

Exploring the Impact of Green Marketing on Tourist Visit Intentions: A Case Study of Medan, North Sumatra

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Abstract. The research presented here examines the impact of green marketing on tourism, with a specific focus on the intention of tourists to visit Medan, North Sumatra. The objective of this study is to examine the impact of environmentally conscious marketing strategies on tourist destination selection. To this end, a survey was conducted involving 150 respondents. The analysis, conducted using structural equation modeling through Smart-PLS, indicates a robust positive correlation between green marketing initiatives and tourists' intentions to visit. The findings suggest that the promotion of environmentally sustainable practices has the potential to enhance the attractiveness of Medan as a tourist destination, particularly among the growing segment of eco-conscious travelers. The findings of this study underscore the importance of integrating green marketing into tourism strategies to advance sustainable tourism development and attract a diverse tourist population to Medan, North Sumatra.

Keywords: Green Marketing, Tourist Intention, Smart-PLS, Sustainable Tourism

1 Introduction

In contemporary times, the global tourism industry has undergone a notable transformation, with a pronounced shift towards sustainability and environmental consciousness. This phenomenon has given rise to the concept of green marketing in tourism, which is defined as the promotion of environmentally friendly practices and the attraction of eco-conscious travelers. As the tourism sector grapples with its environmental impact, it has become imperative for destination marketers and policymakers to gain insight into the influence of green marketing on tourists' visit intentions.

Green marketing in tourism encompasses a range of strategies designed to minimize negative environmental impacts while enhancing the overall tourist experience. These strategies often align with the traditional marketing mix, commonly known as the 4Ps: Product, Price, Place,

and Promotion [1]. In the framework of green tourism, the product aspect pertains to the development of environmentally sustainable offerings and services that resonate with travelers who prioritize environmental responsibility. Price considerations may include premium pricing for sustainable options or cost-saving measures resulting from efficient resource use. Place refers to the distribution channels and locations where green tourism products are made available, while promotion involves communicating the environmental benefits and sustainable practices to potential visitors [2]

The implementation of green marketing strategies in tourism has gained traction due to increasing environmental concerns and changing consumer preferences. [3] note that tourists are becoming more aware of the environmental impacts of their travel choices and are actively seeking out destinations and accommodations that align with their values. This transformation in consumer conduct has incited tourism enterprises and locations to embrace environmentally conscious marketing strategies to maintain competitiveness and appeal to the expanding demographic of environmentally conscious travelers.

Nevertheless, the efficacy of green marketing in persuading tourists to visit remains a topic of contention and ongoing investigation. Visit intention, as conceptualized by [17], is a complex construct influenced by various factors, including destination image, personal factors, and external stimuli. The researchers posit that the formation of an image of a destination is shaped by two key factors: cognitive and affective evaluations, which are influenced by information sources and socio-psychological motivations. These factors play a pivotal role in determining whether an individual will ultimately decide to visit a particular destination.

In the field of green marketing, it is of paramount importance to gain an understanding of the impact of environmentally conscious practices and messaging on the formation of destination images and, subsequently, on the decision to visit. [5] argue that hotels' green marketing behavior can significantly influence tourists' perceptions of a destination's commitment to sustainability. This, in turn, may affect the cognitive and affective components of destination image, potentially leading to increased visit intentions among environmentally conscious travelers.

The nexus between green marketing and visit intention is further convoluted by the heterogeneous assortment of tourist demographics and their disparate degrees of environmental concern. [6] suggest that the persuasiveness of green advertising in the hospitality industry depends on how information is processed by different consumer groups. This highlights the need for tailored green marketing strategies that resonate with specific target audiences to effectively influence visit intentions.

Moreover, the integration of green marketing practices into the broader tourism strategy of a destination presents both opportunities and challenges. [7] propose a conceptual framework for a sustainable tourism marketing mix, emphasizing the need to balance economic, social, and environmental considerations. This comprehensive strategy for green marketing in the tourism industry is in line with the increasing demand for responsible travel experiences. It has the potential to positively influence the intentions of environmentally conscious tourists to visit.

However, the implementation of green marketing strategies is not without its challenges. Chan (2013) identifies several gaps in green hotel marketing, including a lack of standardization in

eco-certification and difficulties in communicating the tangible benefits of green practices to potential guests. These challenges may hinder the effectiveness of green marketing efforts in influencing visit intentions, particularly if tourists are skeptical about the authenticity of environmental claims.

