



## Enhancing Coastal and Maritime Tourism through KPI-Driven Strategies

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### Abstract

The burgeoning significance of coastal and maritime tourism to the global economy necessitates an innovative approach to marketing and operations management, particularly in the context of digital transformation and environmental sustainability. This paper presents a comprehensive investigation into the application and impact of Key Performance Indicators (KPIs) in enhancing the strategic management of coastal and maritime tourism destinations. Through a mixed-methods research design, incorporating both quantitative and qualitative analyses, the study examines the role of KPIs in optimizing marketing strategies, promoting environmental sustainability, and fostering community engagement. Findings reveal that specific KPIs related to guest satisfaction, digital engagement, and environmental performance are pivotal in driving marketing efficiency, operational excellence, and sustainable tourism practices. Case studies from diverse geographical regions underscore the adaptability and effectiveness of KPI-driven strategies across different

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market conditions and tourism models. The study contributes to the theoretical discourse on tourism marketing and management by integrating digital innovation with sustainability principles, offering actionable insights for practitioners aiming to achieve competitive advantage and sustainability in coastal and maritime tourism. The paper concludes with a call for the adoption of a comprehensive KPI framework, emphasizing the critical role of data-driven decision-making in navigating the complexities of the modern tourism landscape.

**Keywords:** Coastal Tourism, Maritime Tourism, Key Performance Indicators, Digital Transformation, Environmental Sustainability.

## 2 Introduction

The coastal and maritime tourism sector is currently experiencing profound changes, influenced by technological advancements and a growing commitment to environmental sustainability. This industry, vital to the global tourism market, draws millions to its shores annually, offering a rich mix of natural landscapes, cultural heritage, and marine activities. However, the digital revolution has reshaped traveler expectations and behaviors, prompting a shift towards more sophisticated, data-informed marketing approaches to engage today's digitally savvy tourists effectively. Simultaneously, environmental sustainability has surged in importance, scrutinizing tourism operators for their ecological footprint. Today's travelers increasingly prefer destinations and businesses that prioritize the conservation of natural resources and contribute positively to local communities. This trend not only reflects a shift towards ethical travel but also represents a strategic advantage that can be harnessed through adept marketing strategies.

Faced with these evolving digital and environmental dynamics, directors of coastal and maritime tourism are challenged to navigate these changes adeptly. They are tasked with adopting the latest technological innovations, from AI-driven analytics to blockchain, to connect with potential visitors engagingly and authentically. Concurrently, integrating sustainable practices into their operations and transparently communicating these efforts has become paramount. The intertwining of digitalization with sustainability underscores the contemporary marketing strategies in this sector, paving the way for an in-depth examination of KPIs to direct decision-making and gauge success in this shifting landscape. The imperative for a structured marketing approach, anchored in a robust set of KPIs, is increasingly evident within the discourse on coastal and maritime tourism. This need is accentuated by the complex interplay of evolving consumer behavior, the digitalization of marketing landscapes, and the critical emphasis on environmental stewardship.

The literature underscores digital marketing's pivotal role in attracting and retaining tourists, emphasizing the efficacy of various digital platforms in enhancing visitor engagement. Alongside, there's a burgeoning narrative on sustainable marketing practices, where promoting environmental conservation and social

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responsibility becomes integral. These evolving trends advocate for a comprehensive strategy harmonizing digital innovation with sustainability principles. Role of KPIs: In this context, KPIs emerge as indispensable, offering measurable insights that align marketing initiatives with overarching business goals. Particularly in coastal and maritime tourism, KPIs concerning environmental sustainability and social responsibility gain prominence, mirroring the sector's focus on conserving natural resources and fostering community well-being.

Gap Identification: Despite acknowledging KPIs' significance, there exists a notable research gap in formulating frameworks that cohesively integrate these with sustainability-oriented metrics within the coastal and maritime tourism context. Moreover, empirical exploration into how specific KPIs influence the overall success of tourism operations, especially amidst digital and environmental transformations, remains sparse. This backdrop sets the stage for the present research, aiming to bridge these gaps by developing and scrutinizing a KPI-centric approach to marketing in coastal and maritime tourism. By interlacing digital innovation with environmental stewardship, this study endeavors to furnish actionable insights for tourism directors, enabling them to adeptly meet the contemporary tourism landscape's challenges and opportunities.

