

**Green marketing: a necessity to support and develop ecotourism
-Green Marketing Activities and fields in Al-ghouat, Alwadi state, as a touristic
destination of ecotourism –**

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Abstract:

Through this research paper we will try to demonstrate the necessity of green marketing to support and develop ecotourism. This study includes green activities and businesses that will support ecotourism in Ghetam, Alwadi state.

Through this study, we have found that green marketing activity is highly concerned with integrating environmental dimension into the strategy of each activity, and not harming nature, whether it's related to individuals or to institutions. Therefore, it can be used to support and develop ecotourism. Through our case study, we've found that ecotourism in this region can be supported and developed through a range of green marketing actions and practices in many investment areas including medical tourism in deserts and saunas. Agricultural educational tourism also supports the production and marketing of traditional green products made of palm and ghatam residues promoting cities and green tourist areas near the Al-ghouat.

Key words: green marketing, ecotourism, environmental dimension, environmental liability, Al-ghouat Alwadi state.

JEL Classification Codes: M21, Q5, O13, P42

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1-Introduction:

One of today's challenges is to preserve the natural environment. It requires value-generating and resource-generating activities, from one hand. Such activities play an essential role in economic recovery under sustainable development, from another hand. Among these activities, we find ecotourism, which is a modern touristic activity that requires research, study and reflection on nature, flora, fauna and to provide comfort to man. The advantage of availing of ecotourism is to link investment and productive projects of the local community with the protection of environment, biological and cultural diversity of the touristic areas, According to a development equation, through the development of tourism programs based on the orientation of tourism towards environmentally distinctive sites with emphasis on the practice of creative and entertaining touristic behaviors, Without compromising or affecting the quality of environment. These environmentally distinctive sites have to be marketed with the attempt to consolidate environmental dimension and to highlight its strategic importance in sustainable development. Thus, we find the concept of green marketing, which is an integrated marketing philosophy and thought, in order to create natural environmental friendly businesses, activities, products and practices. Researchers and writers in management science, in general, and marketing, in particular, have developed several concepts of green marketing. The enterprise needs a marketing function that is commensurate with prevailing developments and pressures. So, attention has been drawn to a new pattern of committed marketing, known as green marketing, centered on a strong commitment to social and environmental liability in all areas and marketing activities.

1.1 The study problematic:

- What are the various green activities and businesses that would support Al-ghouat ecotourism?

1.2. Research Objectives:

- The recognition of green marketing activity as a concept and a practice
- Learning about the theoretical framework of ecotourism
- Environmental liability is essential for ecotourism
- Giving a detailed presentation of the characteristics and advantages of Al-ghouat region as an environmental attraction
- Showing the various green activities and businesses in multiple areas that would support and develop ecotourism for Al-ghouat.

1.3 Research methodology:

Based on the research objectives, and in order to find out the validity or the invalidity of the developed hypothesis, we try to rely on the descriptive method, in order to identify some relevant concepts, as well as to present various green activities and actions that would support ecotourism in Al-ghouat.

2. Green marketing as a conceptual concept and a practical practice

2.1. Green Marketing Concept:

Green marketing is an integrated marketing philosophy and thought, which aims to create a positive impact on customers' preferences in such a way as to drive them towards the demand of environmentally friendly products. Researchers and writers in management science, in general, and marketing, in particular, have developed several concepts for green marketing, and they're illustrated as follows:

Kotler and Armstrong have defined green marketing: the movement towards companies developing environmentally responsible products. (Armstron, 1996, p. 93) Charter and Polonsky noted that green marketing is the process of marketing or promoting products, based

on their environmental performance, that are not harmful to environment. (Stanton, 1997, p. 115) Addressing green marketing as an any other marketing activity related to a particular organization aims at creating a positive impact or removing the negative impact of a particular product on environment. (Thammer, 2006, p. 252) Bakri defined it as a process of developing, pricing and promoting products that do not harm the natural environment. (Nizar, 2007, p. 103)

Pride and Ferrell state that green marketing is a process of developing, pricing and promoting products that do not harm environment. (Samira, 2011).

We notice that the above definitions share characteristics including:

- Green marketing is a targeted activity for products with no environmental damage.
- It is a process of developing, pricing and promoting continuous products, and it is in constant contact with the surrounding environment.
- Creating a positive environment with no damage and pollution to society and environment.

So, green marketing can be a systemic and inclusive process aiming at businesses' commitment to provide products, activities, concepts, information and experiences that are harmless to society and environment.