The link connecting green marketing with visit intention is also contingent upon the overarching context of destination competitiveness. Baloglu et al. (2014) emphasize the importance of destination image and brand personality in shaping tourist behavior. In this framework, green marketing initiatives have the potential to contribute to the development of a distinctive and appealing destination brand that appeals to environmentally conscious travelers, which may subsequently enhance visit intentions.

Recent studies have begun to explore the specific mechanisms through which green marketing influences visit intentions. For instance, [10] examined the green purchasing behavior of international tourists in Malaysia, finding that green marketing tools can positively impact behavioral intentions through the lens of the Theory of Planned Behavior. This suggests that well-designed green marketing strategies have the potential to shape tourists' attitudes, subjective norms, and perceived behavioral control, ultimately influencing their decision to visit a destination.

The role of technology and social media in green marketing and its impact on visit intentions is another area of growing interest. User-generated content, as explored by Yamagishi et al. (2023), can significantly influence Gen Z tourists' visit intentions. This highlights the importance of leveraging digital platforms to communicate green initiatives and engage with potential visitors, particularly younger demographics who are often more environmentally conscious.

As destinations around the globe grapple with the challenges of sustainable tourism development, it is increasingly crucial to comprehend the interconnection between green marketing and visit intentions. [12] argue that green marketing can contribute significantly to the development of sustainable destinations through advanced clustering methods. This suggests that targeted green marketing strategies, tailored to specific tourist segments and destination characteristics, may be more effective in influencing visit intentions.

In the context of Medan, North Sumatra, exploring the impact of green marketing on tourist visit intentions presents an opportunity to enhance the destination's appeal to eco-conscious travelers while promoting sustainable tourism practices. The objective of this study is to examine the influence of various elements of the green marketing mix on tourists' perceptions and decision-making processes. The findings will provide valuable insights for destination marketers and policymakers in Medan and similar destinations.

In conclusion, the increasing significance of sustainability in the context of tourism has led to an enhanced role for green marketing in influencing tourists' intentions to visit. By integrating environmental considerations into the traditional marketing mix and aligning with the factors that influence destination image formation, green marketing strategies have the potential to attract environmentally conscious travelers and contribute to sustainable tourism development. Nevertheless, the efficacy of these strategies in influencing visit intentions is contingent upon a number of factors, including the veracity of environmental claims, the congruence with target audience values, and the broader destination brand. The objective of this study is to elucidate

the intricate relationships between green marketing in tourism and tourist behavior, particularly in the context of Medan, North Sumatra. This study contributes to the growing body of knowledge on green marketing in tourism and its impact on tourist behavior.

2. Method

2.1 Green Marketing

The practice of green marketing has become a crucial strategy within the tourism and hospitality industry, reflecting a growing environmental awareness and the increasing demand for sustainable travel experiences. This concept, recognized since the late 1980s [13], has evolved to encompass a range of practices aimed at reducing the environmental impact of tourism activities while enhancing visitor experiences [14].

The implementation of green marketing strategies in the hospitality sector has been the subject of several studies. The green hotel marketing and customer perspectives, emphasizing aligning marketing efforts with consumer expectations have been explored [8], [15]. [6] examined the persuasiveness of hotels' green advertising, while [10] investigated green purchasing behavior among international tourists.

The influence of green marketing is not limited to the hospitality industry; it has a far-reaching impact on numerous facets of the tourism sector.[3] explored tourists' readiness to engage with green marketing tools in rural tourism, while [12] examined its contribution to sustainable destination development.

Challenges in implementing green marketing strategies have been identified by [5], who investigated determinants of hotels' marketing managers' green marketing behavior. [7] proposed a contemporary marketing mix for sustainable tourism, addressing the complexities of balancing economic, social, and environmental objectives.

A number of studies have concentrated on particular elements of the green marketing mix in the context of tourism and hospitality. [1] explored the components of the green marketing mix, while [2] analyzed green marketing mix factors in the hotel industry.

In conclusion, the literature review reveals that the green marketing mix in tourism and hospitality can be conceptualized using the traditional 4P framework: green product, green price, green promotion, and green place [1], [2], [16]. This framework offers a comprehensive approach to the implementation of environmentally friendly practices throughout all aspects of the tourist and hospitality industry. It provides businesses with a means of aligning their offerings with the increasing demand for sustainable and environmentally responsible travel experiences.

