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Barriers faced to consumer change

Strategic sustainability planning is based on three major pillars including economy, society along with environment and different natural resources. From case study, it can be evaluated that according to Warren Buffett it nearly 20 years for building reputation and only five minutes to ruin it. It was evaluated from profit and planet source (Eker *et al.* 2018). Many Australian people tried to change their habits for attaining benefits of environment. It can be estimated that 90% of different identifiable barriers stop consumers from practising eco-friendly practices while booking their holiday destination.

Other barriers that are faced in Mercure Amsterdam City hotel in Amsterdam can be discussed as:

- Customers have to pay a high amount of cost for practising eco-friendly practices that aim to be around 43%
- Major barriers include lack of gaining a reliable and authentic source of information from different travel companies that estimated to be around 39%
- 64% of Australians people think on the matter that due to lack of education being provided to people based on reducing rate of environmental impact related to their holiday (Mahmoud *et al.* 2017).
- From case study, it can be analyzed that 39% reported that due to ineffective information it prevent management of business from practicing eco-friendly practices
- Around 29% of customers believe that desire based on holiday prevents customers from practicing " Go green" environmental practices

Implication of tourism and changing climate

Changes in climatic condition largely impact on Mercure Amsterdam City hotel that it is projected for raising surface level of temperature ranging from 2.6 to 4.8-degree centigrade by 2100. This climatic change results in exploring both direct and indirect impact on travel and tourism business. It was further estimated that if tourism sector generates more than USD 6 trillion in terms of revenue each financial year, it will assists in providing livelihood to more than "255 million" based on Australian people. It can be demonstrated that sector of travel and tourism is beneficial for different poorest countries of world (Kerdpitak & Jernsittiparsert, 2020). Another impact of tourism due to changes in climatic condition can be demonstrated as:

- *Analysis of biodiversity along with Agricultural based tourism*

For past few financial years, temperature is rising at an alarming rate due to this geographical dispersal based on flora and fauna tend to be altered. This flora and fauna primarily shift to a condition where they can adapt themselves in a better way.

- ***Implication of lake and forest tourism***

Different outdoor activities in Mercure Amsterdam City hotel will estimate as being affected by analyzing "forest dieback" and widespread level of wide fires. In this tourism, longer form of fire stations will tend to reduce access to forms of national parks (Moore *et al.* 2017).

Different possible solutions

Based on information gained from 2030 Agenda for an implication of sustainability development it aims at maintaining peace and prosperity for both planets along with people. Tourism businesses are mainly being guided for focusing on a selection of different SDG. From airline business in Qantas point of view aviation industry was known to produce 2% of global CO₂ forms of emissions (Poór *et al.* 2018). Besides, flyers reported that this airline business produces 80% expert business for combating different environmental issues.

A major level of negatives for Mercure Amsterdam City hotel communities seems to be focusing on:

- Living form of standards for locals tends to become worse off
- Concepts and evaluation of over form of tourism sets in
- Different local resources are being stripped off
- Waste from local communities

As stated by Chin, Chin & Wong (2018), with rising of different green consumer as well as rise of environmental awareness, concepts of green marketing emerged. Implication of green marketing aims at serving two purposes including:

- With aim of developing products that strike balance in between requirement of consumers for maintaining ecological acceptability
- Management in Mercure Amsterdam City hotel aims at creating an image for maintaining environmental friendliness (Gelderman *et al.* 2021).

Different successful practices rely on key components including:

- Implication of consumers
- Analysis of governmental policies
- Analyzing journey of customers

Principles of sustainability

The principles of sustainability are chalked out in such a way that it can be stated to connect to several cases that involve business strategies, development issues, investment guidelines, economy or the individuals that take various initiatives.

Sustainability implies a process of equilibrium that is pretty dynamic and this process occurs with the interaction in between the population and its carrying capacity of the environment without the creation of adverse, irreversible effects on its carrying capacity.



Figure 1: Implication of sustainable development matrix

(Source: Poór *et al.* 2018)

Sustainability is highly used in improving several areas that involve manufacturing operations, exploitation of natural resources, a lifestyle of citizen, purchasing behaviors of the consumers, developments in business or its technology (Green, 2001). This usage is being based on two pillars that can be discussed as:

- Sustainability encompasses cultural interactions economic and socially within a supporting ecosystem
- It also includes upbringing off different programs related to academic to create solutions about sustainability through experiential learning as well as research in long term

Theories on sustainability

Stakeholder theory is based on a view of capitalism that aims at providing emphasis on proving interpersonal relationship among business as its customers and suppliers. Implication of business case for sustainability is used in a corporate level of sustainability that aims at promoting tourism business. Besides, this theory is used in travel and tourism sector as it aims at creating value for different stakeholders not only shareholders. Different stakeholders associated with maintaining sustainability in Mercure Amsterdam City hotel include shareholders, customers, managers, and different types of suppliers in case of internal stakeholders. One powerful tool that is being used in green form of marketing lies in context of obtaining a level of certification (Poór *et al.* 2018).

Thus, based on above evaluation it can be summarized that rate of success or failure of tourism lies in marketing sustainable practices. These sustainable practices imply perception of brand value, applying sustainable policies attained from governmental agencies as well as matching need and demand of customers.

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