2.2. Green Marketing significance

When the concept of green marketing emerged, as a marketing concept, at the end of the 1980s, it attracted the interest of many researchers and writers from different parts of the world. The application of the green marketing concept is based on modifying the use of natural resources and raw materials in line with environmental requirements and adjusting the production processes to conform the basic objectives of green marketing. The advantages of adopting green marketing by enterprises include: (Majid, n.d., p. 152)

- Meeting the owners' needs: The green marketing approach is expected to open up new prospects and attractive marketing opportunities to the enterprises that practice it so that they achieve a competitive increase that earns them higher profits as well as a good reputation in society with meeting the owners' needs.
- Ensuring safety in product delivery and process management: focusing on the production of safe environmentally friendly goods encourages the enterprises to increase the efficiency of their production operations so that they reduce the levels of damage and the resulted environmental pollution, as well as to avoid legal prosecutions leading to the payment of compensation to those affected and stirring up environmental and consumer protection establishments.
- Achieving the organization's social acceptance: environmental commitment helps to gain social support for the organization and to strengthen its relations with its existing clients and gain new clients in future.
- Sustainability of activities: If the Green Foundation avoids legal prosecutions, it would achieve society's support for them because of the general acceptance of its objectives and philosophy so that it could continue to provide its environmentally friendly products and support its business operations and activities.

It is sometimes called green marketing, clean marketing or environmental marketing, because it connects an end product with the consumer' in a clean environmental way that is free of pollution, deception or fraud. Its objective is to transform marketing from a for-profit science into one that helps people make purchasing decisions based on a meaningful marketing message that is out of exploitation.

2.3. Green Marketing dimensions

The application of the green marketing approach is based on four main dimensions, which are: (Glorious, n.d., p. 152)

-Eliminating the concept of waste (or reducing it): The traditional concept of dealing with waste and remnants of industry has been changed with green marketing, with the focus on designing and producing goods without waste (or minimally) rather than how to dispose them, through increasing the efficiency of production processes. So, what is important is not what we should do with waste but how to produce goods without waste.

-The reconfiguration of the product concept: on the basis of environmental commitment, production relies heavily on environmentally friendly raw materials and minimal consumption, as well as the need to recycle the same products, when the consumer has finished with them, especially perennial ones, to return to their plant at the end, where they can be dismantled and returned to an industry again (in a closed loop). Packaging is based on environmentally friendly and recyclable raw materials.

-Clarity of the relationship between price and cost: The price of a product must reflect its true cost or be close to it. This means that the price of the commodity (the real cost to the consumer), must correspond to the value it obtains from the commodity, including the added value of the product being green.

- Making environmental orientation profitable: Many organizations have realized that green marketing is a market opportunity that may give a sustainable competitive advantage. In fact, most enterprises compete in the market for quick earnings Regardless of the negative impacts on environment. The competition practitioner realizes that this is a strategic outlet that can take the enterprise to another type of competition, especially as environmental awareness grows among consumers. One of the advantages of this trend is that formal and informal bodies naturally promote environmental guidance through various media including free assistance and support for the institution.

3. Environmental liability as an essential need to achieve ecotourism

3.1. Definition of environmental liability:

Environmental liability can be defined as an enterprise's intentions and principles associated with its environmental performance, which provides a framework for action and the development of its environmental objectives. (James, 2001, p. 81) It is committed to this responsibility to confirm its relevance to the nature and scale of emerging environmental impacts on their own activities and services, the extent of commitment to continuous improvement and pollution prevention, as well as compliance with laws, controls and legislation on production and manufacturing processes.

It is also defined as "the enterprise's commitment to contribute to economic development, while preserving environment and working with employees, media and society at large with a view to improve the quality of life for all these parties". (Takhirkhameh, 2007, p. 45) It's defined by the World Bank as: "The commitment of economic operators to contribute to sustainable development by working with society to improve the standard of living of the population in a manner that serves both the economy and development." The developmental role of the private sector must be an internal initiative and a self-propelling force by the institution's decision makers. (Browal, 2011, p. 6)

Abboud Najm stated "If the work is performed for an environment without limitations of resources, free environmental goods and external costs incurred by society or nature Environmental responsibility would rebalance the business relationship with environment by emphasizing resource limitations. The fact that environmental goods are as costly as other

factors of production such as work and capital, it is therefore an internal cost to those who use, spoil or contaminate it, if it is incurred." (Najm, 2012, p. 19)

It should be noted that environmental responsibility is one of the most important requirements for environmental effectiveness at an institution, which includes redefining institutions' visions, policies and strategies to incorporate the tripartite foundation plan for sustainable development, which includes economic prosperity, environmental quality and social justice, as well as developing sustainability goals and indicators (Economic, Environmental and Social), policies for sustainable production and consumption programs with specific performance objectives, extension of environmental responsibility to the production and supply chain, adoption of voluntary charters, practice guides in global and sectoral initiatives and ensuring transparency and impartiality with stakeholders. (Najib, 2016, p. 5)

- Environmental undertakings: An institution with environmental liability must achieve the following:

* Adopting a comprehensive institutional vision to support environmental protection.

* Taking environmental protection and conservation as a priority strategy.

* Adopting the principles of preventive measures.

* Acting on the basis that economic processes are limited to the ecosystem.

To know whether their products and services have an environmental and social value, and whether this characteristic is taken into account by decision-makers or not, who should work to make their decisions complementary and consistent with government actions, and encourage an institutional culture that allows the strengthening of environmental values.