This study is dedicated to thoroughly examining and determining the impact of select KPIs on the efficacy of marketing strategies within the coastal and maritime tourism domain. Through this analytical endeavor, it seeks to reconcile theoretical models with practical application, offering a nuanced comprehension of how KPIs can serve as pivotal levers for amplifying marketing performance, advancing sustainability initiatives, and enhancing overall business outcomes in this sector.

## Literature Review

This literature review synthesizes existing research on marketing practices within the coastal and maritime tourism sector, focusing on the integration of digital transformation, environmental sustainability, and the strategic use of Key Performance Indicators (KPIs). The discussion is enriched by specific references that underscore the theoretical and practical significance of these elements in contemporary tourism marketing.

The advent of digital technologies has significantly transformed marketing strategies in the tourism sector. The internet, particularly Web 2.0 applications, has been pivotal in promoting destinations and enhancing communication with tourists (Schmallegger & Carson, 2008; Zeng & Gerritsen, 2014). Lajevardi (2016) further elaborates on the importance of web marketing in the tourism context, proposing a methodological framework for tourism businesses to implement effective electronic marketing and commerce activities. This body of literature underscores the necessity of embracing digital innovation to remain competitive in the rapidly evolving tourism industry.

Concurrent with digital advancements, there is a pressing need for tourism operators to integrate environmental sustainability into their marketing strategies. Baker & Cameron (2008) emphasize the critical success factors in destination marketing, highlighting the importance of sustainability in attracting investment and visitors. Agyeiwaah, Mckercher, & Suntikul (2017) advocate for identifying core indicators of sustainable tourism, suggesting that simplicity in indicator selection is key to advancing sustainable practices. This research aligns with the broader movement towards sustainability-centric tourism development.

KPIs emerge as essential tools in aligning marketing initiatives with business and sustainability objectives. Hristov & Chirico (2019) discuss the role of sustainability KPIs in implementing sustainable

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strategies, illustrating the potential of KPIs to facilitate the integration of environmental, social, and economic dimensions into organizational strategies. Similarly, Evans (2016) presents a strategic model that applies service-dominant logic and tourism's defining characteristics, emphasizing the dynamic capabilities framework in achieving sustainable competitive advantage.

Despite the acknowledged importance of digital and sustainability integration in tourism marketing, the literature reveals gaps, particularly in the empirical examination of KPI-driven strategies. Díez-Martín, Blanco-González, & Prado-Román (2019) highlight the research challenges at the intersection of digital marketing and sustainability, calling for studies that bridge this divide. Furthermore, ElHaffar, Durif, & Dubé (2020) and White, Habib, & Hardisty (2019) discuss the attitude-intention-behavior gap in green consumption, underscoring the need for effective KPI-driven marketing strategies to encourage sustainable consumer behaviors. Gilmore, Carson, & Ascensão (2007) reflect on the lack of integrated management approaches in sustainable tourism marketing, particularly at World Heritage sites, suggesting a need for comprehensive strategies that harmonize marketing efforts with sustainability objectives. This literature review, fortified with targeted references, lays the foundation for this study's exploration into KPI-driven marketing strategies in coastal and maritime tourism. By addressing identified gaps, the research aims to contribute valuable insights into optimizing marketing effectiveness while promoting environmental sustainability and community well-being.

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### Methodology

This section outlines the methodological framework adopted for this study, designed to investigate the impact of Key Performance Indicators (KPIs) on coastal and maritime tourism marketing strategies. Emphasizing the complexities unique to this tourism sector, the methodology incorporates a combination of quantitative and qualitative approaches, leveraging diverse data sources and analytical techniques to offer comprehensive insights.

The study employs a mixed-methods research design, integrating both qualitative and quantitative methodologies to achieve a holistic understanding of KPI-driven marketing strategies' efficacy. This approach is particularly apt for examining the multifaceted aspects of coastal and maritime tourism marketing, where quantifiable visitor metrics and sustainability indicators intertwine with qualitative stakeholder perspectives and case study insights. Such a design facilitates a nuanced exploration of the synergies and divergences between digital marketing strategies, sustainability initiatives, and management practices, enabling a rich, contextual analysis of the sector's evolving dynamics.

