

An Empirical Review of the Evidence for Embracing the Heights for Sustainable Tourism

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Abstract-The paper delves into the evolving landscape of mountain tourism marketing with a focus on sustainability. It explores how mountain destinations are strategically marketing their unique offerings while addressing environmental and socio-cultural concerns. The study investigates successful marketing strategies that promote responsible travel, preserve local cultures, and safeguard fragile ecosystems. The information is gathered with the help of a questionnaire designed in accordance with the stated objectives. Respondents were asked about their experiences with mountain tourism, their thoughts on the best marketing approach, and any challenges they encountered when trying to promote their business online. In order to obtain this information, a random sample of 300 respondents was selected and we were able to collect 286 completed surveys and reduce the sample size to that number of participants. The study's recommendations and suggestions are also examined.

Keywords: Sustainability, Mountain Tourism, Adventure, Environment

1. Introduction

Mountain tourism offers a harmonious blend of adventure, nature, and cultural exploration (Fredman, 2008). From thrilling outdoor activities to serene encounters with nature, these destinations captivate the hearts of travellers worldwide (Nepal & Chipeniuk, 2005). However, striking a balance between economic growth and environmental preservation is vital to sustain the allure of mountain tourism for future generations. By embracing responsible tourism practices, we can ensure that these magnificent landscapes continue to inspire and enrich the lives of travellers while preserving the delicate ecosystems and cultural heritage that make mountain destinations truly unique (Gill & Williams, 1994). The beauty of mountain tourism lies in its ability to provide a refreshing respite from the hustle and bustle of urban life. Amidst soaring peaks, pristine valleys, and crystal-clear lakes, travellers find tranquillity and a chance to reconnect with the natural world (Steiger et al., 2022). Mountain destinations offer a diverse range of experiences, catering to both thrill-seekers and those seeking peaceful retreats.

Delving into the enchanting world of mountain tourism, exploring the myriad attractions and activities that draw travellers from around the

globe (Milićević, Bošković & Lakićević, 2021). We will traverse the winding trails of history, uncovering how mountain regions have evolved from once-inaccessible frontiers to thriving tourist destinations. Additionally, we will delve into the various facets of mountain tourism, ranging from adrenaline-pumping adventures like mountaineering and trekking to serene getaways at luxurious mountain resorts (Linde & Grab, 2008). With a blend of scholarly research, personal anecdotes, and real-life experiences, we aim to shed light on the profound impact that mountain tourism has on local communities, cultures, and the environment. Furthermore, we will examine the sustainable practices and responsible tourism initiatives that are vital for preserving these pristine landscapes for future generations (Dax & Tamme, 2023).

2. Scope And Significance Of Study

Mountain tourism offers a plethora of unique attractions and activities that cater to a wide range of interests and preferences (Williams, Gill & Chura, 2004). For the thrill-seekers, there's nothing quite like the adrenaline rush of mountaineering, where conquering challenging summits becomes a symbol of personal triumph. Venturing through steep terrains, navigating glaciers, and braving

unpredictable weather conditions, mountaineers forge an unbreakable bond with nature and their fellow climbers (BACOŞ & Gabor, 2021). For those seeking a less intense experience, trekking and hiking amidst mountains provide a perfect opportunity to explore the untouched beauty of remote regions. As they follow ancient trails and connect with local communities, trekkers gain insights into diverse cultures and traditions, creating meaningful cross-cultural interactions along the way (Kozak & Rimmington, 1999).

The popularity of mountain tourism has inevitably brought increased footfall to these delicate ecosystems. Consequently, the need for sustainable practices and responsible tourism has never been more critical. Local governments, tour operators, and environmental organizations have joined hands to promote eco-friendly initiatives that aim to minimize the impact of tourism on these pristine landscapes (Lee, Huang & Yeh, 2010).

Raising awareness about waste management, encouraging the use of renewable energy, and implementing responsible trekking practices are just a few examples of the efforts being made to preserve the fragile mountain environments (Liu et al., 2022). By embracing sustainable practices, travellers can enjoy the beauty of these regions while ensuring their protection for generations to come.

Mountain tourism offers more than just picturesque scenery and adrenaline-pumping adventures. It provides an opportunity to connect with the rich cultural heritage of mountain communities (Li & Du, 2021). As travellers immerse themselves in local traditions, sample traditional cuisine, and participate in age-old festivals, they develop a deeper appreciation for the communities that have thrived in these challenging environments for centuries (Zhang, Sarker & Lv, 2022).

