Responsible Marketing in Sustainable Tourism Development: Conceptual Foundations and Implications for Emerging Destinations

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Abstract

This study analyzes responsible marketing in sustainable tourism development in emerging destinations, with a focus on Bamyan. The primary aim of this research is to identify the contexts, processes, and outcomes related to responsible marketing and to propose a paradigm model based on grounded theory for sustainable tourism development in this region. The research adopts a qualitative approach and a grounded theory methodology, with data collection conducted through semi-structured interviews with 20 tourism experts. The findings indicate that the local opportunities and unique attractions of Bamyan are significant causal factors in the development of responsible tourism. Additionally, challenges such as poor infrastructure, seasonality, and limited access and security for tourists were identified as key issues. In response to these challenges, processes such as education and capacity-building, local community participation, capacity management, conservation, and participatory institutionalization were proposed as effective strategies for sustainable tourism development. The final outcome of this research is a three-dimensional sustainable tourism development model, including economic, socio-cultural, and environmental dimensions. The paradigm model derived from the study clearly illustrates the complex and multi-dimensional relationships among various conditions and key processes, emphasizing the importance of responsible marketing as a central phenomenon in guiding sustainable tourism development. These findings can serve as a strategic foundation for managers, policymakers, and researchers in the field of sustainable tourism. Additionally, recommendations for improving infrastructure, tourist security, and local community involvement in tourism processes are provided.

Keywords: *Responsible Marketing, Sustainable Tourism Development, Bamyan, Paradigm Model, Grounded Theory Analysis, Local Community*

Introduction

In recent decades, the tourism industry has been recognized as one of the most dynamic and rapidly growing sectors of the global economy, playing a significant role in increasing GDP, creating employment, and developing investment opportunities (United Nations World Tourism Organization, 2022). However, the accelerating pace of tourism growth, particularly in the absence of proper planning and management, has led to widespread negative consequences on the environment, indigenous cultures, and social justice. Pressure on natural resources, the commercialization of local cultures, inequality in the distribution of economic benefits, and the marginalization of host communities are among the challenges that have increasingly been highlighted in contemporary tourism literature (Sharpley, 2020). These conditions emphasize the need to reconsider traditional tourism management and marketing models.

In response to these challenges, the concept of responsible marketing has emerged as an innovative approach in tourism. This approach seeks to balance economic goals, environmental protection, and the social benefits of local communities. Unlike traditional tourism marketing, which primarily focuses on maximizing tourist numbers and increasing short-term revenue, responsible marketing emphasizes destination sustainability, long-term stakeholder satisfaction, and the preservation of natural and cultural assets (Middleton & Clarke, 2011). Therefore, this type of marketing is directly aligned with the principles of sustainable tourism development, taking into account the three key dimensions of economic, social, and environmental factors simultaneously.

The importance of responsible marketing is even more pronounced in developing countries and emerging tourist destinations. These countries often possess pristine natural resources, rich cultural heritage, and unique attractions, yet they face challenges such as weak infrastructure, a lack of managerial capacity, the absence of sustainable policies, and the vulnerability of local communities (Bulter, 2018). In such contexts, responsible marketing can not only serve as an ethical tool for the targeted promotion of tourism destinations but also as an effective solution to prevent resource depletion, reduce social inequalities, and empower host communities.

Among such emerging destinations, the Bamyan province of Afghanistan stands out as one of the most notable cases. With its valuable historical heritage (including the site of the Buddha statues), unique natural landscapes, and rich indigenous culture, Bamyan has the potential to become a significant tourist destination in the region if a responsible and sustainable approach is adopted. However, challenges such as weak tourism infrastructure, the lack of sustainable policy frameworks, specific socio-economic conditions, and institutional limitations highlight the growing need for responsible marketing in this region (Akbari, 2025).

Therefore, this paper aims to clarify the concept and nature of responsible marketing in tourism, examine its distinction from other marketing approaches, analyze the theoretical foundations of this approach, and elucidate its relationship with sustainable tourism development. Furthermore, by reviewing global experiences of responsible tourism marketing and analyzing its position in emerging destinations, this paper explores the potential outcomes and opportunities of applying this approach in Afghanistan, particularly in the Bamyan province. Subsequently, a review of relevant literature is presented, followed by data collection and analysis using qualitative methodology. The study's findings and practical recommendations for policymakers and tourism planners are then provided.

Literature Review

The Concept and Nature of Responsible Marketing in Tourism

Responsible marketing has emerged as a new approach in tourism literature in response to the negative consequences of traditional and mass tourism marketing. While traditional marketing primarily focuses on increasing demand and attracting the maximum number of tourists, responsible marketing emphasizes creating a balance between economic benefits, environmental protection, and the well-being of local communities (Ramesh, S. 2022).This approach views marketing not just as an advertising tool but as a managerial process for guiding tourist behavior, managing the destination image, and enhancing stakeholder interactions (Sotiriadis, M. 2021). Responsible marketing is deeply connected to concepts such as corporate social responsibility and sustainable development, which have gained significant attention in the tourism sector (Middleton & Clarke, 2011).

Distinction of Responsible Marketing from Other Marketing Approaches

In tourism literature, several marketing approaches have been proposed, each focusing on a specific aspect. Green marketing primarily deals with environmentally friendly products and services, while ethical marketing emphasizes adherence to moral principles in marketing processes. Sustainable marketing is a holistic approach that seeks to create long-term value within the framework of sustainability.

Responsible marketing is a combination of these approaches, but it stands out due to its special focus on the social and environmental responsibility of tourism destinations and the active participation of local stakeholders. This approach aims to meet market needs while preventing negative social and environmental impacts (Font, X., & McCabe, S. 2017).

Theoretical Foundations of Responsible Marketing

The theoretical foundation of responsible marketing rests on several key theories. The stakeholder theory emphasizes the role and interests of various groups, including tourists, local communities, governments, and the private sector, in tourism development (Freeman, 1984). Additionally, the triple bottom line theory views sustainable development as based on three dimensions: economic, social, and environmental, which responsible marketing must address simultaneously (Elkington, 1997). The corporate social responsibility concept posits that tourism organizations should go beyond economic profitability and also accept their social and environmental responsibilities (Carroll, 1999). The destination image theory suggests that marketing plays a decisive role in shaping the mental image of tourists regarding a destination (Gartner, 1993).

Responsible Marketing and Sustainable Tourism Development

Sustainable tourism development focuses on the protection of natural resources, respect for local cultures, and ensuring economic benefits for future generations (UNWTO, 2019). Within this framework, responsible marketing serves as a key tool for guiding tourist behavior and managing sustainable destinations (Bramwell & Lane, 2011). This approach helps destinations focus not just on increasing the number of tourists but on attracting informed, responsible tourists who are compatible with the destination's capacity. Thus, responsible marketing complements sustainable tourism development policies.