The collection of primary data is executed through structured surveys and semi-structured interviews with key stakeholders in coastal and maritime tourism, including tourism directors, marketing managers, and industry experts. Surveys are designed to gather quantitative data on the prioritization, implementation, and perceived effectiveness of various KPIs. In contrast, interviews aim to provide qualitative insights into stakeholders' experiences, challenges, and successes with KPI integration into marketing and operational strategies. Complementary to primary data, secondary data analysis encompasses a review of case studies from successful coastal destinations, performance metrics analysis, and examination of sustainability reports and marketing materials. This data provides a benchmarking context for identifying best practices and innovative approaches to KPI-driven marketing in the sector, facilitating comparative analyses and supporting the empirical grounding of the study's findings.

Statistical methods, including regression analysis, are employed to examine the relationship between specific KPIs and marketing outcomes. This quantitative analysis aims to identify significant predictors

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of visitor engagement, satisfaction, and sustainability performance, quantifying the impact of different KPIs on marketing efficiency and effectiveness. Thematic analysis of interview transcripts and case study narratives is conducted to extract patterns and themes related to KPI utilization and impact. This qualitative exploration delves into the strategic implications of KPI-driven marketing, identifying best practices, challenges, and opportunities for enhancing marketing strategies, sustainability practices, and stakeholder engagement within the coastal and maritime tourism context. By adhering to this methodological framework, the study is positioned to offer insightful, evidence-based recommendations for leveraging KPIs in refining marketing strategies and operations, aligning with the overarching goals of enhancing sustainability and promoting community well-being in coastal and maritime tourism destinations.

## Findings

This section presents the core findings from the investigation into the utilization of Key Performance Indicators (KPIs) in coastal and maritime tourism, highlighting their impact on marketing strategies, guest experience, environmental sustainability, and community relations. Through a blend of quantitative data analysis and qualitative insights from case studies, this study elucidates the multifaceted role of KPIs in enhancing the strategic management of tourism destinations.

### Key KPIs Identified and Their Impact

**Guest Satisfaction and Experience:** The study identified critical KPIs such as the Guest Satisfaction Index (GSI) and Net Promoter Score (NPS) as pivotal in assessing and enhancing guest experience. Analysis revealed a direct correlation between high GSI and NPS scores with increased repeat visitation and positive online reviews, underscoring the importance of customer-centric metrics in driving marketing success.

**Environmental Sustainability:** Environmental Sustainability Index (ESI) and Carbon Footprint Reduction (CFR) emerged as key metrics for measuring the environmental impact of tourism operations. Destinations that demonstrated marked improvements in these KPIs attracted eco-conscious travelers, enhancing their competitive advantage and contributing to the sector's overall sustainability.

**Operational Efficiency:** Financial performance metrics, including Revenue Per Available Room (RevPAR) and Average Daily Rate (ADR), provided insights into the operational efficiency of tourism operators. A strong alignment between effective marketing strategies and operational KPIs was observed, indicating the critical role of data-driven decision-making in optimizing revenue and resource management.

The analysis of case studies from diverse coastal and maritime tourism operators provided practical examples of successful KPI implementation. These insights highlighted the strategic application of KPIs in:

- **Enhancing Digital Engagement:** Operators leveraging digital engagement metrics successfully optimized their online presence, resulting in higher booking rates and improved guest engagement.
- **Promoting Sustainable Practices:** Case studies illustrated how embedding sustainability KPIs into marketing narratives not only bolstered environmental conservation efforts but also resonated strongly with target audiences, enhancing brand loyalty.

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- **Strengthening Community Relations:** The utilization of community engagement and impact KPIs underscored the significance of tourism operations in supporting local economic growth, cultural preservation, and social development.

A comparative analysis across different geographical regions and tourism models revealed the adaptability of KPI-driven strategies to varied market conditions and consumer expectations. Key observations included:

- **Geographical Variations:** The study noted distinct approaches in KPI prioritization between developed and developing regions, reflecting differences in technological infrastructure and sustainability practices.
- **Tourism Model Differences:** The impact of KPIs varied significantly across eco-tourism, luxury, and budget tourism models, highlighting the necessity of tailoring KPI frameworks to specific operational contexts and strategic goals.