Mountain tourism has significant economic implications for the communities residing in these regions. As tourists flock to mountain destinations, local businesses thrive, creating employment opportunities and fostering economic growth (Crouch & Ritchie, 2000). Hotels, restaurants, adventure outfitters, and souvenir shops benefit from the influx of visitors, stimulating the local

economy. Furthermore, mountain tourism often encourages cultural exchanges between travellers and locals (Reisinger, Michael & Hayes, 2019). Tourists gain insights into traditional practices, local cuisine, and unique customs, fostering cross-cultural understanding and appreciation.

While mountain tourism presents incredible opportunities for local economies and cultural exchange, it also poses challenges that demand thoughtful solutions (Lun, Pechlaner & Volgger, 2016). Balancing the influx of visitors with environmental conservation remains a constant concern. Additionally, ensuring that tourism benefits local communities, rather than exploiting them, is a crucial aspect of responsible mountain tourism (Mendola & Volo, 2017).

The services for marketing of mountain tourism are a complex mix of varied offerings to tourists with differing needs. Planning and booking tours and packages for customers, arranging for accommodation and food and dining facilities, organizing recreational and other activities by partnering with other agencies and guiding and assisting in trails are some of the activities that are offered by the mountain tourism service providers (Lo, Chin & Law, 2019). Their socio-demographic features, the economic status and awareness of tourism influence this varied nature of marketing activity.

E-commerce, made possible by the Internet and World Wide Web, is a product of IT. These changes have affected the actions of both tourists and the tourism sector. Consumers now have more leeway in terms of both vacation and financial preparation (Mamaghani, 2009). Up until recently, the region's growth had been accomplished manually. However, with the advent of widespread internet access, this has changed. The advent of the internet has resulted in a dramatic shift in everyone's way of life, and the number of users keeps rising every year (Syvertsen, 2022).

When combined with the World Wide Web, the Internet enables a number of distinct business models, including B2B, B2C, C2B, and C2C (Liao & Cheung, 2002). Anyone from an individual to a large corporation can build and manage a website for any number of reasons. The World Wide Web is the collection of all websites that are available to the general public (Zacharakis, Shepherd &

Coombs, 2003). These sites need to be made such that the common person may utilize them without any problems.

Nowadays people have placed a greater emphasis on sustainability in recent years. If the tourism industry creates new goods and services aimed at these demographics, it can capitalize on this opportunity. Niche industries are rapidly expanding and becoming more popular among the general public. Sustainable development practices in the cultivation of regional and local specialties can foster a connection with nature that is increasingly valued by tourists (Nguyen, Johnson & Young, 2022).

Sustainable mountain tourism can be ensured in a variety of creative methods. Some mountain regions are implementing potential strategies. A successful shift toward more sustainable tourism also requires incorporating sustainability education into existing curriculum (Zekan, 2022). More sustainable mountain tourism development can also be achieved by shifting away to those that are less harmful, such as mindful tourism and inspirational tourism.

3. Review Of literature

Most mountain destinations across the world lack accurate tourism statistics and indicators, making it difficult to track and assess the benefits and drawbacks of the industry (Mihalič, 2000). This is especially true in less developed nations. Small, specialized habitats are abundant in mountain ecosystems, making them especially vulnerable to the impacts of human activity (Beedie & Hudson, 2003). This is because many mountain species have very short growing and mating seasons. Landslides, earthquakes, drought and floods are just some of the natural disasters that can cause dramatic changes to mountain environments (Kron, 2000). The creation and heavy usage of trails, vehicle-created sports tracks, the destruction of natural areas to make way for tourist attractions, and the use of both motorized and nonmotorized modes of transportation are all negative impacts of the tourism industry.

Visitors tend to congregate in very confined places, which leads to more waste and pollution (Miller et al., 2017). The use of pack animals in mountain

sporting has been linked to water pollution and waste accumulation in camping areas that creates negative impacts on local fauna, all of which can have far-reaching consequences for already-vulnerable ecologies (Barros & Pickering, 2015).

Research in the Himalayan range and the Andes has shown that tents and makeshift toilets have a negative impact on ground level water reservoir and soil quality (Hock et al., 2019). Land clearing, the relocation of wildlife, and the outline of unusual and offensive species and illnesses are a few additional environmental implications that tourism may have. The most detrimental effects on mountain ecosystems are caused by wintertime tourism, ski resorts, and man-made snow destinations (McCubbins & Moule, 2010).