-Resources and energy management: In this context, the following points can be mentioned:

-Efficient exploitation of natural resources.

-Efficient production and use of renewable resources.

-Adopting and applying the right production systems.

-Preparing a performance assessment to achieve growth continuity and integrate overall environmental costs and benefits.

Effective consideration of stakeholders: On the basis of this point, the institution will be environmentally responsible, if it adheres to the principles of priority disclosure and self-information of local authorities and organizations and to hold organizations and other stakeholders accountable for their past, present and future environmental responsibilities, the commitment to transparent disclosure of their real environmental impacts and the adoption of an environmental responsibility in the industrial enterprise becomes a necessity in this era. Although it's not legally required, environmental product is universally required, and it becomes a prerequisite. Therefore, the industrial enterprise incorporates this responsibility on a voluntary basis, but its origin is compulsory.

4. ecotourism conceptual framework

4.1 Ecotourism Concept:

Ecotourism, according to the World Environment Fund, is defined as "travel to natural areas where pollution has not been occurred and the natural balance has not been disrupted, in order to enjoy views, plants and wildlife." It's also defined by the International Community for the Conservation of Nature and Natural Resources, in 1999, as "a responsible travel to natural areas that preserve environment and ensure the continued well-being of the indigenous population." (Fawzia, 2021, p. 139)

Natural tourism must be distinguished from ecotourism. Natural tourism is a kind of tourism that depends primarily on visiting natural areas. It affects the available resources in these areas including plants or animals, which may have a significant impact on the visited areas. So,

ecotourism has come to minimize these impacts. In other words, ecotourism is the result of the negative effects of natural tourism. (1242020 ٠).

4.2. The relationship between ecotourism and environmental dimension:

The nature of the relationship is the way how natural resources are conserved and utilized optimally and on a sustainable basis. The essential nature of the relationship between ecotourism and environmental dimension is based on a set of elements: ecosystems nature, energy, biodiversity, biological productivity and resilience. Environmental importance of tourism is also to protect environment from the individuals, companies and factories' practices. (Fawzia, 2021, p.140)

4.3. Components of ecotourism:

The most important factors and components of ecotourism are: (Watch, 2016, p. 523)

- Ecological natural factors: They include elements and systems that are vital and wholly provided by nature such as the land surface and its mountains, valleys, forests, rivers, reserves and deserts, the types of sightings and extensive experiences involved in them or on which man has worked such as parks.
- Climatic factors: climatic seasons and their elements, potential and shifts in summer or winter, in spring or autumn so that these elements are transformed into major touristic components from seaside sightings, mountain snowboarding, or contemplating stars in the desert away from public lighting.
- Biological factors: like varied plant wealth, flowers, trees, plants, mineral water, livestock and fisheries, from different birds, fish and marine and terrestrial organisms.
- Material cultural factors: historically classified sites and monuments (ancient, i.e. before 1700) or modern s environment ", which can be positive factors adjacent to or within environmental environment. Palaces or castles are often surrounded by ecological surroundings of parks, waters and sometimes reserves that are a good framework for the development of environmental resources like plants and birds. Citadels, photographs, monasteries and reservoirs can also be used as hostels or guesthouses for tourists.
- Intangible environmental factors: They consist of history, religion and the local population customs, the nature of their societies, their livelihoods, costumes, folklore, language, rituals and other powerful attractions for tourists.
- Sports and environmental or semi-environmental entertainment factors: they include many sports such as walking light jogging, climbing, swimming, walking at night, snowmobiling, snowboarding and rowing And other mathematic sports based on the idea of enjoying nature presentations environment, as well as recreational networks, the dissolution of needles and programs that combine breeding to recreation in nature, including snowboarding, to the extent that it does not destroy the natural environment.

4.4. The importance of ecotourism:

Ecotourism has a set of objectives: (Means, 2017, p.383)

- Maintaining environmental balance so that protecting natural, terrestrial, marine and air life from pollution, in order to be used as a method of prevention rather than treatment methods, preserving mechanisms for achieving balance, health and environment.
- Establishing behavioral rationalization controls in the consumption or in the use of substances or extract them, in order to preserve public health and safety, replenish resources and not waste or lose them, while achieving the highest conservation of energy, safety, vitality and society effectiveness.
- Ecotourism provides easy life away from disturbance, anxiety and stress by preventing noise and gas emissions, that affect human efficiency.

- The economic importance of ecotourism consists in the safe economic sphere, where ecotourism is one of the world's scarce places, which achieve sustainable development, and they can be utilized with potential returns and profits, as well as the creation of many jobs.
- The social importance of ecotourism: it is based on the utilization of the available resources. It develops social relations, achieves and improves the modernization of society and moves isolated societies into open ones. It works to keep society in a state of permanent employment and reduce the risks of seasonal anxiety and social unrest.
- Cultural importance of ecotourism: It is based on the dissemination of knowledge and its increased impact on the development and delivery of ecotourism programs, the dissemination of environmental conservation culture and preservation of cultural heritage and archaeological sites.
- The human importance of ecotourism: it is a human activity that works to provide a beautiful life for man. It's a therapy for anxiety and stress, and it provides comfort and harmony, restoration of vitality, activity, mental balance and remedy for today's diseases.