Global Experiences of Responsible Marketing in Tourism

Global examples demonstrate that responsible marketing plays a crucial role in the success of tourism destinations. Costa Rica, for example, has established its national brand as a sustainable destination by focusing on ecotourism and natural resource conservation (Weaver, 2001). Bhutan has created a unique identity by limiting mass tourism and focusing on the quality of the travel experience (Brammer, 1996). New Zealand's campaign (100% Pure New Zealand) strengthened its environmental and cultural sustainability image in the minds of tourists (Morgan et al., 2011) .These experiences show that honesty, educating tourists, and focusing on the true values of the destination are key elements of responsible marketing.

The Role of Responsible Marketing in Emerging Destinations: Emphasis on Bamyan

Emerging destinations in developing countries, such as Bamyan province in Afghanistan, face challenges like weak infrastructure and the absence of sustainable marketing frameworks, despite having pristine natural and cultural resources (Hall, 2007).Bamyan, with its valuable historical heritage, unique natural landscapes, and rich local culture, holds significant potential for sustainable tourism development (UNWTO, 2019; UNESCO, 2021). In this context, responsible marketing can play a key role in transforming Bamyan into a sustainable and competitive destination by creating a sustainable destination brand, involving local communities, and educating tourists (Saarinen & Hall, 2010).

Literature Review			
Author and Year	**Title of Research**	**Type or Method of Research**	**Key Findings**
Victor T.C. Middleton & Rebecca Hawkins (1998)	Sustainable Tourism: A Marketing Perspective	Academic Book / Review, Case Study, Practical Analysis	Feasibility of sustainable tourism through collaboration between private and public sectors; emphasis on responsible marketing.
Richard W. Butler (2018)	Sustainable Tourism in Sensitive Environments: A Critical Review	Theoretical and Critical Paper (Critical Review)	The concept of sustainable tourism in sensitive environments is often applied superficially; need for a more practical framework.
Freeman (1984)	Strategic Management: Stakeholder Approach	Theoretical and Conceptual Book	Emphasis on the benefits of various stakeholders; corporate social responsibility is part of the organization's broader strategy.
Carroll (1999)	Corporate Social Responsibility: Evolution of a Definitional Structure	Review Research (Review)	Evolution of the concept of corporate social responsibility from 1950 to 1990; emergence of ethical and economic frameworks.
William C. Gartner (1993)	The Process of Destination Image Formation	Theoretical and Analytical Research	Identification of factors influencing destination image; role of informational resources and marketing.
Swarbroke (1999)	Managing Sustainable Tourism	Academic Book, Mixed (Review + Case Study)	Providing a comprehensive framework for managing sustainable tourism; emphasis on consumer and supplier behavior.
UNWTO (2021)	Tourism and Sustainable Development Goals – Travel to 2030	Organizational Report / Analytical	Defining the role of tourism in achieving the United Nations Sustainable Development Goals (SDGs).
Renzin, Vermuelen, & Glasbergen (2006)	Ecotourism as a Mechanism for	Case Study / Qualitative	Ecotourism can strengthen sustainable development, but requires a strong

	Sustainable Development: The Case of Bhutan	Research	regulatory framework.
Morgan, Pritchard, & Pigott (2011)	New Zealand, 100% Pure: Branding for Sustainable Development	Case Study / National Brand Marketing Analysis	National branding can enhance sustainable tourism development; challenges in validating sustainable branding.
Hall & Saarinen (2010)	Tourism and Change in Polar Regions	Analytical Book / Review and Case Study	Tourism in polar regions has severe environmental impacts; requires sustainable policies and responsible marketing.
McCabe & Font (2010)	Impact of Certification Schemes in European Hotels	Field Research / Green Certification Analysis	Green certifications in Europe increase customer awareness but do not always lead to loyalty.
Hall (2007)	Pro-poor Tourism: Who Benefits?	Theoretical and Analytical Paper (Developing Countries)	Emphasis on the importance of tourism in poverty reduction; criticism that benefits often do not reach the poor.
Kotler, Bowen, & Makens (2017)	Marketing for Hospitality and Tourism	Academic Book / Review and Educational	Defining responsible marketing in tourism and hospitality; introducing frameworks for sustainable marketing.
M.A. Akbari (1404)	Examining the Impact of Tourism Industry Development on Employment and Entrepreneurship in Bamyan, Afghanistan	Mixed-Quantitative-Qualitative Research	Findings indicate that tourism development in Bamyan has a positive impact on employment and entrepreneurship, but challenges like weak infrastructure and lack of supportive policies hinder full utilization of tourism potential.
Sharpley (2000)	Tourism and Sustainable Development: A Review of the Theory Gap	Theoretical Paper / Conceptual Study; Literature Review	Shows that sustainable tourism concepts are often poorly integrated with sustainable development theory; many principles are not directly transferable to tourism, highlighting the need for conceptual analysis and review.
Sharpley (2014)	Host Perception of Tourism: A Review of Research	Systematic Review of Previous Research	Review of host perceptions regarding the impacts of tourism; identification of factors influencing host attitudes; gaps in social and cultural variables.
Sharpley (2002)	The Challenges of Economic Diversification through Tourism	Conceptual / Analytical Paper	Warning that tourism should be cautiously used for economic diversification; emphasis on limitations and risks; possibility of excessive economic dependence; need for precise policymaking.
Elkington (1997)	Triple Bottom Line (Sustainability Triple Bottom Line: Economic, Social, Environmental)	Theory / Conceptual Model	Proposes that sustainability is only suitable when companies simultaneously address economic profit, social justice, and environmental protection; this model has become a fundamental model in sustainability management.
Bramwell & Lane (2011)	Governance for Sustainable Tourism: Review and Future Research Directions	Review Article (Literature Review); Conceptual and Theoretical Analysis on	Effective governance is a necessary condition for sustainable tourism; need for clear theoretical frameworks and coordinated policies; importance of multi-level governance and attention to spatial and temporal scales; necessity for

		Governance and Environmental Sustainability	adaptive management, conflict resolution, and stakeholder participation.
Scheinweis (1999)	Ecotourism and Empowerment of Local Communities	Analytical Paper (Tourism Management)	Emphasis on the role of active participation of local communities in ecotourism; participation increases economic benefits, strengthens cultural identity, and enhances social empowerment of local communities.
John Breham (1996)	New Directions in Tourism for Third World Development	Analytical-Review	This paper emphasizes the need for a shift in tourism development approaches in the Third World; instead of focusing solely on economic growth, models like Bhutan, which are based on social justice, environmental sustainability, and culture, are proposed.