In mountainous regions, there is a high volume of visitors, which results in a high volume of solid waste and wastewater that, if not properly managed, can harm the water and soil (Manfredi et al., 2010). Consumption of food and beverages, as well as the dumping of discarded packaging, materials, and equipment, can contribute to the accumulation of solid waste (Leahy, 2019). It's possible that hazardous substances found in medications, batteries, personal and cleaning goods, and other forms of trash pose a threat to human health and the environment (Bonelli, Manenti & Scaccini, 2017).

Using a motorized mode of transportation, such as a snowmobile, releases pollutants into the air and contributes to global warming. Both the actions of businesses catering to visitors and the habits of the tourists themselves have a significant impact on the overall quantity and nature of trash that is produced. Thus, even extremely remote locations are now confronted with greater quantities of rubbish, including plastics, metals, and other non-biodegradables. Environmentally sound management is one example of the kind of waste management approach that has not yet been widely adopted, especially in developing countries (Crawford, Mathur & Gerritsen, 2017).

Due to a lack of established waste management infrastructure, many people in rural areas resort to unsanitary and potentially dangerous practices like dumping waste directly into bodies of water. Additional stress is placed on mountain ecosystems due to the high energy and resource

demands of mountain tour operations (Alfthan et al., 2016).

Lower economic growth in mountain regions is connected with lesser per capita malleable waste creation, which upsurges with an increase in tourist, as will be described in greater detail below (Widodo & Sugiyanto, 2019). Research has demonstrated that mountainous places are not only vulnerable to local effects, but also serve as repositories for microplastics that have travelled from far and wide. Microplastics disperse widely through the atmosphere and accumulate in high mountain regions, far from their original production sites (Padha et al., 2022).

Reports of 'plastic rain' have come in from the Alps and the Rocky Mountains (Napper et al., 2020) have been discovered on the superficial snow of glaciers. Low collection rates are seen in mountain locations in less developed countries because of the difficulty in collecting and sorting plastic garbage (Agovino & Musella, 2020). In a similar vein, many areas lack adequate recycling facilities, clean garbage dumps, and transport and sorting infrastructure. (Marsh & Shalvey, 2018).

Some mountain communities may be particularly vulnerable to the effects of tourism. Problems with cultural authenticity and disruption to local populations are two examples of the negative effects of tourism (Ivanova et al., 2021). Displacement of native populations, adoption of 'modern' tourist practices, cultural assimilation, identity loss, and disrespect for religious sites are just about of the undesirable outcomes of tourism expansion in highland regions (Kaseva & Moirana, 2009). However, modernizing goals, especially among the younger population, may be at odds with the preservation of "the old ways of life" that attracts tourists to mountain areas. It's possible that, as digitization spreads and tourism grow in popularity, communities will have to make more frequent compromises between preserving culture and fostering economic growth (Zhang et al., 2020). Reduced availability of fuelwood, fish, and freshwater are all examples of the kinds of scarce shared resources that might suffer as a result of poorly managed tourism.

Travel sites in the mountains are especially susceptible to both natural and man-made

disasters. For example, lockdowns caused by the COVID-19 virus led to the modification of aviation routes and the restriction of access routes (Agovino, Ferraro & Musella, 2021). The community's discernment of the hazard may not shift for months or even years, even after stability has been restored. Avalanches, floods and tensions owing to border conflicts are the primary threats to mountain areas (Libiszewski & Bächler, 1997).

Social instability, armed warfare, and kidnappings can affect them less directly, but they nevertheless have the potential to deter tourists from visiting an entire region even if the affected area is hundreds or thousands of miles away. For instance, after the Gorkha district of Nepal was hit by an earthquake in April 2015, not only did tourism in the region come to a standstill, but the entire tourism business in Nepal was stalled for about a year (Avouac & Schubert, 2007).

On the bright side, ecotourism in mountain communities is a growing industry that contributes financially to environmental protection efforts (Buza et al., 2001). High visitor fees in places like Bhutan and Rwanda raise significant funds for environmental protection and social progress. Multiple positive outcomes result from visitors interacting with mountain gorillas in Rwanda's Volcano National Park. Guides, trackers, and anti-poaching guards are all positions that can be filled by locals (Yu-Fai et al., 2018).