4.5. ecotourism dimensions and its effects on environment:

Ecotourism aims to achieve the three dimensions illustrated in the following table:

Table 1: Ecotourisme Dimensions and Environnemental Implications

social dimension	Economic dimension	Environmental dimension
<p>Provide easy and simple life away from anxiety and inconvenience</p> <p>Fair distribution of gains between tourism promoters and members of the host community, full and optimal use of human resources, protection of cultural heritage.</p>	<p>Stopping the waste of natural resources, the developed countries' responsibility for pollution and pollution management, reducing the dependence of developing countries, sustainable development of poor countries, providing job positions and working to increase incomes.</p>	<p>Maintaining environmental balance, achieving environmental security, protecting normalcy from pollution, maintaining environmental resourcefulness, water and energy conservation, environmental friendship, distinctive architecture .design</p>

Source: (Azouz, 2021, p.223)

4.6. Ecotourism environmental effects:

In this regard, the most important environmental effects are mentioned as follows: (Al-Jilali, 2018, p. 14)

- It contributes to the economization of energy and natural resources consumption by changing consumption patterns that negatively affect biodiversity and scarce animal products.
- With the promulgation and enactment of laws by the State authorities regarding the reflection of the culture of ecotourism s health ", the State ensures that environment is protected from environmental pollution that threatens the health of individuals and society. The Algerian Government possesses financial and technical resources, and seeks to train highly efficient human resources in the use of clean and sophisticated technologies that contribute to the optimal use of resources of all kinds at the lowest possible cost.
- Effective behavioral and moral commitment to ecotourism contributes to the development and the enrichment of biodiversity for future generations, and works to reduce the extinction of scarce livestock, while preserving plant wealth and stopping the destruction of green spaces and fertile land, while contributing to the optimal management of water resources that are a model for the efficiency of environmental economy.

5. Green marketing effectiveness in entrenching environmental liability values and principles

The emergence of the consumer protection movement coincides with the emergence of new concepts, which are essentially based on the compatibility of the provided products with environment in which individuals live and that no harm is caused, whether before, during or after production or consumption. So, a movement known as environmental Movement, which is "an organized movement that pays attention to citizens, Business Organizations and Government Agencies for the Protection and Development of environment in which Individuals Live ", launched in 1960-1970 in USA by Consumer Interest Environment Groups. It seeks to make individuals and institutions more protective and caring about environment and to maximize the quality of life and to make environment effects part of decisions made by producer and consumer and that such decisions mustn't be harmful to environment we live in. (Al-Bakri, 2012, p. 239)

5.1. Environmental considerations and the importance of marketing response (green marketing entry)

The increased attention to environmental considerations and the adoption of green marketing principles has influenced consumers' attitudes, values and purchasing behavior associated with specific goods and services requiring marketers to understand the contents of these developments, in order to provide products that are more adapted to environmental considerations and the marketing principles of green marketing in the light of the following: (Obeidat, 2011, p.239)

- Ozone layer: The decrease in the size of the ozone layer that protects the Earth from direct damage of solar activities is of increasing concern, as a result of the excessive use of chemicals.
- **Continuous increase of Earth temperature:** This increase raises many concerns, as a result of its possible and unpredictable negative effects in the future, which may be more threatening to humanity.
- **Uprooting tropical forests:** forests play an important role in modifying the atmosphere, and they help absorbing the sun high heat. Uprooting and burning forests have caused the increase of the global warming and soil drift.
- Acid rain: Mixing the atmosphere with some chemical compounds leads to acid rain, which in turn destroys trees, soil, lakes and rivers.
- **Water pollution:** River and lake pollution results mainly from intensive farming methods, the use of agricultural pesticides and insecticides and the use of phosphate compounds in household chemicals.
- **Waste:** currently, the large quantities of waste generate a concern to those interested in environment. To get rid of these quantities, they must be burned or buried. In both cases, environmental effects of the burning operation are harmful.
- **Disappearance of rural areas:** the widespread urban development and the expansion of cities have led to the gradual disappearance of rural areas resulting in indiscriminate construction at the expense of green areas and land.

In the light of these variables, which are directly responsible for the degradation of the natural environment through the depletion of natural resources pollution. The increased pollution resulting from the marketing of environmentally harmful products, as well as human poor handling of environment. This is reflected in the role of marketing through environmental liability of marketing activities and their effects on the individuals' social aspects. Thus, promoting environmental awareness is the most important means of protecting environment through instilling and developing positive behavior.

