



Identifying Factors Affecting Sustainable Marketing in Sport Tourism

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Abstract

Organizations seek to protect the environment by incorporating sustainable marketing into their business practices. The aim of the present study was to identify factors affecting sustainable marketing in sport tourism. This study was a qualitative systematic review using a meta-synthesis approach and was developmental and applied in terms of purpose. The most relevant articles were analyzed and classified based on specific criteria using the Sandelowski and Barroso (2006) method. The research findings led to the identification of 56 codes and 12 components, including marketing mix factors, sustainability philosophy and values in the organization, sustainable strategic orientation, government policies, competition, learning and education, consumer trends and lifestyles, technology and innovation, sustainable leadership, stakeholder relations, research and development, resource efficiency, and organizational structure. The results of this research show that sustainable marketing in sport tourism requires a multidimensional perspective in which the economy, environment, and society interact with each other. Ultimately, a comprehensive, participatory, and forward-looking approach to sport tourism may pave the way for success in this field. Therefore, adopting sustainable marketing practices may provide the necessary basis for the development of sport tourism.

Introduction

Environmental concerns and sustainability issues have become increasingly prominent, and sustainability has become one of the fundamental challenges in various industries, including sport tourism. Given the importance of the relationship between sport and the natural environment, the sport tourism industry is required to implement strategies that reduce negative environmental impacts. Considering the significant benefits of sustainable development in sport tourism and its considerable capacities in the country, careful planning in this area is vital so that the interests of the current generation do not jeopardize those of future generations. Growing environmental concerns and increasing consumer awareness have rapidly transformed the competitive landscape

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and forced sport organizations to rethink their marketing strategies. Today, organizational sustainability is considered a key marketing strategy.

Methods

This study followed an interpretive paradigm and used a qualitative meta-synthesis approach with a systematic review design; in terms of purpose, it was developmental and applied. Meta-synthesis examines and synthesizes previous research and develops existing knowledge. The study corpus comprised all articles related to sustainable marketing and sport tourism published from 2005 to 2025 and retrieved from the selected databases. Using relevant keywords, the most relevant studies were selected purposively. Finally, 54 articles were selected based on the inclusion and exclusion criteria. Sandelowski and Barroso's (2006) meta-synthesis method was used to analyze the research data.

Results

In this section, the identified factors related to sustainable marketing in sport tourism are presented. Analysis and coding of the data collected from the reviewed documents led to the identification of 56 codes and 12 components. Accordingly, marketing mix factors, sustainability philosophy and values in the organization, sustainable strategic orientation, government policies, competition, learning and education, consumer trends and lifestyles, technology and innovation, sustainable leadership, stakeholder relations, research and development, resource efficiency, and organizational structure affect sustainable marketing in sport tourism. The present study shows that several factors affect sustainable marketing in sport tourism. The development of sustainable tourism requires attention to various dimensions of sustainable marketing. Identifying these factors may contribute to a sustainable competitive advantage in the sport tourism industry.

Conclusion

Success in sustainable marketing in sport tourism requires collaboration among various stakeholders, including the government, private sector, NGOs, and local communities. In addition, educating and raising awareness among tourists and industry practitioners about the importance of sustainability can help institutionalize this approach. Finally, sustainable marketing not only increases competitiveness and attracts responsible tourists but also helps preserve natural and cultural resources for future generations. Therefore, sustainability is not merely a choice but a competitive advantage that supports the long-term survival and prosperity of businesses.

Keywords: Sustainable Marketing, Sport Tourism, Meta-Synthesis