Research Methodology

Approach and Type of Research

This research is applied in terms of its objective and qualitative in terms of its nature. Since responsible marketing in sustainable tourism, especially in emerging destinations, is a multidimensional concept that is dependent on social, cultural, and managerial contexts, using a qualitative approach is essential for gaining deep insights into the views, experiences, and perceptions of experts (Creswell, 2013).From a methodological perspective, this research is conducted within the framework of an interpretive approach, aiming to clarify the social realities related to responsible marketing from the perspectives of actors and experts in the tourism field (Denzin & Lincoln, 2018).

Data Collection Method

The primary method of data collection in this study was semi-structured interviews. This type of interview allows for flexibility, deepening of discussions, and the discovery of emerging concepts, making it highly suitable for exploratory qualitative studies in the tourism field (Kvale & Brinkmann, 2009). The interview guide was designed based on the theoretical foundations of responsible marketing, sustainable tourism development, and previous studies. The questions revolved around the conceptual dimensions of responsible marketing, its role in tourism sustainability, challenges, and implications for emerging destinations.

Study Population and Sampling

The research population consisted of experts and specialists in the tourism field who have academic or practical experience in areas such as tourism planning, destination marketing, sustainable development, and destination management. Sampling was purposive, with individuals selected who had the most relevant knowledge and experience related to the research topic (Patton, 2015). In total, 20 experts were interviewed. The sampling process continued until theoretical saturation was achieved, meaning that the final interviews did not add new concepts or codes to the findings (Guest et al., 2006).

Qualitative Data Analysis

For the qualitative analysis, grounded theory methodology was used, which aims to create or develop theory. As previously mentioned, there are three research approaches in grounded theory: the "systematic approach," which is discussed in the works of Strauss and Corbin (1998), the "emergent or evolving approach" related to Glaser (1992), and the "constructivist approach" supported by Charmaz (2000). This study used the systematic approach, as addressed in the joint works of Strauss and Corbin. Based on the systematic approach, the data analysis process is carried out in three main stages:

1. **Open Coding**: This involves breaking down, comparing, conceptualizing, and categorizing the data. Open coding not only leads to the discovery of categories but also clarifies their characteristics and dimensions.
2. **Axial Coding**: This is a set of procedures that occur after open coding, aimed atestablishing links between categories and relating information in new ways.
3. **Selective Coding**: This process involves selecting the core category systematically and linking it with other categories, validating relationships, and filling in gaps with categories that need modification and expansion.

Open Coding

After conducting interviews through theoretical sampling, initial coding was performed, and concepts and categories were extracted. In the open coding process, a total of 728 initial codes were identified, which were then refined and filtered to reach 165 concepts. In qualitative research, the criterion for stopping the interview process and analysis is achieving "theoretical sufficiency" or saturation. In other words, extending the research does not lead to changes in the concepts or categories that emerge during the research. From the late stages of the interviews until the 20th interview, no changes were observed in the concepts and categories formed during the study (including creation or modification), indicating the achievement of "theoretical sufficiency."

After this point, the interviews reached saturation, and thus, the interview and analysis process was concluded.The extracted codes from the interviews with 20 experts were assigned codes from "a" to "t" in alphabetical order for identification purposes.

Table of demographic characteristics of experts

Demographic Characteristics	Frequency	Percentage
Gender		
Male	16	80%
Female	4	20%
Age		
Under 40 years	3	15%
41 to 45 years	9	45%
45 years and older	8	40%
Education		
Master's Degree	5	25%
Doctorate	15	75%
Work Experience		
10 to 20 years	3	15%
Over 20 years	17	85%

Open Coding in Detail with Final Codes and Technical Notes:

Initial codes were extracted from the analysis of sentences and viewpoints of the interviewees. In the next stage, the common codes emphasized by all interviewees, as well as the codes considered significant by the researcher, were identified as the final codes along with their sources. The interviewees' explanations in response to questions related to the "cascading risk on stock returns: the emotional role of the market" led to the identification of the following codes, as shown in the table below:

Table of final codes and their source

Row	Final Code	Code Source
1	Untouched Nature and Industrial-Free Environment	b, c, d, e, f, g, k, l, m, o, p, q, s, t
2	Clean Lakes with High Water Quality	b, e, f, g, h, j, n, o, p, q, r, s
3	Seasonal Scenic Landscapes in Spring, Summer, Fall	a, b, c, d, e, f, h, j, l
4	Pristine Mountains and Natural Hiking Trails	a, b, c, d, e, f, g, i, l, m, n
5	Biodiversity and Local Wildlife	a, b, c, d, f, g, i, k, m, o
6	Clean Air Across Different Seasons	a, b, c, d, e, f, g, h, i, l
7	Untouched Valleys and Rivers	a, b, c, d, e, f, i, k, o
8	Sunsets and Sunrises in Mountain Landscapes	a, b, c, d, e, f, g, h, j, k, m, p
9	Natural Silence and Peace	a, b, c, d, e, f, g, i, j
10	Buddha Statues and Ancient Sites	a, b, c, d, e, f, g, h, l, n, p
11	Caves with Wall Paintings	a, b, c, d, f, g, h, i, k, m
12	Bustling City	a, b, c, d, e, g, i, j, l, r
13	Zahhak City	a, b, c, d, e, f, g, k, l, n, s
14	UNESCO World Heritage	a, b, c, d, e, f, g, h, o
15	Ancient Artifacts of Thousands of Years	a, b, c, d, f, g, i, j, k, m
16	Traditional Cave-Dwelling Architecture	a, b, c, d, e, f, g, h, l, n
17	Historical and Mythological Stories	a, b, c, d, e, f, g, i, p
18	Natural Museums in the Heart of the Mountains	a, b, c, d, e, f, g, h, j, m, q
19	Multiple Civilizational Layers	a, b, c, d, e, f, g, h, i, k, n
20	Hospitable and Warm People	a, b, c, d, e, f, g, i, l, o
21	Traditional and Organic Local Foods	a, b, c, d, e, f, g, h, j
22	Indigenous Music and Traditional Instruments	a, b, c, d, e, f, g, k, l, n, p
23	Colorful and Handcrafted Clothing	a, b, c, d, e, f, g, h, i, m
24	Oral Traditions and Local Storytelling	a, b, c, d, e, f, g, h, j, l, o
25	Indigenous Rituals and Seasonal Ceremonies	a, c, d, e, g, h, j, k, l, n
26	Authentic and Family-Oriented Handicrafts	a, b, c, d, e, f, g, h, i, n, q
27	Culture of Coexistence and Social Cooperation	a, b, c, d, e, f, g, h, l, m
28	Home Hosting Traditions	a, b, c, d, e, f, g, i, j, k
29	Hazara Ethnic Identity and Cultural Authenticity	a, b, c, d, e, f, g, h, j, n, p
30	Rural Houses Convertible to Accommodations	a, b, c, d, e, f, g, h, i, l
31	Local Accommodation without Need for Large Hotels	a, b, c, d, e, f, g, h, j, k, m
32	Real Rural Living Experience	a, b, c, d, e, f, g, i, n
33	Direct, Unmediated Tourism with Hosts	a, b, c, d, e, f, g, h, j, l, o
34	Alternative Hotel-Centric Model	a, b, c, d, e, f, g, h, i, m
35	Direct Family Involvement in Income	a, b, c, d, e, f, g, h, j, n, p
36	Low-Impact and Low-Consumption Tourism	a, b, c, d, e, f, g, i, k, l
37	Local Tourism Cooperatives	a, b, c, d, e, f, g, h, j, m
38	Standardized Family Accommodation	a, b, c, d, e, f, g, h, i, n