2.2 Visit Intention

The concept of visit intention has been a significant focus in tourism research, with studies exploring various factors influencing tourists' decisions to visit a destination. [17] developed a seminal model of destination image formation, highlighting the importance of psychological and stimulus factors in shaping visit intentions.

Several studies have examined the role of destination image in influencing visit intention. [9] investigated the relationship between destination image, brand personality, and tourist behavior in Jamaica. Similarly, [18] explored the impact of destination image on the intention to visit China during the 2008 Beijing Olympic Games.

The influence of social media and user-generated content on visit intention has gained attention in recent research. [19] The objective of this study was to examine the impact of a destination's social communication on emotional responses and intentions to visit. [11] employed a stimulus-organism-response approach to examine how user-generated content affects Gen Z tourists' visit intentions.

Environmental factors have also been considered in visit intention studies. [20] explored tourists' intentions to visit green hotels, integrating the theory of planned behavior and value-belief-norm theory. Similarly, [21] examined the role of eco-attractions in shaping intentions to conduct low-carbon actions in urban forests.

The theory of planned behavior has been applied in various studies to understand visit intentions. [22] expanded this theory to investigate intentions to revisit a destination. [23] used it to explore how consumers view green hotels and how this perception influences behavioral intentions.

In conclusion, the literature review reveals that visit intention is a complex construct influenced by various factors. Two key indicators for measuring visit intention emerge from the studies: social psychology factors and sources of information. Social psychology factors encompass aspects such as destination image [17], [18], emotions [19], and environmental attitudes [20]. Sources of information include traditional marketing communications, social media content [11], and user-generated content plays a crucial role in shaping tourists' intentions to visit a destination.

2.3 Green Marketing Influence on Visit Intention

The concept of green marketing has emerged as a prominent area of interest within the tourism industry, reflecting a growing awareness among consumers of environmental issues. Green marketing refers to the promotion of environmentally friendly products and services, and its influence on visit intention has become a crucial area of study in sustainable tourism development [12], [14].

Research has shown that green marketing strategies can positively impact tourists' intentions to visit destinations. [15] found that hotel customers respond favorably to green marketing initiatives, suggesting that such practices can enhance the attractiveness of a destination. Similarly, [3] demonstrated that implementing green marketing tools in rural tourism can influence tourists' readiness to engage in eco-friendly travel experiences.

The green marketing mix, comprising product, price, place, and promotion, is vital in shaping visit intentions. The effective green marketing mix can enhance a destination's appeal to environmentally conscious travelers [1]. [2] further explored this concept in the hotel industry, highlighting how various elements of the green marketing mix can influence guests' perceptions and intentions to visit.

Tourist perceptions of a destination's environmental efforts are crucial in forming visit intentions. The research from [6] investigated how hotels' green advertising can persuade consumers, finding that information processing plays a significant role in shaping attitudes towards eco-friendly accommodations. Moreover, the green purchasing behavior of international tourists, reveals that green marketing tools can effectively influence decision-making processes [10].

The ramifications of green marketing on prospective visitation extend beyond the influence of individual establishments to encompass the entire destination. Green marketing contributes to the development of sustainable destinations, and a holistic approach to environmental marketing can enhance a location's overall appeal [12]. The green marketing model for tourism and amusement industry development, further emphasizes the potential of green strategies in attracting visitors [24].

It is crucial to acknowledge that the efficacy of green marketing in shaping visit intentions may fluctuate contingent on variables such as the target audience, the utilized marketing channels, and the veracity of environmental claims. They conceptualized a contemporary marketing mix for sustainable tourism, highlighting the need for a nuanced approach that considers the complexities of consumer behavior and market dynamics [7].

The extant literature indicates a robust correlation between green marketing and visit intentions within those sectors of the economy that are concerned with the tourism industry. As environmental concerns continue to influence consumer preferences, destinations and businesses that successfully convey their sustainability initiatives through green marketing strategies are likely to observe favorable outcomes with respect to visitor intentions. Further research is required to elucidate the long-term effects of green marketing on tourism patterns and the potential for the creation of more sustainable tourism models in greater detail.

3. Research Method

Research Design:

This study employs a quantitative survey method to collect data [25]. The research design is cross-sectional, gathering data at a single point in time.

Sample and Data Collection:

The study uses a sample of 150 respondents. Data is collected through a structured questionnaire using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) [25]. This scale is chosen for its ability to measure attitudes and opinions effectively.