5.2. The effectiveness of green marketing in achieving profits and sustaining activity

- **Making environmental orientation profitable:** Many public organizations in the tourism sector have realized that green marketing is a market opportunity that may give them a sustainable competitive advantage. In fact, most organizations compete in the market for quick earnings, Regardless of the negative impacts on environment. The competition reflector will realize that this is a strategic outlet that can take him to another type of competition, especially as environmental awareness grows among consumers and their gradual transformation into green consumers. One of the advantages of this strategic direction is that formal and informal bodies continuously promote environmental guidance through various media with the free assistance and support of these agencies for the promotion efforts of the organizations adopting this approach. (Shaker, 2017, p.153)

- **Sustainability of activity:** If the green organizations avoid legal prosecutions and gain society's support for them because of the general acceptance of their objectives and philosophy, they can continue to deliver their environmentally friendly products and support their business operations and activities. It's Sometimes called green marketing, clean marketing or environmental marketing, because it connects the end product to the consumer in the form of a clean environmental product free of pollution, deception or cheating. Its aim is to transform marketing from a for-profit science to one that helps people make purchasing decisions based on a meaningful marketing message away from exploitation. (glorious, n.d., p.152) Osreer, 2012)

- **Activities and actions of the Foundation:** There are many possible entry points for defining the enterprise's strategy for its interaction with ecosystems, which vary according to the maturity of the institution and its understanding of the need to protect environment. (Esraer, 2012, p.13)

- **Minimization of effects:** There are two trends; the traditional and the modern trend, which is based on the idea of industrial ecology i.e., the manufacture of natural resources and the transition to technological creativity.

- **Compensation:** This idea comes to complement the first idea. The enterprise compensates the affected natural medium (not a cash payment) in case of unavoidable effect.

- **Enrichment:** This idea is the highest aspiration to integrate the human economy into the natural economy with the aim to give meaning to the above and reflect on opportunities rather than challenges and impacts by:

- ✓ Moving from low impact thinking to wages in the least time.
- ✓ Work on identifying and evaluating opportunities.
- ✓ The idea of a positive economy is effective.
- ✓ Working in a common and coherent collective framework with various actors.

5.3. Green Marketing Philosophy in Environmental Protection Orientation

The call for companies to assume their responsibilities towards environment and society has marked the beginning of a wave of subsequent theses emphasizing the importance of adopting some management practices aiming at promoting the orientation towards environment. Within this perspective, the concept of designing for environment has emerged as a philosophy that environmental issues must be taken into account in the design of packaging products used in packaging processes, in order to reach the manufacture of products that are easily recovered, reused or recycled. (Coddington) (DFE)

The design of environment not only contributes to supporting environment but also contributes to the high profitability of enterprises to sell their products. In this direction, two basic beliefs emerge: (Jasim, n.d., p.140)

- The enterprise assigned the task of designing environment has to give environmental issues and constraints a subjective character i.e., the company adopts the task of designing environment with automatic self-motivation away from the authority of laws.

- The Foundation's periodic and systematic assessment of environmental issues is linked to productive, economic, social and political factors.

It should be noted that the design themes of environment are not limited to the product and design forms of packaging, but go beyond design for pollution prevention purposes, design for products to be disposed of immediately upon use, design for recyclable products and design for natural resources.

5.4. Ecotourism role in achieving sustainable development at an environmental level

Environmental impacts of ecotourism development are major development in various environmental elements such as: soil, water and natural and urban heritage, as a result of their attention, protection and preservation against pollution, in order to achieve sustainable ecotourism development. Environmental tourism activities also work towards sustainable development through: Help establish parks and work to preserve and protect environment, achieve good waste management for proper scientific disposal and raise environmental awareness of the individuals.

Considerable interest and conservation of environment in the field of ecotourism is due to the fact that elements of natural environment are part of the tourism supply, which requires their conservation and preservation. Therefore, the concept of sustainable tourism has emerged as an approach based on making all customers in the field of tourism services more environmental conservation and the sustainability of natural resources, which are of great importance to the tourism sector. (Moomen, 2018, p.734)

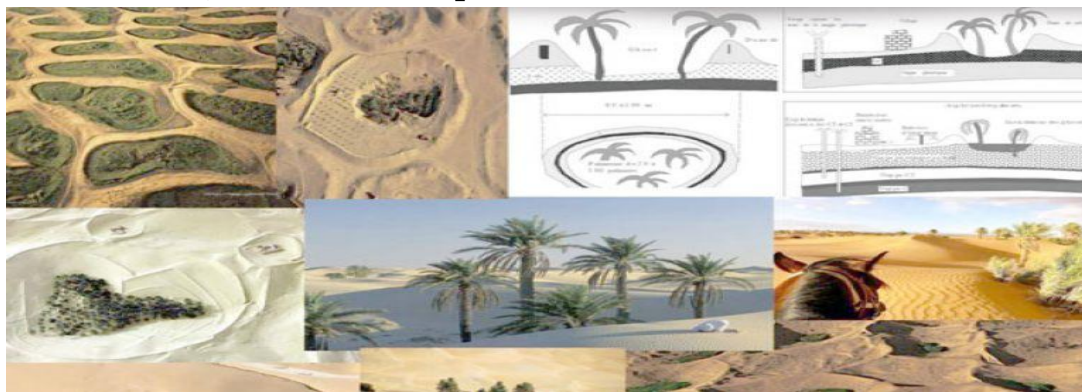
Ecotourism is one of the types of tourism based on the principle of sustainability. Tourism depends mainly on elements of nature, and is followed by the social component of the local people living in the touristic area. Sustainability is mainly about economic environmental sustainability. (Moomen, 2018, p.734)