Row	Final Code	Code Source
39	Tourist as Guest, Not Customer	b, c, d, e, f, g, h, j, k, l, m
40	Dirt Roads and Non-Standard Infrastructure	a, b, c, d, e, f, g, h, i, p
41	Lack of International Airport	a, b, c, d, e, f, g, h, l, n
42	Lack of Standardized and Equipped Hotels	a, b, c, d, e, f, g, i, j, k, m
43	Absence of Regular Public Transport Systems	a, b, c, d, e, f, g, h, j, n
44	Weakness in Providing Sustainable Electricity	a, b, c, d, e, f, g, h, i, l, o
45	Limited Telecommunications Communications	a, b, c, d, e, f, g, h, j, l
46	Lack of Tourism Service Centers	a, b, c, d, e, f, g, h, i, m
47	No Parking or Rest Spaces	a, b, c, d, e, f, g, h, j, k
48	Weakness in Health Infrastructure	a, b, c, d, e, f, g, h, i, n
49	Lack of Signage and Multilingual Signs	a, b, c, d, e, f, g, h, j, l, r
50	Short Tourism Season (Spring and Summer)	a, b, c, d, e, f, g, h, i, k
51	Difficult Access from Kabul and Other Provinces	a, b, c, d, e, f, g, h, j, m
52	Road Closures in Winter	a, b, c, d, e, f, g, h, i, l, n
53	Dependency on Weather Conditions	a, b, c, d, e, f, g, h, j, k
54	No Night Travel Possible	a, b, c, d, e, f, g, h, i, m, o
55	Limited Capacity of Mountain Roads	a, b, c, d, e, f, g, h, j, l, p
56	No Alternative Routes	a, b, c, d, e, f, g, h, i, n
57	Seasonality of Agricultural Products and Handicrafts	a, b, c, d, e, f, g, h, j, k, m
58	Reduced Demand in Cold Seasons	a, b, c, d, e, f, g, h, i, l
59	Occasional Threats Against Foreign Tourists	a, b, c, d, e, f, g, h, j, n
60	Relative but Insufficient Security for International Tourists	a, b, c, d, e, f, g, i, k, l
61	History of Security Incidents	a, b, c, d, e, f, g, h, j, m, n
62	No Guarantee of Complete Security on Routes	a, b, c, d, e, f, g, h, i, l
63	Psychological Insecurity of Tourists	a, b, c, d, e, f, g, h, j, k, m
64	Weakness in Providing Security for Historical Sites	a, b, c, d, e, f, g, h, i, n
65	No Warning and Quick Response System	a, b, c, d, e, f, g, h, j, l, p
66	Impact of Negative News on Security Image	a, b, c, d, e, f, g, h, i, k
67	Travel Restrictions Due to Security	a, b, c, d, e, f, g, h, j, m
68	Need for Police Escort for Tourists	a, b, c, d, e, f, g, i, l, n
69	Low Government Support in Budget and Policy	a, b, c, d, e, f, g, h, j, k, o
70	Weakness of Central Government in Tourism Planning	a, b, c, d, e, f, g, h, i, m
71	Lack of Adequate Budget for Bamyan	a, b, c, d, e, f, g, h, j, l
72	Incorrect and Dispersed Policymaking	a, b, c, d, e, f, g, h, i, n, p
73	Lack of Independent Ministry of Tourism	a, b, c, d, e, f, g, h, j, k
74	Lack of Priority for Tourism in National Programs	a, b, c, d, e, f, g, h, i, l, m
75	Lack of Cohesive Governance	a, b, c, d, e, f, g, h, j, n
76	Lack of Comprehensive Tourism Development Plan	a, b, c, d, e, f, g, h, i, k, l
77	Lack of Clear Goals and Policies	a, b, c, d, e, f, g, h, j, m
78	Lack of Strategic Planning for Bamyan	a, b, c, d, e, f, g, h, i, n, o
79	Lack of Long-Term Vision	a, b, c, d, e, f, g, h, j, k
80	Dispersed Government Actions	a, b, c, d, e, f, g, h, i, l, m
81	Lack of Tourism Zoning	a, b, c, d, e, f, g, h, j, n
82	Lack of Scientific Capacity	a, b, c, d, e, f, g, h, i, k
83	Lack of Prioritization in Development	a, b, c, d, e, f, g, h, j, l, m
84	Lack of Monitoring and Evaluation Mechanisms	a, b, c, d, e, f, g, h, i, n
85	Legal Gaps in Protection of Attractions	a, b, c, d, e, f, g, h, j, k, l
86	Honesty and Transparency in Promoting Attractions	a, b, c, d, e, f, g, h, i, m