Data Analysis:

The collected data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) [26]. PLS-SEM is particularly suitable for this study as it can handle complex models and doesn't require strict assumptions about data distribution [26]. The analysis will involve two stages: Assessment of the measurement model: Which includes evaluating the

reliability and validity of the constructs and Assessment of the structural model: Which consists of examining the relationships between constructs and the model's predictive capabilities [26]. Data analysis will be performed using appropriate statistical software.

To ensure the reliability and validity of the measures, several tests will be conducted: Cronbach's alpha and composite reliability for internal consistency reliability, Average Variance Extracted (AVE) for convergent validity, Fornell-Larcker criterion, and cross-loadings for discriminant validity [26].

4. Result and Discussion

This study investigates the impact of green marketing on tourist visit intentions in Medan, North Sumatra, utilizing structural equation modelling (SEM) to analyze the relationships between key constructs. The findings provide valuable insights into the effectiveness of green marketing strategies in the tourism sector and their influence on tourist behavior.

Table 1. Respondent

Gender		Education	
Male	55	High School	50
Female	95	Diploma	35
		Bachelor Degree	55
		Master Degree	10
Age		Working Status	
17 – 25	35	Trader	25
26 – 33	30	Entrepreneurship	40
34 – 42	40	Government Employee	25
43 – 50	35	Housewife	50
51 – 59	9	Student	5
More Than 60	1	Others	5

Model Evaluation

Table2. Outer Loading

	Green marketing	Tourist Visting Intention
Information sources2		0.908
Information sources1		0.838
Physiological Factors1		0.850
Physiological Factors2		0.895
Place1	0.831	
Place2	0.745	
Price 1	0.761	
Price 2	0.786	

	Green marketing	Tourist Visting Intention
Product 1	0.771	
Product 2	0.870	
Promotion 1	0.789	
Promotion 2	0.738	

Table2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green marketing	0.889	0.893	0.911	0.564
Tourist Visting Intention	0.896	0.898	0.928	0.763

Table 3. Fornell-Larcker Criterion

	Green marketing	Tourist Visting Intention
Green marketing	0.751	
Tourist Visting Intention	0.867	0.873

Table 4. Cross Loadings

	Green marketing	Tourist Visting Intention
Information Resources2	0.789	0.908
Informations sources1	0.768	0.838
Physicological Factors1	0.698	0.850
Physicological Factors2	0.769	0.895
Place1	0.831	0.748
Place2	0.745	0.659
Price 1	0.761	0.633
Price 2	0.786	0.674
Product 1	0.671	0.587
Product 2	0.670	0.574
Promotion 1	0.789	0.664
Promotion 2	0.738	0.652

Table 5. Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
Green marketing -> Tourist Visting Intention	0.867	0.872	0.024	36.871	0.000	Accepted

The outer loading values indicate strong relationships between the measured variables and their respective constructs. For the green marketing construct, all indicators (place, price, product, and promotion) show loadings above 0.7, suggesting good reliability [26], [27]. Place1 and Place2 have loadings of 0.831 and 0.745 respectively, indicating that the physical location and its integration with the environment are important aspects of green marketing. Price1 and Price2 (0.761 and 0.786) demonstrate that pricing strategies aligned with sustainability efforts are significant. Product1 and Product2 (0.771 and 0.870) highlight the importance of offering environmentally friendly tourism products. Promotion1 and Promotion2 (0.789 and 0.738) underscore the role of effective communication of green initiatives.

For the tourist visiting intention construct, all indicators show high loadings exceeding 0.8. Information Resources1 and Information Resources2 (0.838 and 0.908) suggest that the sources and quality of information about the destination significantly influence visit intentions. Psychological Factors1 and Psychological Factors2 (0.850 and 0.895) indicate that emotional and cognitive elements play a crucial role in shaping tourist decisions.

Construct Reliability and Validity

The construct reliability and validity measures further support the model's robustness. Both green marketing and tourist visiting intention exhibit Cronbach's Alpha values above 0.8 (0.889 and 0.896 respectively), indicating high internal consistency [25]. The Composite Reliability values (0.911 for green marketing and 0.928 for tourist visiting intention) also exceed the recommended threshold of 0.7, further confirming the reliability of the constructs [26], [27].

