and tourist information centers); *policies of stakeholder collaboration* (publics, privates, local communities, Aboriginal communities and overseas agencies); *visa procedure* (trusted-traveler

program and visa application with speed of approval and entries); and *crown land tenure* (more timely land-use decisions).

As aforementioned, there are 5 main areas of political support in British Columbia:

(1) Taxation; There are variety of taxes and fees as concerns tourist activity which are taxes for travelling, air and ship transport, hotel and other accommodation, restaurant, road traffic, car rental, visiting tourist attractions as well as casino and gambling house (WTO, 1998). Taxing gives the idea of public policy that frequently influence directly or indirectly the hotel industry and the entire area of tourism caused by the introduction or changes of taxes have the effect on price which can transform the actions of possible guests (Vjekoslav, Bejaković, & Anton, 2012). British Columbia has the lowest corporate income tax rates comparing among G7 countries in which the advantageous tax is the key to stimulating investment as well as job opportunities for the entire province.

(2) Investment in tourism assets and infrastructures; Moyle, Scherrer, Weiler, Wilson, Caldicott, & Nielsen (2017) mentioned in the study that an importance of the sustainable management of the tourism destination is visitor experiences, especially for the nature-based destination, it is necessary to focus on the attention in order to form a strong process in identifying, evaluating, and comparing fondness for different nature-based tourism experiences in which the potential visitors should be included in the designing process, as such it can enhance a growing in demand and a supporting the protection of the natural parks and protected areas of the host communities, as well as the park managers should think through different needs of different visitors and design the multi-experience site to serve those needs. Moreover, the smart technology becomes a main element that can increase the destination competitiveness in the tourism market (Koo, Shin, Gretzel, Hunter, & Chung, 2016) as the advance technology improve operational competence as well as services and visitor experiences. The primary infrastructures of tourism include roads, railways, and airports which allow tourists to reach the destination, the lacking of infrastructures such as accommodation's conveniences and excellent roads can be a difficulty for the destination to be successful in tourism development even though the destination has beautiful and attractive natures (Jovanovic, Ilic, 2016). Furthermore, the freedom of movement of vacationers and tourism personnel and their intercultural interactions become a communicative position for the cooperation of denotation, identities, and connections; also

the tourism workforces should acquire proper intercultural communication and self-performance strategies in order to create and sustain the relationship and impression with their customers (Sharma, 2018), as such the associates in tourism are important factors motivating visitors to have a better travel experiences.

(3) Policies of stakeholder collaboration; It is necessary to have effective marketing partnerships at all levels in order to gain economic benefits and potential employments from tourism, hence British Columbia puts effort in building outstanding partnerships with the aim to reinforce its competitive advantage as well as to lessen overlap and maximize the impacts. Moreover, British Columbia will be able to influence new customers and gain long-term growth by having tactical marketing partnerships. The key stakeholders in British Columbia are government and state organizations, private sectors, media, residents, external travel agencies and visitors. Chen (2015) stated that among residents, tourists, and tourism operators; a group of tourists has the strongest attentiveness in sustainable tourism development in the Arctic region, also having a positive mindset towards cultural conservation is the powerful strength in stimulating sustainable operation in the mentioned area, as well as if the stakeholders have the positive attitude towards the protection of environment, they tend to establish the scope and limitation for tourism development. As such, stakeholders are vital players in the tourism development especially in the nature-based and cultural destinations. There is a mutual relationship between protected-areas and tourism in which the strategy of protected-areas development has effects on tourism development, moreover the relationship between tourism and protected-areas benefit local residents who live nearby the protected-areas; it is vital to categorize tourism stakeholders and their values, perceptions and interests since they facilitate framing the way of tourism development in protected-areas; therefore the destination administrations and marketers have a tendency to emphasis on satisfying tourists while local people emphasis on their source of revenue and developments of quality of life, as a result, both of tourists and locals perspectives are very essential for the tourism planning and development (Poudel, Nyaupane, & Budruk, 2014).