Tracking and observing the development of ecotourism industry in conjunction with the global economic crisis recognizes the importance of supporting this trend from an industrial and productive perspective that contributes to increasing national income, providing opportunities for employment and achieving development programs. From an environmental perspective, it is a factor that attracts tourists and satisfies their wishes and aspirations to enjoy and visit natural places, bearing in mind that such investment in environmental sources is not incompatible with the depletion and effectiveness of these natural materials, but it is a space for conservation and protection of "sustainable ecotourism". Ecotourism can only be a factor of development, if it seeks to achieve sustainable ecotourism, which is a sustainable development. (Galilee, 2014, p.223)

6. Al-Ghouat District, Alwadi State is an ecotourism destination that needs green marketing

6.1. An overview about the region

Al-Ghouat is a unique oasis located in Alwadi state south-east of Algeria. Since the fifteenth century, societies cultivated date palms by controlling the desert wind. Using palm leaves as windbreakers, farmers are low in dunes about 10, 20 or 40 meters deep. Palm trees are planted directly above the water level, where they have direct and sustained access to scarce groundwater resources. (FAO, 2023, p. 30)

Fig 1: Al-Ghouat, Alwadi state: a place of attraction with distinct characteristics

Source: (Evening Daily National News, 2023)

This method of palm cultivation in the region is called "baali" relative to the transplant vinegar drinking with its veins. It dispenses with watering and allows any peasant to instill palms with pressures like an old-fashioned pension cultivation, and the farmer tries to do the rest of his job obligations, because his horses do not need to be watered, but remain "weighed" in the spring and produce in the autumn. The dates produced by the two palm sheets are usually called "baali" dates, and they are among the finest in the world in terms of fruit size and taste (APA, 2023).

Palm cultivation has been on the rise over years, reaching 60 thousand palms in 1860, rising to 154 thousand palms in 1883, reaching 160 thousand palms in 1887, reaching more than 202 thousand palms in 1900 and reaching about 450 thousand palms in 1960. However, there was a decrease in 1982, with only 151 thousand palms. (Wikipedia Free Encyclopedia, 2022).

According to official reports from various bodies, more than 100 thousand fruitful palms are planted in the palm sheep (palm palms). According to official statistics from government bodies, since 40 years ago, the region had more palm sheep 9300 of 1 million fruitful palms. (Wikipedia Free Encyclopedia, 2022).

Al-ghouat, Alwadi state, will be as a global agricultural heritage offering green products and services that support ecotourism.

Al-ghouat can be described by: (FAO, Ghout Oasis, Alwadi, Algeria, 2020)

6.2.1. Global significance

During the fifteenth century, Ghoute oasis system resulting from farmers' adaptation to the arid climate. Ghouat is a traditional agricultural irrigation system of the SSF region. It is unique in the field of using a scarce resource in desert, which is water, in order to grow a large number of food plants. Through sustainability and adaptation to environment, Ghout emphasizes farmers' ingenuity and the possibility of adapting agricultural systems to hostile lands. However, the system is threatened by groundwater pumping causing drying or poor drainage of coats.

6.2.2. Food security and livelihoods

Ghout systems are mainly about palm tree planting. However, it is a multi-layered system, where vegetables and fruit trees are also grown under palm trees. All this production allows communities to satisfy their self-consumption needs. In addition to agriculture, thanks to the cultivation of grain from Ghouat, communities raise animals for meat. The local traditional carpentry industry is practiced, thanks to the developing plants of Ghouat. At present, Ghouat societies have also developed agricultural tourism activities that constitute a supplement to their agricultural activities. Besides, traditional methods of water

management allow Ghoute to preserve water quality and resources from the fifteenth century. Biodiversity and ecosystem functions

Ghout Oasis systems collect high biodiversity, especially date palm, whose biodiversity is high and heterogeneous generating very different dates estimated by the local population at about 800 different varieties. These varieties are the results of farmers' long choice. Spice plants and fruit trees, especially olive trees, are grown with date palms that enrich local biodiversity. Furthermore, oasis systems are relocation shelters for a number of wild animals or pets such as deer. In addition to that, agricultural ghoute systems do not use chemical products, which promotes biodiversity.