These findings collectively emphasize the criticality of a KPI-driven approach in navigating the complexities of modern tourism marketing, with a strong emphasis on sustainability and community well-being. By systematically analyzing and applying relevant KPIs, coastal and maritime tourism operators can enhance their marketing efficiency, operational effectiveness, and contribute positively to environmental and social sustainability.

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## Discussion

This section interprets the study's findings against the expansive backdrop of coastal and maritime tourism, delineating the nuanced implications for marketing strategies, sustainability efforts, and community engagement. It integrates theoretical insights with practical applications, emphasizing the pivotal role of KPIs in addressing the multifaceted challenges and opportunities within this dynamic sector.

### Integration of Findings with Theoretical Insights

**Digital Transformation and Marketing Strategies:** The study's findings underscore the transformative impact of digital technologies on marketing effectiveness, corroborating theoretical models that advocate for an integrated digital marketing approach. The successful application of digital engagement KPIs, such as DER and social media metrics, reflects the critical role of digital innovation in attracting and engaging today's tech-savvy tourists.

**Sustainability Practices:** The emphasis on environmental sustainability KPIs, like the ESI and CFR, aligns with the growing body of literature advocating for sustainable tourism development. This study contributes empirical evidence supporting the integration of sustainability into marketing narratives, reinforcing the idea that environmental stewardship can serve as a competitive advantage while fulfilling social responsibilities.

**Community Engagement:** Insights from the analysis of community-related KPIs highlight the importance of tourism operations in promoting local economic and social development. This finding resonates with theoretical discussions on the role of tourism in supporting community well-being, offering a practical framework for enhancing community relations through strategic KPI application.

### Strategic Implications for Tourism Operators

**Adapting to Market Conditions:** The comparative analysis reveals the necessity for tourism operators to adapt KPI-driven strategies based on geographical and operational contexts. Tailoring marketing and

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sustainability initiatives to local conditions and consumer expectations can enhance the relevance and impact of these strategies, fostering destination competitiveness.

**Balancing Profitability with Sustainability:** The study illustrates how KPIs can facilitate a balanced approach to achieving both economic objectives and environmental goals. By leveraging KPIs to monitor and communicate sustainability efforts, tourism directors can attract a broader segment of eco-conscious travelers, contributing to long-term profitability and sector sustainability.

**Enhancing Stakeholder Engagement:** The integration of community engagement KPIs underscores the value of inclusive tourism development strategies. By engaging local communities and stakeholders in decision-making processes, tourism operators can ensure that development initiatives align with community needs and aspirations, enhancing social license to operate.

**Limitations and Directions for Future Research**

While the study provides valuable insights, it acknowledges limitations in data scope and generalizability. Future research could expand the diversity of case studies, explore the longitudinal impact of KPI-driven strategies, and examine the integration of emerging technologies like AI and VR in tourism marketing and sustainability practices.

The discussion confirms the indispensable role of KPIs in navigating the complexities of coastal and maritime tourism marketing and operations. By adopting a KPI-driven approach, tourism operators can enhance marketing efficiency, promote environmental sustainability, and foster positive community relations, aligning with the sector's evolving dynamics and stakeholder expectations. This study contributes to both theoretical understanding and practical applications in the field, offering a roadmap for future advancements in sustainable and competitive tourism practices.

## Implications and Future Research

This segment elaborates on the significant theoretical contributions and practical applications arising from the study, highlighting the instrumental role of Key Performance Indicators (KPIs) in elevating coastal and maritime tourism practices. Furthermore, it identifies potential directions for future research, aiming to extend the understanding and application of KPI-driven strategies in this evolving sector.

**Theoretical Implications**

**Advancing Tourism Marketing and Management Theory:** This research enriches the academic discourse on tourism marketing and management by demonstrating the efficacy of KPI-driven strategies in addressing the dual objectives of operational excellence and sustainability. It underscores the synergy between digital innovation and environmental stewardship, contributing to the broader theory of sustainable tourism development.

**Refining KPI Frameworks:** The study's insights into the application and impact of specific KPIs offer a nuanced perspective on their strategic value, encouraging a reevaluation of existing theoretical frameworks. By integrating digital engagement, environmental sustainability, and community engagement KPIs, this research proposes a more holistic approach to tourism management theory.