(4) Visa procedure; The constraint of visa has effect on leisure and business travel (Li & Song, 2013). Moreover, the visa requirement is one of the conditions considered by the society and business to evaluate countries in the area of competitiveness in the tourism

sector; this can improve the tourist image towards the destination whereas increasing the movement of visitors between nations (Moufida & Achour (2017). United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC) try to regulate the nations' visa policies since it is a tool to enrich destination competitiveness and attractiveness by providing easier travel mode as well as to make the most of socio-economic benefits to the tourism industry worldwide (Skeete & Skeete, 2016). British Columbia tries to reduce visa application process and develop a trusted-traveler program in order to save time for tourists as well as motivate more of them to visit the destination.

(5) Crown land tenure; Canada is a democracy with a constitutional monarchy. The Queen of Canada is the head of the state. The Queen is also Queen of Britain, Australia, and New Zealand. According to information of British Columbia government, Crown land is land (or land covered by water similar to rivers or lakes) that is possessed by the provincial government. Crown land contains 94% of British Columbia's terrestrial base and they are very decisive resource for tourism industry since outdoor activities can be experienced in unspoiled nature which is the unique selling characteristic of the province as its campaign of the Super, Natural British Columbia® brand.

This type of land is offered to the public for many different purposes – range from industry to recreation and research (aggregates and quarry materials, agriculture, airports, aquaculture, clean energy, commercial uses, communication sites, community institutional program, industrial uses, log handling, recreation and tourism, residential uses, roadways, utilities). Crown land is accessible for a varied kind of purposes with the aim to make available opportunities for sustainable economic development. Applications for land tenures can be made to the FrontCounter BC office. The provincial government puts effort in improving rules, guidelines, and procedures in regard to Crown land distribution and tenancy for the uses of commercial tourism, also providing all essential information such as application, taxation and fee. This aim wishes to enhance more investments and improvements in destination which will benefit its tourism marketing for nature-based and outdoor activities in the world tourism market.

As Kelly & Peluso (2015) cited that crown land or state land includes the zones that have been officially recognized as a normal or resource reserves (e.g. minerals, timber, water), protected areas, and places of state-possessed enterprises, and sometimes crown land is

momentarily allotted for private use through leasing, rental, or short-term sharing or for mutual access; this land is still ultimately considered the area and territory of state.

The state's political system affects tourism development in an enormous way, as it provides guideline, policies, plans, vision, mission, strategic practices to key stakeholders in order to be successful in tourism market. If the government's vision toward tourism destination is clear, well-planned, applicable, supportive and up-to-date, the destination tends to be more competitive and gain benefits in the long-term.

**To investigate how the plan and practices enhance the performance of destination, overcome the challenges, excellently implement and maintain quality standards of tourism products and services, also attract visitors.**

British Columbia has variety of tourism products and services and they use social media, websites, mobile applications, technology to advertise the mentioned products and services; selling natures, outdoor activities, rural tourism programs, touring vacations, city experiences, Aboriginal tourism, conventions and meetings, as well as skiing. The more alternatives destination provides, the more opportunities to make tourism profits. Tourism plan classifies the markets into three main groups which are top priority markets, emerging markets with long-term potential, and nearby markets with the interest to attract both new and repeat visitors.

Also, government can smooth the learning development of the destination by being a good supporter; specifically in term of data and research competences and introducing cooperation through strategic planning (McLennan, Ritchie, Ruhanen, & Moyle, 2014) which is the significant role of political organization in a development of tourism industry. Moreover, economic matter is not the only impacts of tourism towards the destination, but also social and environment. Therefore, government has the responsibility in harmonizing the economic, social and environmental impacts with the aim to gain the support for tourism development from the destination since political legality cannot be attained without a confidence of local residents in government and their support for tourism development (Vujko & Gajić, 2014).