The Alps are home to centuries-old agroforestry-grazing systems that have thrived thanks to close ties to downstream markets. The importance of tourism in mobilizing locals to take action for conservation is growing, as is the movement toward putting people at the centre of biodiversity management (Garmendia et al., 2022). Contemplation of biodiversity problems is increasingly present within tourism strategies, and many aspects of tourism have been incorporated into action strategies (Körner, 2019). When tourism and conservation work together, it means everyone, especially locals, benefits from sustainable practices that minimize negative impacts on the environment.

An integrated strategy for mountain tourist development is necessary if we are to promote sustainable tourism with the goal of reducing its

negative effects on the environment while increasing the region's economic and social benefits for visitors (Petrovic, 2013). The COVID-19 pandemic presents an opportunity for businesses and tourist spots in mountainous regions to reevaluate their offerings (Jahanshahi et al., 2020). The foundation of a prosperous tourism enterprise is the development of new items, as well as the revitalization of current ones. Market research, product development, and marketing all exist on a continuous spectrum, and each contributes to the overall success of the tourism product creation process (Pröbstl-Haider et al., 2018).

Any one of these crucial parts not working as intended will prevent the destination from reaching its full potential. Tourists are drawn to a location because of the wide range and variety of activities and attractions it offers (Xu et al., 2013). Sound planning and efficient management of tourist product development are based on a variety of concepts and methods that can be attributed either to public sector stimulation or to private sector or community initiatives. Attractions, activities, facilities, and events catering to tourists should prioritize community growth and participation while still catering to consumer preferences (Martin & Ferreira, 2017). Businesses operating in tourist hotspots must stay abreast of market trends in order to anticipate guests' wants and needs and meet their expectations. Demand is dynamic and can be influenced by several factors. Products and services need to be diversified, upgraded, and revitalized in order for mountain tourism to thrive. In order to revitalize mountain tourism, new and innovative goods need to be developed and marketed to make mountain areas more appealing to visitors, especially during the off-peak months (Brown & Shrestha, 2000). There's a lot extra to do in the foothills besides ski and hike in the winter and summer, respectively. Some mountain spots are already in the midst of a revitalization thanks to the presence of a chief operator with sufficient financial resources and competent personnel (Hudson & Miller, 2005).

Lack of expansion and accompanying finance is hindering product rejuvenation in many developing countries and burgeoning alpine destinations. Some of these limitations stem from

the inherent difficulties of working in mountainous regions, such as reduced accessibility, a lack of basic utilities, a scarcity of available labour, and inflated construction and running expenses (Martins & Ferreira, 2017).

Investments in mountain tourism in underdeveloped nations sometimes involve doling out small amounts of money to a large number of people for a limited time. One way to ensure that investments last is to put more money into fewer areas for longer periods of time, long enough for those investments to bear fruit and then serve as a case study for future investments (Swanson, 2008). The number of winter tourists and the amount of money they spend in several well-established ski resorts in the Alps, North America, Chile, and Argentina is on the decline (Bonzanigo, Giupponi&Balbi, 2016). The quality of the snowfall is decreasing, it lasts less time, and the price of lodging in such areas is rising. Some vacation spots have 'traded down' their markets to appeal to budget-minded travellers who fly discount airlines and book cheap hotel deals (Schlemmer, Barth & Schnitzer, 2020).

An additional tactic has been the improvement of 'green season' activities including walking, cycling, horseback riding, and cultural events (Wilson, Green & Mack, 2018). The majority of these efforts are concentrated in economically developed nations with ready access to private finance. Such an approach, however, necessitates adjustments to the structure of lodging and eating establishments, from those designed to retain heat in the winter to those designed to welcome the outside in the summer (Zeng et al., 2022).

Very few building managers have successfully adapted their properties to make this yearly change. In most cases, summer tourism revenue has not been enough to make up for the loss of white season revenue. Because of this, assets are reaching the end of their useful lifecycle and becoming obsolete and less competitive (Zarzeczny, Podleśny&Polak, 2013). Protecting mountain communities' natural and cultural treasures and customs is essential. There is no denying the value of usual and edifying heritage as tourist assets, including things like religious monasteries, ancient towns, ancestral ritual sites and the environment (McNeely & Thorsell, 1989).

