

Green Tourism: A Sustainable Tourism Marketing Approach for Tourism Services

Firmansyah¹, Fikri Alfatih², Radit Nugroho³

Universitas Dr. Soetomo^{1,2,3}

Correspondence Email: fir231@gmail.com¹

Abstract

Our aim was to analyze sustainable marketing strategies (green marketing) in the context of sustainable tourism, with green tourism as an intervening variable. We used an explanatory survey method with the application of the path analysis method for this research. The results of this research conclude several important findings. First, green marketing positively influences green tourism among tourist destination managers, as reflected in the influence value of 0.503. Second, green marketing strategies also have a positive effect on sustainable tourism among tourist destination managers, with an influence value of 0.426. Third, sustainable tourism among tourist destination managers is positively influenced by green tourism, with an influence value of 0.495. Finally, there is the influence of green marketing on sustainable tourism through green tourism among tourist destination managers, with an influence value of 0.248. These findings provide important insights into how sustainable marketing strategies can influence the development of environmentally friendly and sustainable tourism.

Keywords: green marketing, green tourism, sustainable tourism.

INTRODUCTION

The progress of tourism can produce enormous opportunities for community welfare and provide challenges as well as threats to local communities and the surrounding environment. The Indonesian tourism sector has made a significant contribution to the welfare of society. Tourism is nothing new in Indonesia. Indonesia has placed tourism as an object of national policy since determining its development policy. The Indonesian government has been aware of the unique character and multidimensional nature of tourism activities since the beginning, and has therefore placed tourism policy as a separate sub-policy, namely tourism policy, but under different fields. The government has always been developing the tourism sector.

The number of foreign tourist visits to East Java in October 2018 reached 25,845 visits. This figure increased by 4.06 percent compared to the previous month, which reached 24,836 visits. Compared to the same month in 2017, the number of foreign tourists coming to East Java increased by 26.45 percent from 20,439 visits. In general, the pattern of foreign tourist arrivals to East Java Province during January–October 2018 compared to the same period in 2016 and 2017 has increased. But in 2018, the pattern was slightly different because it decreased in September, then increased again in October. The pattern is different compared to 2017, which has continued to fall since September. The ten countries of origin that dominated visits to East Java Province in October 2018 were Malaysia, Singapore, China, Thailand, Taiwan, India, Japan, the United States, South Korea, and Hong Kong. Foreign tourists from these 10 (ten) countries accounted for 51.77 percent of the total foreign tourist arrivals to East Java in October 2018. Of the 10 (ten) countries, Malaysian foreign tourists occupied the highest position, with a role of 19.79 percent, followed by Singapore in second place and China in third place, reaching 7.50 percent and 7.33 percent, respectively.

In the last three years, the number of tourists has always increased. In 2015, the number of tourists visiting was 3.5 million; in 2016, 3.95 million tourists exceeded the target of 3.4 million; and in 2017, there was a very significant increase, namely as many as 4.7 million tourists or visitors, whereas initially the target was only 4.2 million tourists. This means that it is very productive and very suitable as a location for studies on sustainable tourism. Tourism is an industry with great potential. The tourism industry is the second industry after petroleum (Spillane, 1987:40). Tourism can be said to be a catalyst for development because of its contribution to the economies of the countries visited by tourists. The arrival of foreign tourists in a Tourist Destination Area (DTW) provides prosperity for the local population.

Tourism is a very complex social phenomenon that concerns the whole person and has various aspects: sociological, psychological, economic, ecological, and so on. The aspect that receives the greatest attention and is almost the only aspect that is considered important is the economic aspect (Soekadijo, 1997:25). The national tourism sector is now the new prima donna for national development. The contribution of foreign exchange and employment in this sector is very significant for the country's foreign exchange. Foreign exchange from the tourism sector in 2016 amounted to US\$ 13.568 billion, which was in second place after CPO of US\$ 15.965 billion. In 2015, foreign exchange from the tourism sector amounted to US\$ 12.225 billion, or was in fourth place behind oil and gas at US\$ 18.574 billion, CPO at US\$ 16.427 billion, and coal at US\$ 14.717 billion. Old Bank noted that an investment in tourism of US\$1 million could boost 170% of GDP. This is the highest impact of an industry on its country. Because the tourism industry is able to drive small and medium businesses such as culinary, souvenirs, transportation, and others. The Indonesian Tourism Competitiveness Index, according to the World Economic Forum (WEF), shows encouraging developments. Indonesia's ranking rose 8 points from 50 in 2015 to 42 in 2017 (Vibizmedia-National, 2017).