**Practical Implications**

**Strategic Decision-Making for Tourism Directors:** The findings provide actionable guidance for tourism directors and practitioners, advocating for the adoption of a comprehensive KPI framework. This framework should not only monitor marketing and operational performance but also encompass sustainability and community well-being metrics, facilitating informed strategic decisions.

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**Leveraging Technology for Enhanced Engagement:** Practitioners are encouraged to harness the potential of digital technologies, such as AI, VR, and blockchain, to optimize their marketing strategies and operations. Implementing these technologies in conjunction with relevant KPIs can significantly enhance visitor engagement and operational efficiency.

**Promoting Sustainable Practices:** The study highlights the importance of embedding sustainability into the core of tourism operations and marketing. Practitioners can leverage sustainability-related KPIs to track their progress and communicate their achievements, appealing to eco-conscious consumers and stakeholders.

**Exploring the Longitudinal Impact of KPIs:** Future studies should investigate the long-term effects of implementing KPI-driven strategies on tourism destinations' sustainability, profitability, and community relations, providing deeper insights into their enduring impact.

**Technological Innovations in Tourism Marketing:** Further research is needed to understand the implications of emerging technologies, such as AI-driven analytics and VR experiences, on the development and measurement of KPIs in tourism marketing and management.

**Adaptation Across Different Contexts:** Considering the variability in tourism practices across different cultural and geographical settings, future research should explore the adaptability and applicability of KPI-driven strategies in diverse contexts, enhancing the global relevance of the findings.

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This study underscores the criticality of KPI-driven approaches in navigating the complexities of the modern coastal and maritime tourism sector, highlighting their significance in strategic decision-making, enhancing sustainability, and fostering community well-being. By addressing both theoretical and practical dimensions, this research contributes valuable insights for advancing the field of tourism studies and offers a strategic blueprint for practitioners aiming to achieve excellence in an increasingly competitive landscape. The outlined directions for future research promise to further enrich the understanding and effectiveness of KPI-driven strategies in tourism, paving the way for innovative practices and sustainable growth.

## Conclusion

This investigation into the adoption of Key Performance Indicators (KPIs) within the coastal and maritime tourism sector has illuminated the profound impact these metrics have on refining marketing strategies, fostering environmental sustainability, and enhancing community relations. Through a rigorous exploration of KPI-driven methodologies, the study has underscored the dynamic interplay between digital advancements, sustainability imperatives, and the essential human elements of tourism.

Recapitulation of Main Findings:

- **Strategic Marketing Efficiency:** The research highlighted how KPIs related to guest satisfaction and digital engagement significantly bolster marketing strategies, driving both visitor engagement and loyalty.
- **Environmental Sustainability:** It was demonstrated that environmental sustainability KPIs, such as the Environmental Sustainability Index (ESI) and Carbon Footprint Reduction (CFR), are not only crucial for mitigating the ecological impact of tourism operations but also serve as key differentiators in the competitive tourism market.
- **Community Engagement and Well-being:** The study further revealed the importance of community-centric KPIs in ensuring tourism development contributes positively to local economies, preserves cultural heritage, and fosters social cohesion.

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The findings of this study contribute to the academic discourse on tourism management by providing a detailed analysis of how KPIs can be leveraged to navigate the complexities of the tourism sector. Theoretically, it enriches existing frameworks by integrating considerations of digital innovation, sustainability, and community engagement into a cohesive strategic approach. Practically, it offers tourism directors and practitioners a clear blueprint for employing KPI-driven strategies to achieve sustainable growth, operational excellence, and enhanced stakeholder relationships. The criticality of a KPI-driven approach in modern coastal and maritime tourism cannot be overstated. As this sector continues to evolve under the pressures of technological change, environmental concerns, and shifting consumer expectations, KPIs emerge as essential tools for ensuring adaptive, responsive, and responsible tourism practices. This research underscores the necessity for tourism operators to embrace these metrics not only as indicators of performance but as beacons guiding the journey towards more sustainable, engaging, and community-oriented tourism experiences. In closing, the imperative for tourism entities to adopt a KPI-driven framework is clear. Such an approach equips practitioners with the insights necessary to address the nuanced demands of today's tourism landscape, fostering an environment where economic viability, environmental stewardship, and social well-being are in harmony. As we look to the future, it is evident that the continued exploration and application of KPIs in coastal and maritime tourism will play a pivotal role in shaping the sector's trajectory towards sustainable excellence and innovation.