To make the most of them, stakeholders and local authorities must take on the responsibility of coordination without hesitation. Similarly, mountain ecosystems and cultural traditions are a major draw for visitors (Liu et al., 2019). For instance, the beauty and authenticity of the natural heritage of the mountains are key selling points since more and more tourists are drawn to the idea of getting away from the frenetic lifestyle of the digital culture.

The people that work in the mountain tourism industry come from a wide range of demographics (Morrow, Clark & Delozier, 2009). Some have extensive college educations while others have none, some work for larger companies while others are self-employed, and some have an innate understanding of the travel industry while others know nothing about it at all (Creighton, 1997). Some businesses catering to mountain tourists are specialists in a single service, while others work together to provide everything from transportation and hotel reservations to delicious home-cooked meals (Miller et al., 2022). Mountain tourist service providers, despite coming from a wide variety of backgrounds, each have their own distinct take on the industry and how it should be run.

As documented by (Bennett& Lai, 2005), tourists are increasingly turning to the Internet to tailor their vacation experiences to their specific interests and budgets. However, this trend raises serious concerns about the increasing complexity of the decision-making process for tourists, who may end up feeling overwhelmed by the sheer volume of available options (Collins et al., 2018). Nevertheless, the researcher concurs with the notion that the hypertext feature of the internet, specifically tailored for the tourism industry (Morrison& King, 2002), has been well-received, with tourism products ranking among the top three categories of goods or services purchased online (Eid, Elbeltagi&Zairi, 2006). However, the researchers also expressed a significant concern regarding the growing complexity of the decision-making process for tourists, as they are faced with an overwhelming amount of information.

Mountain tourism is a vibrant system of maintaining an environment free from pollution. A large number of tourists are attracted by the

mountains such as the Nilgiris hills. In a competitive scenario, a strong competency strategy is adopted to market mountain tourism. In the normal course, a variety of tourism services are offered. In addition, tour operators adopt different marketing strategies to attract more tourists. Here, both foreign and domestic tourists are motivated to visit these places because of the many attractive holiday packages and schemes, price offers and promotions. To attract the tourist away from competitor needs a lot of skill and talent on the part of the service provider. The present study covers various aspects relevant to themountain tourism services. Though the present study is limited to a particular issue. Further, this study will provide guidance to the policy maker. In fact, it shows its strength by providing all benefits. Further this study will become an additional literature for further studies.

4. Objectives Of Study

- To study the current sustainable scenario in the marketing of mountain tourism
- To assess the sustainable strategies adopted by the tourism providers for thee-marketing of mountain tourism

5. Research Methodology

The existing study is based on primary data. The data are composed with the help of questionnaire prepared based on the objectives listed in this regard. This questionnaire includes information on mountain tourism services, their perception on the strategies required for the marketing and problems in e-marketing mountain tourism services. The questionnaire was pre-tested and then finalized. A sample of 300 respondents were identified at random to whom the well - prepared questionnaire was administered for collection of data. In response to this, a total of 287 questionnaires were collected after a persistent effort and thereby the sample size is brought down to only 287 respondents.

6. Discussion And Results

There were 98 Female respondents and 189 Male respondents accounting for 34% and 65%, respectively. This indicates that male respondents

exceed female respondents by 31%, probably as head of the family or leader of the group had given their opinion in case of Group Inclusive Tour (GIT). There have been 175 and 112 respondents belonging to the age group of Below 30 and Above 31, respectively. The lowest number of responses was recorded from the age group of Above 31 that stands at 38.3% and highest number of responses was collected from that of Below 30 age group accounting to 61%. Out of 286, there were 91, 83, 65, and 47 respondents having High School, Intermediate, Graduate and Post Graduate level of education respectively. It points out that 32% of respondents have matriculation as their highest-level education, and remaining 68% have their level of education beyond high school. The lowest number of responses was recorded at Post Graduate level and the highest number of responses was recorded at High School level. In addition, the existence of 91 respondents in High School level of education clearly indicates that there is no direct relationship between the level of education and participation in travel and tourism activities.

Out of 286 respondents, there were 75 students, 70 working in own business, 82 government employees and 60 belongs to other occupations respectively. The above discussion reveals that persons employed in government sectors alongwith those pursuing studies participate more in travel and tourism activities as compared to the persons in other sector jobs and self-employed.