6.2.3. Knowledge systems and adapted technologies

Ghout system involves drilling a hole in the soil, in order to plant palm to the top of the air water Drilling, which is ingenious, because it is based on the direction and speed of the wind on the dunes. To maintain ghouts in these conditions, farmers protect them from the wind, thanks to palm leaves, which regularly take out sand. They are planted next to groundwater resources, where palm roots have easy access to water source. In general, Ghout's surface does not exceed 0.5 hectares and represents a sustainable technique, although it is also an adapted method for agriculture in desert.

6.2.4. Culture, value systems and social organizations

Date palm is one of Maghreb symbols, especially for Saharan societies, otherwise they may not be able to survive. They have developed ancestral conservation and conversion methods that represent an appropriate cultural heritage. Thus, traditional trade and the cultural world are the result of Ghouat's system and life in the Sahara. Handicrafts are very common and recognized within society.

6.2.5. Features of landscape, land and water resources management highlights

Societies have used Ghout systems since the fifteenth century through constructing some Ghouates 9500 in Alwadi region. The desert area has been sprayed by green and plant submarines to form the landscape for centuries. Thanks to the scarce use of water resources with avoiding pumping the Ghout system, which is the result of precious knowledge.

6.3. Al-ghouat, Alwadi State as a destination and a touristic attraction (investment and marketing):

Ghouat is home to a rich diversity of wildlife, as well as a cultivated agricultural biodiversity. Farmers face the difficult climate for a long time to choose varieties of date palm adapted to local conditions. The preservation of these date palm varieties depends on ancestral knowledge of how they are managed, enriched, replicated and harvested (FAO, 2023, p.30).

The Ghout system was adopted by the Food and Agriculture Organization of the United Nations (FAO) as a global agricultural heritage in 2011. It is often independent and self-sufficient, relying solely on traditional knowledge, as well as on local agricultural biodiversity adapted to the culture of life in oases and food habits. (Wikipedia Free Encyclopedia, 2022) It is a legacy of historical, economic and social significance, and it is regarded as a distinct and unique hallmark of Alwadi region. (2022).

Fig 2: Al-ghouat Oasis is an environmental touristic destination for ancient and contemporary Europeans



Source: Southern Algerian Cities, Wadi Saouf Old, 2023, Agriculture in Wadi Saouf, 2023

6.4. Green practices, activities and products making Ghouat an excellent eco-touristic destination

Green marketing is a systemic and inclusive process aiming at business' commitment to providing products, activities, concepts, information and experiences that are harmless to society and natural environment. Through this concept, we can provide products and services that support the ecotourism project through green marketing, namely those practices, activities and business in green areas that in turn contribute to making Ghouat an excellent touristic environmental destination.

These activities may include:

- ✓ Green marketing of agricultural products produced by farmers in Al-ghouat can be used as a touristic destination for traders, farmers and those interested in the field of purchasing, trading and investing in agriculture and animal husbandry. The Directorate of Farmers' Interests confirmed that all support tools and facilities have been utilized to make it accessible to every farmer, who wants to invest in the development of a "gut", which is a part of supporting and valuing this agricultural heritage, which faces several challenges and threats. (APS, 2023)
- ✓ Investing in the upgrading and expansion of touristic attractions, especially those green places and vast green areas of the palm sheep. Palm cultivation in Alwadi society is unique to the rest of the desert areas, especially Dighlah Nur, which is the first in quality among the entire Algerian palm, and has been one of the most important economic resources of the region's inhabitants since ancient times. (Agriculture in Alwadi Saouf, 2023)
- ✓ Supporting farmers in cultivation, availability and marketing of spice plants and fruit trees, especially olive trees, date palms that enrich local biodiversity, as well as breeding wild animals or pets like deer. Ghouat agricultural systems do not use chemical products, which enhances biodiversity.
- ✓ Eliminating the concept of waste (or reduce it) by supporting the traditional crafts and industries of certain products, especially those that use Allied Yattan residues, palm trees' leaves, cane and wood.
- ✓ Spreading awareness among Alwadi establishments or individuals of the necessity to push it towards green productive and consumeristic behaviors and the attempt to adopt human environmentally friendly attitudes, which create a marketing mix that protects the region's environmental resources. Meanwhile, giving an additional value to touristic products in the region.

- ✓ Marketing of medical activities such as backfilling with ghouat sands, natural baths, and making them as a therapeutic touristic destination.
- ✓ Supporting and developing organic farming projects and works such as: growing vegetables using organic fertilizer only, which achieves a natural production cycle from plant to animal and animal to plant so that many experiments would produce an abundant crop of vegetables with the following characteristics: Large size, high natural healthy nutritional value. This would attract students and entrepreneurs interested in organic agriculture to make projects. Thus, the region would become a touristic destination for learning and training on this type of farming methods.

Fig 3: Alwadi Touristic Attractions Will Support Al-ghouat Tourism



Source: (Department of Tourism and Traditional Industry of the Valley, 2023).