Row	Final Code	Code Source
87	Promoting Respect for Local Culture and Nature	a, b, c, d, e, f, g, h, j, n
88	Emphasizing Common Benefits for Tourists and Host Communities	a, b, c, d, e, f, g, h, i, k, l
89	Attracting Conscious Tourists Instead of Mass Tourism	a, b, c, d, e, f, g, h, j, m
90	Ethical Commitment Beyond Sales	a, b, c, d, e, f, g, h, i, n
91	Realistic Introduction of Destination Limitations	a, b, c, d, e, f, g, h, j, k
92	Promoting Responsible Tourist Behavior	a, b, c, d, e, f, g, h, i, l, m
93	Fair Distribution of Benefits in the Tourism Chain	a, b, c, d, e, f, g, h, j, n
94	Authentic and Non-Commercial Storytelling of Attractions	a, b, c, d, e, f, g, h, i, k, l
95	Focusing on Quality of Experience over Quantity of Visits	a, b, c, d, e, f, g, h, j, m
96	Training Professional Local Guides	a, b, c, d, e, f, g, h, i, n
97	Training in Local Hospitality and Service	a, b, c, d, e, f, g, h, j, k, l
98	Training in Digital Marketing and Social Media	a, b, c, d, e, f, g, h, i, m
99	Teaching Foreign Languages (English, Farsi)	a, b, c, d, e, f, g, h, j, n
100	Training in Family Accommodation Management	a, b, c, d, e, f, g, h, i, k
101	Training in Handicrafts and Product Packaging	a, b, c, d, e, f, g, h, j, l, m
102	Training in Responsible Behavior with Tourists	a, b, c, d, e, f, g, h, i, n
103	Training in Waste Management and Environmental Protecti	a, b, c, d, e, f, g, h, j, k
104	Training in Cultural Storytelling	a, b, c, d, e, f, g, h, i, l, m
105	Investment in Trained Human Capital	a, b, c, d, e, f, g, h, j, n
106	Official Registration of Local Homes as Accommodations	a, b, c, d, e, f, g, h, i, k
107	Formation of Rural Tourism Cooperatives	a, b, c, d, e, f, g, h, j, l
108	Direct Family Participation in Decision-Making	a, b, c, d, e, f, g, h, i, m
109	Income Distribution through Local Accommodation and Sal	a, b, c, d, e, f, g, h, j, n
110	Women's Role in Home-Based Tourism	a, b, c, d, e, f, g, h, i, k
111	Youth Involvement in Guiding and Services	a, b, c, d, e, f, g, h, j, l
112	Creation of Local Markets for Handicrafts	a, b, c, d, e, f, g, h, i, m
113	Participation in Designing Local Tours	a, b, c, d, e, f, g, h, j, n
114	Community Ownership of Tourism Products	a, b, c, d, e, f, g, h, i, k
115	Village Alliances for Integrated Services	a, b, c, d, e, f, g, h, j, l
116	Limiting Visits to Sensitive Sites	a, b, c, d, e, f, g, h, i, m
117	Establishment of Mandatory Routes	a, b, c, d, e, f, g, h, j, n
118	Dynamic Pricing Based on Season and Demand	a, b, c, d, e, f, g, h, i, k
119	Online Reservation to Control Numbers	a, b, c, d, e, f, g, h, j, l
120	Limiting Vehicle Traffic in Pristine Areas	a, b, c, d, e, f, g, h, i, m
121	Creating Wooden Platforms to Protect Artifacts	a, b, c, d, e, f, g, h, j, n
122	Installing Protective Educational Signage	a, b, c, d, e, f, g, h, i, k
123	Waste-Free Management	a, b, c, d, e, f, g, h, j, l
124	Determining Physical and Environmental Capacity	a, b, c, d, e, f, g, h, i, m
125	Continuous Monitoring of Erosion and Degradation	a, b, c, d, e, f, g, h, j, n
126	Formation of Bamyan Sustainable Tourism Council	a, b, c, d, e, f, g, h, i, k
127	Creation of Local Sustainable Development Fund	a, b, c, d, e, f, g, h, j, l
128	Private Sector Participation in Education and Marketing	a, b, c, d, e, f, g, h, i, m
129	Formation of Stakeholder Coordination Committee	a, b, c, d, e, f, g, h, j, n
130	Formation of Local Accommodation Cooperatives	a, b, c, d, e, f, g, h, i, k
131	Institution Building for Joint Resource Management	a, b, c, d, e, f, g, h, j, l
132	Formation of Heritage Conservation Societies	a, b, c, d, e, f, g, h, i, m
133	Creation of Responsible Licensing System	a, b, c, d, e, f, g, h, j, n

Row	Final Code	Code Source
134	Institution Building for Monitoring and Reporting	a, b, c, d, e, f, g, h, i, k
135	University Participation in Education and Research	a, b, c, d, e, f, g, h, j, l
136	Direct Employment for Women and Youth	a, b, c, d, e, f, g, h, i, m
137	Sustainable Sales of Handicrafts and Local Products	a, b, c, d, e, f, g, h, j, n
138	Income from Family Accommodations	a, b, c, d, e, f, g, h, i, k
139	Fair Income Distribution at Micro Level	a, b, c, d, e, f, g, h, j, l
140	Reducing Dependence on External Aid	a, b, c, d, e, f, g, h, i, m
141	Attracting Small and Local Investments	a, b, c, d, e, f, g, h, j, n
142	Circulation of Money in Rural Economy	a, b, c, d, e, f, g, h, i, k
143	Creating Seasonal and Non-Seasonal Jobs	a, b, c, d, e, f, g, h, j, l
144	Increasing Added Value of Local Products	a, b, c, d, e, f, g, h, i, m
145	Economic Independence for Host Families	a, b, c, d, e, f, g, h, j, n
146	Reviving Local Traditions and Indigenous Music	a, b, c, d, e, f, g, h, i, k
147	Increasing Cultural Pride and Honor	a, b, c, d, e, f, g, h, j, l
148	Strengthening Social Cohesion and Cooperation	a, b, c, d, e, f, g, h, i, m
149	Transferring Traditional Knowledge to Younger Generation	a, b, c, d, e, f, g, h, j, n
150	Reducing Rural Migration	a, b, c, d, e, f, g, h, i, k
151	Empowering Women in Decision-Making	a, b, c, d, e, f, g, h, j, l
152	Positive Cultural Exchange with Tourists	a, b, c, d, e, f, g, h, i, m
153	Preserving Ethnic and Linguistic Identity	a, b, c, d, e, f, g, h, j, n
154	Keeping Seasonal Rituals Alive	a, b, c, d, e, f, g, h, i, k
155	Increasing Social Trust in the Community	a, b, c, d, e, f, g, h, j, l
156	Reducing Waste in Nature and Sites	a, b, c, d, e, f, g, h, i, m
157	Protecting Lakes and Water Resources	a, b, c, d, e, f, g, h, j, n
158	Preventing Soil Erosion and Artifact Destruction	a, b, c, d, e, f, g, h, i, k
159	Promoting Low-Impact Behavior in Tourists	a, b, c, d, e, f, g, h, j, l
160	Using Clean Energy in Accommodations	a, b, c, d, e, f, g, h, i, m
161	Preserving Biodiversity and Wildlife	a, b, c, d, e, f, g, h, j, n
162	Smart Demand and Congestion Management	a, b, c, d, e, f, g, h, i, k
163	Periodic Cleaning of Routes and Sites	a, b, c, d, e, f, g, h, j, l
164	Creating a Culture of Protection in the Local Community	a, b, c, d, e, f, g, h, i, m
165	Mountain Ecosystem Sustaina	a, b, c, d, e, f, g, h, j, n

Furthermore, the categories of pristine natural attractions, cultural-historical heritage, hospitality and authentic local culture, and the potential for ecotourism/community-based tourism were classified under the main category of "Local Opportunities and Unique Attractions of Bamyan." Likewise, the categories of economic, socio-cultural, and environmental aspects were classified under the main category of "Three-Dimensional Sustainable Tourism Development (Economic–Socio-Cultural – Environmental)." Therefore, we arrived at a total of 11 main categories.