The data shows that among the respondents who travelled to Mountain Tourism, over 33% had monthly incomes of 25,001 - 50,000. 50,001 - 75,000 (24.1%), next 75,001 and above (23%), and finally below 25,000 were reported by only 19.9% of respondents. Out of 286 respondents, 38 respondents agreed that they regularly undertake travel. However, 162 respondents had stated that they travel occasionally. There were 86 respondents had said that they travel rarely. There have been no respondents stated that they had never undertaken travel. There have been 32% appx. respondents strongly disagreed on the statement of safety and security of the websites in Mountain Tourism. On the other hand, the agreement and strongly agreement seem to be

higher accounting to be 24% and 14% respondents respectively.

Agreement and strongly agreement level with the accessibility of the websites in Mountain Tourism is 30% and 48% respondents respectively. Disagree and strongly disagree level seem to be lesser with 9% and 10% respondents in Mountain Tourism. There have been 11.5% and 12% of respondents who strongly disagreed and disagreed with the statement that the website address of their travel agents is retrievable from the search engines. The number of responses in agree and strongly agree level is 16% and 22% respectively.

The statement in regards to retrieval of necessary information on destination from the website of the travel agent contains 7% strongly disagree and 13% responses of disagreement in Mountain Tourism. Number of responses in agree level is 30% and 23% respectively for strongly agree. The level of strongly disagree and disagree in the irrelevant links of websites is 17.5% and 22.5% respectively. The agree and strongly agree level contains 17% and 12% respectively. The two levels of agreement, such as, agree and strongly agree, in regards to the language of the website in Mountain Tourism is calculated to be at 25% and 23%. The disagreement and strongly disagreement is lesser with 14% and 14% respectively. The statement in regards to difficulty in understanding the information given on the website of the travel agent is disagreed and strongly disagreed by 16% and 21% respectively. Responses constituted with 39% in agreement and 11% in strongly agreement.

There have been 5% of respondents expressed their strongly disagreement with the statement that the policy and practices of the travel agents are shown in the website. Disagree is stated by 4% of respondents respectively. Agree and strongly agree levels are indicated by 37% and 44% of respondents respectively. Strongly disagree level with the statement in regards to product, services and contact information of the travel agent shown in the website is expressed by 16% of respondents. This statement is disagreed by 32% of respondents. Agreement and strongly agreement is comprised of 8% and 6% of respondents respectively.

7. Suggestions

Attracting visitors requires a website that is simple to use, reliable, and secure. It is essential that

websites be accessible via multiple browser formats. The webpage itself must contain the technical details needed for a successful download. For e-marketing to succeed, it must be accessible to a wide audience and interesting enough to interest people who may or may not end up becoming paying customers. Therefore, it is highly suggested that websites support several languages. Websites should be developed in a number of different foreign languages, not just all of India's regional languages. Since websites are a means by which information can be accessed, it is imperative that the data contained inside be demonstrated in a way that is both visually appealing and easily digestible. Bounce rate can be lowered by removing extraneous links from the homepage. All the details a traveller may possibly require should be easily accessible from the homepage. Or it should be made so the tourist can simply get it back. In order to make visitors feel "personally attended to," it's important to pay close attention to what they have to say about their ideal vacation. In order to ensure that the collaborative services provided to tourists continue to meet their expectations. The goal is to pool and focus the available technological means to allow foreign visitors to make advanced reservations online. To implement efficient online monitoring and management mechanisms to turn negative comments into constructive criticism. The purpose of this post is to help both guides and tourists find reliable information on local performers and guides. Our goal is to ensure that the DMS is always up-to-date so that it can serve as a one-stop shop for the industry's various players.

8. CONCLUSION

In conclusion, sales data can be used as an indicator of how successful a given marketing approach has been. Booking cycles are bolstered by sales performance clubs and customer support. There is a clear connection between the B2B and B2C booking cycles online. However, due to stiff competition among Mountain Tourism businesses, this close bond is not translating into more bookings. Online, the government of India assists not only visitors but also businesses and residents.

The government places a premium on local service providers and the community at large. However, the private sector's role in promoting the destination online is undervalued. Based on the data collected, it can be said that commercialized and individualized services are provided by Mountain Tourism businesses. Last but not least, it has a wide variety of tourism resources, but private stakeholders might be involved in marketing the area via the internet. The tourist resources are equally diverse, but private stakeholders are clearly involved in promoting the destination through the use of e-marketing tactics. It's possible that stakeholders will feel the need to coordinate, formalize, and standardize their e-marketing efforts.

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