One of significant challenges for nature-based destination is climate change. Climate is one of the factors enhancing the tourism destination attractiveness. Climate change becomes significant issue especially in tourism industry nowadays. The conceivable risks of climate change consist of flooding affected by the rise of sea-level, changes in temperature

and rainfall, more repeated dangerous events, the changes of diversity of plant and animal life, and water shortages; climate change has a connection with geographic and weather events (Fitchett, Grant, & Hoogendoorn 2016). McCreary, Fatoric, Seekamp, Smith, Kanazawa, & Davenport (2018) mentioned that nature-based tourism destinations subsidize the performance of economic in many communities; however, with the climate change such as the swings in weather patterns and changes in environmental circumstances which has a direct impact on outdoor recreation experiences, it is particularly at the risky stage. Furthermore, not only the natural and cultural resources within protected area that get effects from climate change; also the tourism and visitation patterns, as climate change is to be expected to have flowing and compound effects on protected area visitation, administration and local economies (Fisichelli, Schuurman, Monahan, & Ziesler, 2015). There are the obvious effects of climate changes in Canada (Stephen & Duncan, 2017). British Columbia is a famous nature-based destination in which the climate change could affect the destination and its tourism activities especially outdoor adventures; consequently there are effects on its tourism management and marketing.

British Columbia is well-known as one of the topmost skiing destinations in the world which possibly receives an impact from the changes of climate conditions. People's life could be affected by climate change such as more heat waves impact on people's health and comfort; heavier rains bring difficulties to infrastructures, road conditions, draining systems, agricultural plantations, wildfires, insect outbreaks and diseases in the forests and soil erosion; and rising sea levels lead to flooding and relocation of coastal and river-bank communities. However, British Columbia realizes the negative impacts and is well-prepared for the changes in order to minimize the possible risks by conducting researches, planning the strategies to potential communities that might get impacts from climate change, and educating people and tourism stakeholders to prepare and protect themselves in advance.

**To study an effective strategic tourism marketing plan in preserving the destination whereas improving quality of life of local residents.**

A good tourism plan must be focused and practiced on the basic of two main aims which are making a destination to be more competitive in worldwide tourism market and sustaining the destination to have healthy and long-term benefits for all tourism stakeholders.

Tourism marketing of nature-based destinations requires a smart planning based on well-designed destination management with the consideration of the possible impacts, namely, environmental, socio-cultural, and economic.

(1) Environment; British Columbia owns protected areas such as botanical gardens, saving areas, environmental reserves and leisure areas about 14% of the province and this is considered more than any other province in the country. Moreover British Columbia is a residence to variety of animals for more than 1,138 species of vertebrates, including 488 birdie species, 142 mammal species, 18 reptilian species, 22 amphibian species, 83 fresh-water fish species and 368 salt-water fish species (Ministry of Forests, Lands and Natural Resource Operations, 2018). British Columbia tourism organizations intend to promote its natural attraction including ideal natures, preserved areas, provincial parks, trails, wildlife, rivers, desert as well as cultural and outdoor activities (e.g. bird watching, whale watching, and wildlife tours) to international visitors and using these outstanding features as their unique selling points in terms of marketing. As British Columbia realizes that nature is one of main attractive factors enhancing travelers to visit the destination, consequently their focusing is on preservation of the mentioned areas to maintain their beauty, charm, healthy and prospering condition. The strength of British Columbia's tourism plan is it allows residents to be part of conservation by offering more campsites in the parks, well-prepared facilities for disable people, educate children about climate change, employing more park rangers to protect wildlife habitats and species at risk. Once the local people engage in the tourism plan, they tend to care more the destination and would like to preserve it for their future generation.

(2) Socio-cultural; In tourism destinations, tourists and local people share communal resources, both of them have activities that utilize tourist amenities, local facilities, and infrastructures; if the negative tourism impacts take place from the misusing and degrading of communal resources, tourist satisfaction is drop whereas local people's subjective well-being is decreased; however with a great sense of community, local residents will have sense of belonging, independence and appreciation of living in the community which will give them the positive feeling (Chi, Cai, & Li, 2017). British Columbia invests in technology, infrastructure, natural preservation, Aboriginal conservation and collaboration, and hospitality people since they sees the importance of social and cultural interests in tourism destination towards the