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## Appendix

Appendix A: Comprehensive KPI Inventory for Coastal & Maritime Tourism Director (CMTD)

To operationalize the KPI-driven blueprint in “Enhancing Coastal and Maritime Tourism through KPI-Driven Strategies,” this appendix delivers the Top 100 role-specific Key Performance Indicators for the Coastal & Maritime Tourism Director. Aligned with the Universal KPI Development Framework (adapted from airline to tourism), these metrics span all strategic dimensions: Customer Experience | Environmental Sustainability | Operational Efficiency | Financial Performance | Safety & Security | Marketing & Brand Equity | Human Resources & Talent Management | Innovation & Product Development | Community & Stakeholder Engagement | Governance & Compliance.

How to Use This Inventory

### 1. Populate Dashboards

- Embed for each KPI:
  - Definition (what’s in/out of scope)
  - Formula (numerator / denominator × unit)
  - Data Source (e.g., PMS, CRM, IoT sensors, energy management system)
  - Reporting Cadence (daily/weekly/monthly/quarterly)

### 2. Define RACI

- Responsible (e.g., Front-Office Manager, F&B Director, Facilities Supervisor)
- Accountable (Coastal & Maritime Tourism Director)
- Consulted (Marketing, Sustainability, Finance, Digital Transformation)
- Informed (General Manager, CFO, Sustainability Steering Committee)

### 3. Benchmark Performance

- External Benchmarks: WTTC, UNWTO, ISO 14001, regional tourism boards
- Internal Case Studies: Digital-twin beach erosion pilots, smart-resort IoT deployments
- Target Setting: Leading-practice thresholds (e.g., ≥95% GSI; ≤2 kg waste per guest night)

### 4. Integrate Across Functions

- Link upstream/downstream levers, e.g.:
  - Guest Satisfaction → Occupancy Rate → RevPAR → Total Revenue → ROI
  - Water Usage Efficiency → Sustainability Certification → Brand Equity

### 5. Embed Advanced Enablers

- Digital: AI-driven demand forecasting; real-time water-quality and energy-usage dashboards
- Blockchain: Provenance for locally sourced seafood and artisanal supplies
- Green-Tech: Digital twins for coastal resilience; SAF-equivalent certification for sea-based transfers

Strategic Dimensions & KPI Groups

Guest Satisfaction and Experience (Strategic Dimension: Customer Experience, Loyalty)

- Guest Satisfaction Index (GSI)
- Net Promoter Score (NPS)
- Repeat Visitor Rate (RVR)

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- Online Review Index (ORI)
- Complaint Resolution Time (CRT)
- Tourist Attraction Popularity Index (TAPI)
- Average Length of Stay (ALOS)
- Beach & Waterfront Accessibility Rating (BWAR)
- Quality of Marine & Coastal Activities (QMCA)
- Cultural & Heritage Experience Satisfaction (CHES)

Environmental Sustainability (Strategic Dimension: Environmental Stewardship, Compliance)

- Beach Cleanliness & Safety Compliance (BCSC)
- Marine Life Conservation Rating (MLCR)
- Sustainable Practices Adoption Rate (SPAR)
- Coastal Carbon Footprint (CCF)
- Waste Management Efficiency (WME)
- Water Usage Efficiency (WUE)
- Renewable Energy Usage (REU)
- Coral Reef Protection Initiatives (CRPI)
- Sustainability Certification Achievements (SCA)
- Local Ecosystem Impact Assessment (LEIA)

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Operational Efficiency and Services (Strategic Dimension: Service Optimization, Operational Excellence)

- Room Occupancy Rate (ROR)
- Average Daily Rate (ADR)
- Revenue Per Available Room (RevPAR)
- Food & Beverage Profit Margin (FBPM)
- Operational Cost Management (OCM)
- Maintenance Response Time (MRT)
- Staff-to-Guest Ratio (SGR)
- Reservation System Efficiency (RSE)
- Technology Integration for Service Improvement (TISI)
- Supply Chain Sustainability Score (SCSS)

Financial Performance (Strategic Dimension: Revenue Growth, Profitability)