A green marketing approach in the product area is believed to be able to increase the integration of environmental issues in all aspects of company activities, starting from strategy formulation, planning, preparation, production, and distribution with customers. Pride and Ferrell (1993) in Mangkono (2011) say that green marketing is described as an organization or company's efforts to design, promote, price, and distribute products that do not harm the environment. Pujari and Wright (1995) in Mangkono (2011) stated that marketers need to view this phenomenon as something that has the potential to become a business opportunity. By paying attention to green marketing strategies, it is hoped that they can influence tourist decisions. The decisions tourists make involve tourists' confidence in a destination, so that a sense of confidence arises in the correctness of the actions taken. The customer's confidence in the purchasing decision they make represents the extent to which the customer has confidence in their decision to choose a product.

Consumer purchasing decisions are influenced by various factors in consumer behavior. These factors are price, brand, attributes, promotions, and so on. According to Morrisani (2007:64), tourist behavior is the process and activities involved when people search for, select, use, evaluate, and dispose of products and services to satisfy their needs and desires. Batu City, as an area with tourism objects that rely more on natural resources, has the potential to face the problem of an imbalance between the economic value of tourism and the regional cultural value that has grown and developed in society. Therefore, so that this imbalance does not occur, it is necessary to make maximum efforts to prevent it. For this purpose, tourism marketing is a responsibility that must really be a part that is continuously encouraged to be implemented and realized.

Countries seeking to develop their tourism industry have a fundamental need for sustainability. In the process of developing tourism products, planners must ensure harmony with the local environment. Sustainability needs to develop through effective planning with clear guidelines on the breadth and depth of development. Educating and training people involved with tourism and sponsoring initiatives that address the relationship between tourism and the environment are key actions that can achieve this goal. Today, the term sustainable tourism is increasingly used as a response to the various negative implications of mass tourism practices. However, many scholars state that no definitive definition of sustainable tourism exists, and sustainable tourism has a strong character as an ideology rather than a real tourism practice. In terms of its aspect as an ideology, the idea of sustainable tourism comes from the concept of sustainable development, which is an integrated concept towards development involving three interrelated dimensions: economic growth, social justice, and environmental protection. To achieve sustainability, it is necessary to address all three dimensions.

METHOD

The type of research used in this research is an explanatory survey. The choice of this type was based on the consideration that this type not only explains or describes empirical facts in the field but will also explain influence analysis (Bryman, 2007; Barnham, 2015). The unit of analysis in this research is employees, managers, and managers of tourism destinations, with 100 people taken as respondents in total sampling. Next, the respondents were asked statements in the questionnaire, which were descriptions of the variable indicators of green marketing, sustainable tourism, and green tourism. Data collection techniques used include field studies, literature studies, and observational studies (Zikmund & William, 2002; Zyphur & Pierides, 2017). This research uses quantitative analysis through the use of the path analysis method, which is intended to determine the magnitude of the influence of green marketing variables on sustainable tourism through green tourism on employees in tourism services.

RESULT AND DISCUSSION

The validity test results show that all question items in the questionnaire have an r -value of more than 0.246. We carry out reliability testing on valid questions or statements. Reliability testing assesses how well the measurement results remain consistent when making multiple measurements on the same symptom using the same measuring device. To assess the reliability of each instrument, utilize the Cronbach's alpha coefficient (α), where an instrument is considered reliable if its Cronbach alpha value exceeds 0.600. The results of this reliability test show that all research instruments have a Cronbach's alpha (α) coefficient value of more than 0.600.

