

Zero Gravity, Infinite Opportunities: The Role of Marketing in the Interstellar Future

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ABSTRACT

The concept of marketing has been around for a very long time. Over the years, it has continuously evolved, adapting to changing trends and technological advancements. Recognizing this ongoing transformation, this study focuses on current developments that are directly linked to marketing. Acknowledging this phenomenon of change, this study focuses on current developments directly related to the marketing concept. In particular, it examines the growing discussions on space tourism and the possibility of human migration to other planets. This focus was chosen because both topics are expected to have significant global implications for business and society in the future. To achieve its objective, this study synthesizes insights from past research related to these emerging trends. The findings hold value from multiple perspectives, especially for businesses operating within the vast ecosystem of space tourism. Companies in this industry can use these insights as a reference for developing future strategic marketing plans. Beyond that, the findings can also benefit various industries by helping them prepare for potential disruptions brought about by rapid technological advancements and shifts over time. Moreover, this study not only contributes meaningfully to academic knowledge but also adds to the ongoing discourse on the Sustainable Development Goals (SDGs). Its relevance aligns closely with key Sustainable Development Goals (SDGs), such as SDG 1 (No Poverty), SDG 4 (Quality Education), and SDG 17 (Partnerships for the Goals), reinforcing its broader significance in shaping future global strategies.

JEL Codes:

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