nature-based destination marketing as well as the quality of life of local communities. Tourism plan aims to promote the world class experience to both locals and visitors via a unique culture of quality Aboriginal tourism which comprises of historical villages, museums, and cultural centers with the magnificent story-telling to attract potential visitor's attention. Subsequently, Aborigines gain benefits from tourism, they feel proud of their cultures, traditions, way of livings as well as artistic products. As tourism has caused helping in increasing the standard of living, improve local infrastructure and promote local cultures and crafts (Chi, Cai, & Li, 2017), tourism plan helps preservation of authenticity of indigenous people. Good approach of British Columbia's tourism plan in terms of socio-cultural aspect is a focusing on resident people as they see that people has a power of turning a normal place to a great destination. British Columbia promotes friendliness and hospitality of their people in the marketing plan to attract visitors around the world that it is not only a beautiful nature, but the local communities are also welcoming and enhancing the travel experience to be more memorable. The good relationship of visitors and local residents create peace, pride, and reduce amount of relocation of local people. This could lead to positive feedback in social media, word-of-mouth, and revisit.

(3) Economic; Tourism does not stimulus only well-being, also having the impact on economy (Pyke, Hartwell, Blake, Hemingway, 2016). Tourism contributes to the destinations in terms of economic development; there are job opportunities, good GDP performance and positive income to local enterprises when visitors spend in tourism activities (WTTC, 2014). As British Columbia generated revenue more than \$13.4 billion and contributed over \$1.2 billion to provincial government revenue in 2010 with the aim to reach \$18 billion by 2016, this lead to the well-being of British Columbia people, offering more variety of jobs, gaining income of exporting, and attaining tax revenues as tourism in British Columbia engages over 127,000 people the entire province. The tourism plan of British Columbia aims to create a good relationship between visitors and local communities which has a great impact on the length of stay, opportunity to visit other destination as well as spending volume at the destination. Additionally, British Columbia intends to attract high-yield and quality visitors who are educated, responsible, with spending power in order to maximizing the use of tourism resources for the best economic benefit in return. Tourism income from a good tourism plan brings revenue to the province in terms of taxes and investments, also salary to tourism

associates and other businesses in tourism industry. Moreover, by focusing on British Columbia's tourism resources, there is little economic leakage in the tourism cycle.

## **Conclusion**

Tourism marketing plan is an effective tool of boosting the destination to gain competitive advantage in the world stage; British Columbia has shown to the world the active and operative tourism marketing in promoting itself as a famous nature-based destination.

To summarize on the study of successful tourism marketing plan of nature-based destination, the outstanding techniques of British Columbia to distinguish itself among other destinations are having clear tourism goals and plans, good collaborative partnership among key stakeholders, tourism research, focused marketing, unique world class experiences, and removing barriers to growth. British Columbia applies all steps with an aim to promote its unique tourism products and services which is a nature-based destination.

Moreover, the plan and practices that enhance the performance of destination, overcome the challenges, excellently implement and maintain quality standards of tourism products and services, also attracting more visitors are a result from the good support by government and the ready-to-act plan and implementation towards climate change which is a serious concern of nature-based destination.

Finally, the study of an effective strategic tourism marketing plan in preserving the destination whereas improving quality of life of local residents can be concluded as the productive outcomes of excellent tourism marketing plan are quality destination, respectable reputation, good local resident's quality of life, good natural and cultural preservation plan, and sustainable benefit to stakeholders. As a final point, an excellence tourism marketing plan can turn a normal place to a great destination.

## **Recommendation**

The development and improvement of quality tourism destinations require an active cooperation of all key stakeholders in which the country itself should realize the importance of roles and responsibilities of each partner since they are the major players deliver the tourism products and services to travellers. In order to successfully promote the destination to potential tourists, tourism marketing plan is vital especially for the nature-based destination that need to sustain the abundant and beauty of scenery, wildlife and natural resources.

### **Policy recommendation**

The effective marketing plan for nature-based destination should be applied in both top-down and bottom-up relationship in which the government should take part in policies and planning by allowing the private sectors as well as local communities to voice their ideas and opinions.

### **Managerial recommendation**

Moreover, the operative tourism plan should be designed with the aim to promote, preserve, and maximize the use of natures with the best tourism outcome in return while providing the good quality of travel experiences to tourists as well as improving the quality of life of local people and communities.

### **Academic recommendation**

In order to achieve the mentioned objectives, tourism research should be regularly conducted to gather updated information since there are always changes in need and want of travellers especially in the globalization of 21<sup>st</sup> century that has very high competition in tourism market.

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