In the table below, the concepts, sub-categories, and the main categories assigned to them are presented:

Table of Concepts and Main Categories

Category	Subcategory	Concept
Local opportunities and unique attractions of Bamiyan (Causal Conditions)	Untouched natural attractions	☐ Pristine nature and untouched by industrial intervention ☐ Clean lakes with high water quality ☐ Seasonal landscapes with stunning views in spring, summer, and autumn ☐ Untouched mountains and natural hiking trails ☐ Biodiversity and local wildlife ☐ Clean air during different seasons ☐ Untouched valleys and rivers ☐ Sunrise and sunset views in mountainous landscapes ☐ Silence and natural tranquility
	Cultural-Historical Heritage	☐ Buddha statues and ancient site ☐ Cave paintings ☐ Ghulgula city ☐ Zahak city ☐ UNESCO World Heritage ☐ Ancient artifacts dating back thousands of years ☐ Traditional cave-dwelling architecture ☐ Historical and mythological stories ☐ Natural museums in the heart of the mountains Multiple Civilizational Layers
	Hospitality and Authentic Local Culture	☐ Hospitable and warm-hearted people ☐ Traditional and organic local foods ☐ Indigenous music and traditional musical instruments ☐ Colorful and handmade clothing ☐ Oral traditions and local storytelling ☐ Native rituals and seasonal ceremonies ☐ Authentic and family-based handicrafts ☐ Culture of coexistence and social cooperation ☐ Traditions of home hospitality ☐ Hazara ethnic identity and cultural authenticity
	Ecotourism/Potential of Community-Based Tourism	☐ Rural houses convertible into accommodations ☐ Indigenous stays without the need for large hotels ☐ Real rural living experience ☐ Direct and unmediated tourism with the host ☐ Alternative to hotel-centric models ☐ Direct family participation in income ☐ Low-impact and low-consumption tourism ☐ Local tourism cooperatives ☐ Standardized family accommodations ☐ Tourists as guests, not customers
Infrastructure Weakness (Contextual Conditions)		☐ Unpaved and non-standard roads ☐ Lack of international airport ☐ Shortage of standard and equipped hotels ☐ Absence of regular public transportation system ☐ Weakness in providing stable electricity ☐ Limitations in telecommunication connections ☐ Lack of tourism service centers ☐ Absence of parking and recreational spaces ☐ Weakness in health infrastructure ☐ Lack of directional signs and multilingual boards
Seasonalism and Access Limitations (Contextual Conditions)		☐ Short tourism season (spring and summer) ☐ Difficult access from Kabul and other provinces ☐ Road closures in winter ☐ Dependency on weather conditions ☐ Inability to travel at night

	☐ Limited capacity of mountain roads ☐ Lack of alternative routes ☐ Seasonal agricultural products and handicrafts ☐ Reduced demand in cold seasons
Tourist Security (Intervening Conditions)	☐ Occasional threats against foreign tourists ☐ Relative security, but insufficient for international tourists ☐ History of security incidents in the past ☐ Lack of full security guarantees on routes ☐ Psychological insecurity among tourists ☐ Weakness in securing historical sites ☐ Absence of early warning and rapid response systems ☐ Impact of negative news on security image ☐ Travel restrictions due to security concerns ☐ Need for tourism police accompaniment
Lack of a Comprehensive Government Plan and Tourism Policy (Intervening Conditions)	☐ Low government support in budget and policy ☐ Weak central government in tourism planning ☐ Lack of appropriate budget for Bamiyan ☐ Incorrect and scattered policymaking ☐ Absence of an independent Ministry of Tourism ☐ Lack of prioritization of tourism in national programs ☐ Lack of cohesive governance ☐ Absence of a comprehensive tourism development plan ☐ Lack of clear goals and policies ☐ No large-scale planning for Bamiyan ☐ Lack of a long-term vision ☐ Fragmentation of government actions ☐ Absence of tourism zoning ☐ Lack of scientific capacity building ☐ Failure to set development priorities ☐ Absence of a monitoring and evaluation mechanism ☐ Legal gaps in protecting attractions
Responsible Marketing (Core Phenomenon) (As a promotional technique, but also as a paradigm of new tourism governance)	☐ Honesty and transparency in presenting attractions ☐ Promoting respect for local culture and nature ☐ Emphasizing mutual benefits for tourists and host communities ☐ Attracting informed tourists instead of mass tourism ☐ Ethical commitment beyond sales ☐ Realistic introduction of destination limitations ☐ Promoting responsible behavior among tourists ☐ Fair distribution of benefits in the tourism chain ☐ Authentic and non-commercial storytelling of attractions ☐ Focusing on the quality of the experience rather than the quantity of visits
Education and Capacity Building (Interactive Dimension)	☐ Training professional local guides ☐ Training in hospitality and indigenous guest services ☐ Digital marketing and social media training ☐ Foreign language training (English, Farsi) ☐ Training in managing family accommodations ☐ Training in handicrafts and product packaging ☐ Training in responsible behavior with tourists ☐ Training in waste management and environmental protection ☐ Cultural storytelling training ☐ Investment in trained human capital
Local Community Participation (Interactive Dimension)	☐ Official registration of indigenous houses as accommodations ☐ Formation of rural tourism cooperatives ☐ Direct participation of families in decision-making ☐ Income distribution through local accommodation and sales