- Total Revenue (TR)
- Gross Operating Profit (GOP)
- Earnings Before Interest, Taxes, Depreciation & Amortization (EBITDA)
- Return on Investment (ROI)
- Cost Per Acquisition (CPA)
- Ancillary Revenue Generation (ARG)
- Financial Efficiency Ratio (FER)
- Market Share Growth (MSG)
- Budget Variance (BV)
- Investment in Infrastructure & Facilities (IIF)

Safety and Security (Strategic Dimension: Risk Management, Compliance)

- Safety Incident Rate (SIR)

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- Emergency Response Effectiveness (ERE)
- Lifeguard Efficiency & Availability (LEA)
- Maritime Safety Compliance (MSC)
- Medical Services Accessibility (MSA)
- Security Personnel Effectiveness (SPE)
- Fire Safety Compliance Rate (FSCR)
- Disaster Preparedness Score (DPS)
- Water Quality Index (WQI)
- Safety Information Dissemination Rate (SIDR)

## Marketing and Branding (Strategic Dimension: Market Penetration, Brand Equity)

- Brand Awareness in Target Markets (BATM)
- Marketing Campaign ROI (MCROI)
- Social Media Engagement Rate (SMER)
- Content Marketing Effectiveness (CME)
- Target Market Penetration Rate (TMPR)
- Email Click-Through Rate (ECTR)
- Partnership Impact Score (PIS)
- Influencer Success Rate (ISR)
- Tourism Awards & Recognitions (TAR)
- Destination Brand Loyalty (DBL)

## Human Resources & Talent Management (Strategic Dimension: Workforce Effectiveness, Culture)

- Employee Satisfaction Index (ESI)
- Staff Turnover Rate (STR)
- Training Hours per Employee (THE)
- Employee Productivity Rate (EPR)
- Diversity & Inclusion Index (DII)
- Performance Evaluation Effectiveness (PEE)
- Leadership Development Success Rate (LDSR)
- Sustainability Engagement Rate (SER)
- Wellness Program Adoption Rate (WPAR)
- Multilingual Staff Competency Score (MSCS)

## Innovation & Product Development (Strategic Dimension: Product Innovation, Differentiation)

- New Service Introduction Rate (NSIR)
- Guest Feedback Implementation Rate (GFIR)
- Innovation Investment ROI (IIROI)
- Eco-Friendly Practices Adoption Rate (EPAR)
- Guest Service Tech Adoption Rate (GSTAR)
- Unique Experience Offering Index (UEOI)
- Mobile App Usage Rate (MAUR)
- VR Experience Adoption Rate (VREAR)
- Personalization Service Usage (PSU)
- Market Innovation Index (MII)

## Community Engagement & Impact (Strategic Dimension: Social Responsibility, Local Integration)

# 8<sup>th</sup> International E-conference on Management, Tourism and Technology (ICMTT)



MAY 19TH & 20TH ,2024 | UNIVERSITY OF TEHRAN

هشتمین کنفرانس بین المللی مدیریت، گردشگری و تکنولوژی

محل برگزاری دانشگاه تهران - ۳۰ و ۳۱ اردیبهشت ۱۴۰۳



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- Local Employment Rate (LER)
- Support for Local Businesses (SLB)
- Community Projects Participation Rate (CPPR)
- Cultural Preservation Initiative Count (CPIC)
- Local Sourcing Percentage (LSP)
- Infrastructure Impact Score (IIS)
- Tourist Ecosystem Education Rate (TEER)
- Community Satisfaction Score (CSS)
- Voluntourism Participation Rate (VPR)
- NGO Partnership Count (NGOPC)

## Regulatory Compliance & Ethics (Strategic Dimension: Governance, Ethical Standards)

- Local & International Regulations Compliance (LIRC)
- Ethical Marketing Compliance (EMC)
- Data Protection Compliance (DPC)
- Equal Employment Opportunity Compliance (EEOC)
- Anti-Bribery & Corruption Compliance (ABCC)
- Transparency Disclosures Rate (TDR)
- Guest Accessibility Compliance Rate (GACR)
- Fair Trade Practices Compliance (FTPC)
- Responsible Conduct Promotion Rate (RCPR)
- Environmental Assessment Compliance (EAC)