Among the green marketing activities supportive Al-ghouat ecotourism promote touristic attractions in Alwadi city, especially natural places including Lake of Ayata, the Commercial Corner, Sidi Salem Lighthouse, Alwadi Market, Alash District, desert campsites, (Alwadi Tourism and Traditional Industries Directorate, 2023). The promotion of these places will contribute to attract tourists. This role is played by several bodies, specifically Alwadi State and Tourism and Traditional Industries Directorate.

On the other hand, these vast deserts in the valley region may be an opportunity for major investments to produce renewable energies.

In particular: The Maghreb States, particularly Algeria, are endowed with enormous renewable wealth, such as solar energy, which is now an industry aimed at achieving sustainable economic growth and preserving natural resources from depletion. It must respond to the needs of present generations while guaranteeing succeeding generations' right to meet their needs . (Kebir, 2022, p. 53)

7. Conclusion:

Through this research, we've addressed the topic of green marketing as a need to support and develop ecotourism - Green Marketing Activities in Al-ghouat region Alwadi state as a Destination for Ecotourism- through presenting and clarifying the identification of green marketing activity as a conceptual concept and practical practice, as well as identifying the conceptual framework for ecotourism, while demonstrating that environmental liability is essential for the realization of ecotourism. Finally, we've presented some activities and areas in the context of the green marketing of Al-ghouat Alwadi state to stimulate and develop ecotourism in this region. According to what we've addressed, a set of results have been attained, and they're summarized as follows:

Results:

- Attention to environmental considerations and the adoption of green marketing principles has become an urgent need for marketing specialists to understand their contents, in order to provide products that are more adapted to environmental considerations and green marketing principles, especially in the field of ecotourism.
- Ecologically, tourism is a factor of attraction for tourists, and it satisfies their desires in terms of visiting different natural places, as well as visiting local societies to learn about their customs and traditions.
- Ecotourism activities promote sustainable development through: contribution to create parks and work to preserve environment, achieve good waste management and increase the individuals' environmental awareness. So, it can be said that green marketing of businesses, agricultural products and residues in the traditional and private industry of Alwadi state play an important role in raising this awareness and tend to demand environmentally friendly products.
- The development of ecotourism industry in Algeria's, in general, and in Alwadi state, in particular, will contribute to increasing national incomes, employment opportunities and development programs. From an environmental perspective, it is a factor of attraction for tourists so that local authorities have to support all the projects that will preserve and develop the natural and cultural heritage of the agricultural area.
- The green marketing of the touristic destination in Al-ghouat region is an opportunity to attract tourists in an environment free from the negative effects of environmental waste. Al-ghouat area is managed by traditional means and limited to primitive life. The supporting bodies of the tourism sector should focus on these areas and promote them, create a kind of awareness among consumers.
- Environmental tourism development generates environmental impacts that bring about significant development in different environmental elements such as: soil, water, natural and civilized heritage. Given Al-ghouat region, it is very important to prioritize the region for its development and to provide technical support to investors there, especially as noted in recent years, this heritage has begun to become invisible and diminished, as a result of insufficient support from stakeholders for the promotion of this cultural and touristic heritage.
- The revival of Al-ghouat region in accordance with the principles of green marketing provides an opportunity to spread awareness among individuals and the need to push it towards green consumer behaviors, including adopting environmentally friendly attitudes, so that encouraging all bodies, institutions and entrepreneurs to create a green marketing mix that protects the region environmental resources as a whole, meanwhile giving an additional value to touristic products in the region.
- Ecotourism can be supported and developed in Alwadi state by agencies, institutions, entrepreneurs and even individuals in the region. A range of green marketing works and practices in many investment areas, including medical tourism in deserts and saunas,

agricultural tourism, educational tourism, support and development of organic farming projects and works, support for the production and marketing of traditional green products made of palm and ghetan residues and the promotion of cities and green touristic areas nearby Al-ghouat.

Suggestions:

- The importance of preserving the natural environment in the region of Alwadi must be emphasized by institutions, bodies and individuals to adopt the concept of green marketing, which calls for the provision of environmentally friendly products and services, especially those in the region concerned with the need to exploit ecotourism for its scientific, cultural and economic benefits.
- Sustainable ecotourism has become the approach underpinning many of the world touristic enterprises. Applying the concept of sustainable tourism is not financially expensive. It is profitable for touristic enterprises, especially if they invest in it and supported its environmental dimension through green marketing.
- Ecotourism areas achieve economic and development benefits, including: employment, the preparation of tour guides, the diversification of the local economy in rural and green areas, as well as the strengthening of cultural communication and understanding among peoples, the creation of recreational facilities and the protection of natural heritage. Green marketing of green touristic areas in Algeria, in general, and in Al-ghouat region, in particular, should be activated with a view to increase economic benefits.
- The preservation of the world agricultural heritage and its development through green activities and practices will stimulate and sustain this destination for decades, since this traditional global agricultural system doesn't suffer from environmental pollution produced by machinery and energy materials in other touristic areas.

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