		☐ Women's role in home-based tourism
		☐ Youth participation in guiding and services
		☐ Establishing local markets for handicrafts
		☐ Participation in designing indigenous tours
		☐ Community ownership of tourism products
		☐ Village unity for providing integrated services
Capacity Management and Conservation (Interactive Dimension)		☐ Quotas for visiting sensitive sites
		☐ Designating specific and mandatory routes
		☐ Dynamic pricing based on season and demand
		☐ Online reservations to control numbers
		☐ Restricting vehicle access in pristine areas
		☐ Creating wooden platforms to protect artifacts
		☐ Installing educational protective signage
		☐ Zero-waste waste management
		☐ Determining physical and environmental capacity
		☐ Continuous monitoring of erosion and degradation
Participatory Institution Building (Interactive Dimension)		☐ Formation of the Bamiyan Sustainable Tourism High Council
		☐ Establishment of a local sustainable development fund
		☐ Private sector participation in training and marketing
		☐ Formation of a stakeholder coordination committee
		☐ Establishment of indigenous accommodation cooperatives
		☐ Institutionalization for joint resource management
		☐ Formation of heritage conservation associations
		☐ Creation of a responsible licensing system
		☐ Institutionalization for monitoring and reporting
		• University Participation in Education and Research
Three-Dimensional Sustainable Tourism Development (Economic – Social-Cultural – Environmental) (Outcome Dimension)	Economical	☐ Direct employment for women and youth
		☐ Sustainable sales of handicrafts and local products
		☐ Income from family accommodations
		☐ Fair income distribution on a micro scale
		☐ Reduction of dependence on external aid
		☐ Attraction of small-scale and local investment
		☐ Circulation of money in the rural economy
		☐ Creation of seasonal and non-seasonal jobs
		☐ Increase in the added value of indigenous products
		☐ Economic independence for host families
	Social-Cultural	☐ Revitalization of local traditions and indigenous music
		☐ Increased cultural pride and honor
		☐ Strengthening social solidarity and cooperation
		☐ Transmission of traditional knowledge to the younger generation
		☐ Reduction of rural migration
		☐ Empowerment of women in decision-making
		☐ Positive cultural exchange with tourists
		☐ Preservation of ethnic and linguistic identity
		☐ Keeping seasonal rituals alive
		☐ Increased social trust within the community
	Environmental	☐ Reducing waste in nature and sites
		☐ Protecting lakes and water resources
		☐ Preventing soil erosion and damage to artifacts
		☐ Promoting low-impact behavior among tourists
		☐ Using clean energy in accommodations
		☐ Preserving biodiversity and wildlife
		☐ Smart management of demand and congestion
		☐ Periodic cleaning of paths and sites
		☐ Creating a conservation culture within the local community
		☐ Mountain ecosystem sustainability

Subsequently, the core codes were aligned, and their interrelationships were determined using the Interpretive Structural Modeling (ISM) method. Interpretive Structural Modeling is a technique for designing patterns of complex and multiple relationships between the variables of a phenomenon. This method is a type of structural analysis based on the interpretive paradigm. The goal of this method is to identify the relationships between the underlying variables of a multifaceted and complex phenomenon, and it is suitable for management and social science studies.

The structural self-interaction matrix of the study's dimensions and indicators is formed by comparing them using four states: A influences B, B influences A, bidirectional relationship, and no relationship. The state "A influences B" and "bidirectional relationship" is assigned the value of 1, indicating the influence of A on B, while the states "B influences A" and "no relationship" are assigned the value of 0, indicating the lack of influence of A on B. This matrix is completed by experts and specialists in the core process. The gathered information is summarized based on the Interpretive Structural Modeling (ISM) methodology, and the final structural self-interaction matrix is formed. The logic of Structural Modeling (ISM) operates in accordance with non-parametric methods and is based on modal frequencies.

Interpretive Structural Modeling (ISM) Matrix

Opportunities and Unique Attractions of Bamyan	Infrastructure Weakness	Seasonality and Access Limitations	Tourist Safety	Lack of National Comprehensive Plan and Tourism Policy	Responsible Marketing	Education and Capacity Building	Local Community Participation	Capacity Management and Conservation	Institutionalization	Three-Dimensional Sustainable Tourism Development (Economic – Social – Cultural – Environmental)
Opportunities and Unique Attractions of Bamiyan	*	-	-	-	-	-	-	-	-	-
Infrastructure Weakness	0	*	-	-	-	-	-	-	-	-
Seasonality and Access Limitations	0	0	*	-	-	-	-	-	-	-
Tourist Safety	0	0	0	*	-	-	-	-	-	-
Lack of National Comprehensive Plan and Tourism Policy	0	0	0	0	*	-	-	-	-	-
Responsible Marketing	1	0	0	0	0	*	-	-	-	-
Education and Capacity Building	0	1	1	1	1	1	*	-	-	-
Local Community Participation	0	1	1	1	1	1	0	*	-	-
Capacity Management and Conservation	0	1	1	1	1	1	0	0	*	-
Institutionalization	0	1	1	1	1	1	0	0	0	*
Three-Dimensional Sustainable Tourism Development (Economic – Social – Cultural – Environmental)	0	0	0	0	0	0	1	1	1	*

Phase Three: Interrelationship Between Core Codes

In the categorization of the topics, a framework emerges regarding the contexts, processes, and outcomes, as well as the relationships between the research categories. In this study, the contexts, processes, and outcomes were identified as follows:

Contexts:
The categories identified as contexts include:

- Opportunities and Unique Attractions of Bamyan
- Infrastructure Weakness
- Seasonality and Access Limitations
- Tourist Safety
- Lack of National Comprehensive Plan and Tourism Policy

In the context of grounded theory:

- **Causal Conditions**: Opportunities and Unique Attractions of Bamiyan were identified as a causal condition.
- **Intervening Conditions**: Tourist Safety and the Lack of a National Comprehensive Plan and Tourism Policy were identified as intervening conditions.
- **Contextual Conditions**: Infrastructure Weakness and Seasonality and Access Limitations were identified as contextual conditions.

Processes:
The categories identified as processes include:

- Education and Capacity Building
- Local Community Participation
- Capacity Management and Conservation
- Institutionalization

Outcome:
The outcome identified in the presented model is Three-Dimensional Sustainable Tourism Development (Economic, Social, Cultural, and Environmental).

After examining the categories from various perspectives and determining the relationships between them at different levels, as well as the conditional pathfinding, the phase of axial coding is complete. The next step will involve selective coding and the development of the final theory and model. In the selective coding phase, the core category of the research, Responsible Marketing, was identified.