Based on the research results, it shows that the residuals of the two models produce significance values of 0.824 and 0.793, respectively, both of which are greater than the minimum significance value limit of 0.05. Therefore, we can conclude that both models have normally distributed residuals and meet the assumptions of the normality test. One can generally detect the normality of a variable by using graphs or statistical tests. One can check the assumption of normality by examining the output of a normal P-P plot or a normal Q-Q plot. The normality assumption is met when the distribution of plot output points follows the plot diagonal line.

The two models produce significance values of 0.837 and 0.489, respectively, and a Spearman rank coefficient of 0.074 and 0.061, where the significance value and magnitude of the Spearman rank coefficient are greater than 0.05. Both models do not exhibit heteroscedasticity, and the assumptions of the heteroscedasticity test are satisfied. This research also uses a method to test heterotically, namely by looking at the graph plot between the predicted value of the dependent variable and the residual. Both models each have a Durbin-Watson (DW) value, which is between the Du and 4-dU values. There is no autocorrelation between the two models, and the autocorrelation test assumptions are met. The tolerance value in both models is greater than 0.1, and the VIF value in both

models is smaller than 10. Therefore, both models are free from multicollinearity, and the multicollinearity test assumptions are satisfied.

Green marketing has a significant effect on green tourism, as evidenced by a t-count of 4.792 ($p < 0.001$). The path coefficient value of 0.503 indicates that green marketing and green tourism have a positive effect on green tourism. Well-implemented and targeted green marketing can increase sustainable tourism for tourism destination managers. The R-Square value that appears is 0.459, indicating that the increase in green tourism is influenced by green marketing by 45.9%; the remaining 54.1% is influenced by various other factors. The path analysis results indicate that environmentally friendly marketing systems have an influence on sustainable tourism through the involvement of environmentally friendly tourism managers.

Based on the research results, the tests examining the influence of green marketing on green tourism yielded a t-count of 4.699 with a significance value of 0.000, leading to the conclusion that green marketing significantly affects green tourism. The path coefficient value of 0.426 indicates that environmentally friendly marketing has a positive effect on environmentally friendly tourism. This explains that green marketing, which is implemented and targeted to increase significantly, will be able to increase green tourism for tourism destination managers. Testing related to the influence of green tourism on sustainable tourism produces a t value of 4.028, so it can be concluded that green tourism has a significant effect on sustainable tourism. The path coefficient value of 0.495 indicates that competence has a positive effect on work productivity. This explains that green tourism, which can be improved carefully, will be able to increase sustainable tourism for tourism destination managers.

The R-Square value that appears is 0.347, indicating that the application of green marketing to sustainable tourism through green tourism is 34.7%; the remaining 65.3% is influenced by various other factors. There are three types of direct influence between research variables that have an overall positive form, including: 1.) green marketing towards green tourism in tourism destination managers with an influence value of 0.503; 2.) Green marketing towards sustainable tourism among tourism destination managers with an influence value of 0.426; 3.) The total value of the coefficient of determination of 0.647 indicates that 64.7% of all information contained in the research data can be explained by the model, while the remaining 35.3% is explained by other factors not used in the model. Hypothesis results are modeled with path analysis. The hypothesis model through path analysis in this research is a combination of variables X and Y, which influence variable Z directly and indirectly through the intervening variable Y.

CONCLUSION

Based on the research results, several things can be concluded, including: the influence of green marketing on green tourism among tourism destination managers with an influence value of 0.503; the influence of green marketing on sustainable tourism on tourism destination

managers with an influence value of 0.426; the influence of green tourism on sustainable tourism on tourism destination managers with an influence value of 0.495; and the green marketing towards sustainable tourism through green tourism for tourism destination managers with an influence value of 0.248. The implications of this research are very beneficial, especially for the implementation of environmentally friendly marketing, increasing sustainable tourism, and increasing green tourism for all tourist visits. The role of green marketing is very necessary; without it, it will have an impact on decreasing sustainable tourism through green tourism on tourist visits.

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