Paradigmatic Model
The extracted categories were structured according to the paradigmatic model into six dimensions:
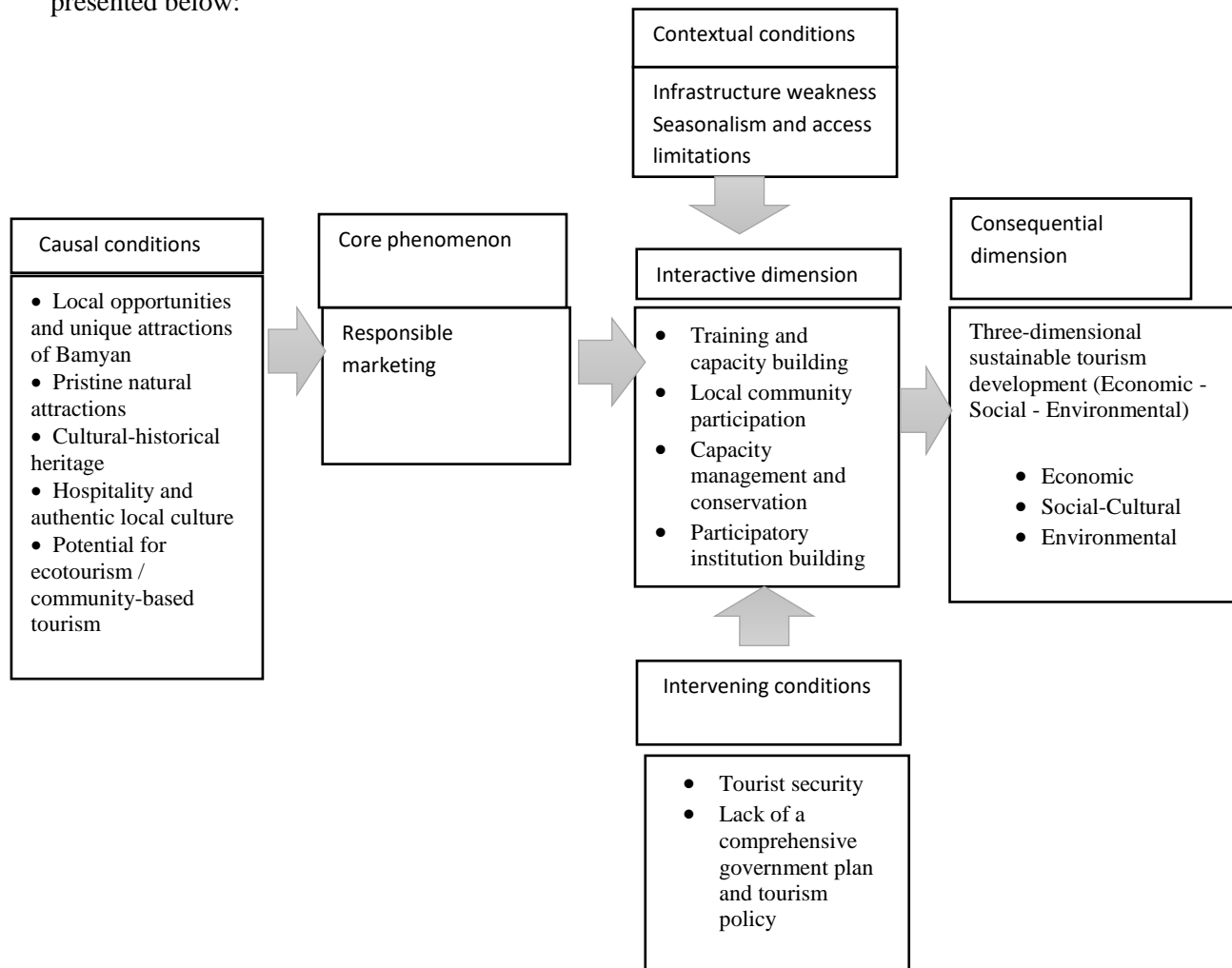
- Causal Conditions
- Intervening Conditions
- Contextual Conditions
- Interactive Dimension
- Core Phenomenon
- Outcome Dimension

This structure represents the final product of the grounded theory of this study and is presented in the table below:

Research Model Framework Based on the Paradigmatic Model

Title	Category
Core Phenomenon: This is an event or occurrence that directs the actions and reactions towards it in order to manage, control, or respond to it.	Responsible Marketing
Causal Conditions: These conditions lead to the creation and development of the core phenomenon or category.	Opportunities and Unique Attractions of Bamiyan
Strategies/Interactions: These are purposeful behaviors and activities created in response to conditions.	Education and Capacity Building Local Community Participation Capacity Management and Conservation Institutionalization
Contextual/Regulating Conditions: Specific conditions that influence the strategies.	Infrastructure Weakness Seasonality and Access Limitations
Intervening/Moderating Conditions: Structural conditions that facilitate or limit strategies within a specific context.	Tourist Safety Lack of National Comprehensive Plan and Tourism Policy
Outcomes and Consequences: Some categories represent the outcomes and consequences of the model.	Three-Dimensional Sustainable Tourism Development (Economic, Social, Cultural, and Environmental)

"Additionally, the paradigmatic model resulting from the qualitative findings of the research is presented below:

Paradigmatic model structure

Conclusion

This research, which specifically focuses on responsible marketing in sustainable tourism development in emerging destinations, particularly Bamyan, provides evidence based on qualitative data analysis and the grounded theory approach. The findings of this study are especially relevant for sustainable tourism development strategies in emerging destinations, aiming to create frameworks for responsible marketing and management.

Contexts (Causal, Intervening, and Contextual Conditions)

The research reveals that local opportunities and the unique attractions of Bamyan, as causal conditions, provide the necessary grounds for the development of responsible tourism. These conditions include pristine natural attractions, cultural-historical heritage, and hospitality and authentic local culture. Additionally, weak infrastructure, seasonality, access limitations, and tourist security, as contextual and intervening conditions, have a significant impact on sustainable tourism development in this region.

Processes (Strategic/Action Conditions)

In response to the created contexts, processes such as training and capacity building, local community participation, capacity management and conservation, and participatory institution building have been identified as strategic responses to these conditions. These processes are essential in the three-dimensional sustainable tourism development (economic, social-cultural, environmental) and play a key role in transforming the tourism industry into a responsible and sustainable one.

Outcomes (Results and Consequences)

The ultimate outcome of this research is the three-dimensional sustainable tourism development, which is particularly significant in emerging tourism destinations like Bamyan. This sustainable development includes the economic, social-cultural, and environmental dimensions, promoting local economic growth, the protection of natural and cultural resources, social cohesion, and the strengthening of cultural identity.

Paradigmatic Model

The paradigmatic model derived from the research results clearly illustrates the complex and multidimensional relationships between different conditions and key processes in responsible tourism development. This model emphasizes the importance of responsible marketing as a core phenomenon and demonstrates how it can be used as a tool for governance in sustainable tourism.

Key Conclusion

Finally, this research highlights that for achieving sustainable tourism development in emerging destinations, responsible marketing must be central to tourism strategies. Additionally, improving infrastructure, ensuring tourist security, and developing a comprehensive government plan and tourism policy are key factors for optimizing the use of local opportunities and unique attractions. These findings can serve as a strategic foundation for tourism managers and policymakers in the field of sustainable development.

Recommendations

- Developing government support policies to enhance security and infrastructure.
- Providing skill development training for the local community, especially in digital marketing, accommodation management, and cultural heritage preservation.
- Promoting local community participation in tourism planning and project implementation to strengthen social trust and economic growth.
- Establishing monitoring and evaluation institutions to manage capacity and protect natural and cultural resources.

This research plays an important role in clarifying the various aspects of responsible tourism and its connection to sustainable development, and it can serve as a basis for future studies in this field.

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