The Average Variance Extracted (AVE) values for both constructs (0.564 for green marketing and 0.763 for tourist visiting intention) surpass the 0.5 threshold, confirming convergent validity [26], [27]. This indicates that the variables within each construct are adequately correlated and represent the intended latent construct.

Discriminant Validity

The Fornell-Larcker criterion and cross-loadings analysis demonstrate discriminant validity. The square root of AVE for each construct (0.751 for green marketing and 0.873 for tourist visiting intention) exceeds its correlations with other constructs, suggesting that the constructs are distinct from one another [26], [27]. The cross-loadings table further supports this, showing that each indicator loads higher on its associated construct than on other constructs.

Hypothesis Testing

The results of the hypothesis testing indicate a statistically significant correlation between green marketing and tourist visiting intention ($\beta = 0.867$, $p < 0.001$). This strong correlation aligns with previous research highlighting the importance of green marketing in influencing tourist behavior [3], [5], [8]. The high t-statistic (36.871) further emphasizes the statistical significance of this relationship.

Green Marketing Mix Elements

All four of the components of the green marketing mix (product, promotion, price, and place) play a substantial role in the larger construct of green marketing. This supports the findings of [1], [2], who emphasized the importance of a holistic approach to green marketing in the tourism industry.

Product: The high loadings for Product1 (0.771) and Product2 (0.870) indicate that tourists value environmentally friendly tourism offerings. This aligns with [15] findings on the importance of energy-efficient equipment and facilities in hotels. It also supports [3] emphasis on activities supporting local environmental conservation.

Promotion: The strong loadings for Promotion1 (0.789) and Promotion2 (0.738) underscore the significance of effectively communicating eco-friendly practices and certifications. This is consistent with [7] emphasis on the importance of a contemporary, sustainability-focused marketing mix for tourism. It also supports [5] findings on the role of green certifications in influencing tourist decisions.

Price: The high loadings for Price1 (0.761) and Price2 (0.786) suggest that tourists are willing to consider higher prices for environmentally responsible options. This supports [10] findings on green purchasing behavior among international tourists and aligns with [28] research on how green pricing strategies affect firm performance.

Place: The strong loadings for Place1 (0.831) and Place2 (0.745) highlight the importance of integrating sustainability into the physical environment and accessibility of tourist destinations. This aligns with [13] early conceptualization of green tourism and more recent work by [12] on sustainable destination development.

Information Sources and Tourist Intentions

The high loading values for information resources (0.908 and 0.838) underscore the crucial role of information dissemination in shaping tourist intentions. This aligns with [4] model of destination image formation, which emphasizes the importance of information sources in influencing tourist perceptions and intentions. The findings also support [11] research on the impact of user-generated content on Gen Z tourist visit intentions, highlighting the evolving nature of information sources in the digital age.

Psychological Factors

Psychological factors demonstrate strong loadings (0.850 and 0.895), highlighting the significance of emotional and cognitive elements in tourist decision-making. This supports the work of [9], [23], who found that psychological factors significantly influence tourists'

behavioral intentions towards green hotels and destinations. The results also align with [19] research on the role of emotions in visit intentions and word-of-mouth behavior.

Green Marketing and Visit Intentions

The strong relationship between green marketing and visit intentions ($\beta = 0.867$) suggests that tourists in Medan are increasingly environmentally conscious and responsive to sustainable tourism practices. This trend aligns with global shifts towards more sustainable travel behaviors, as noted by [20], [29]. The findings support [16] research on the impact of green marketing mix on purchase intention and [6] study on the persuasiveness of hotels' green advertising.

This research demonstrates the significant effect of green marketing on tourist visit intentions in Medan, North Sumatra. The result highlights the importance of a comprehensive approach to sustainable tourism marketing, encompassing product, promotion, price, and place elements. As the tourism industry continues to evolve towards more sustainable practices, destinations that effectively implement and communicate their green initiatives are likely to get a competitive advantage in attracting environmentally conscious tourists.

The robust correlation between green marketing and visit intentions highlights the increasing ecological consciousness among tourists and the prospective role of sustainable practices in stimulating tourism growth. By capitalizing on the insights gleaned from this study, destination managers and policymakers can develop more efficacious strategies to promote sustainable tourism, enhance destination competitiveness, and contribute to the long-term environmental and economic resiliency of the region.

5. Conclusion

The present investigation illustrates the considerable influence of green marketing on prospective tourist visits to Medan, North Sumatra. The findings underscore the necessity of a comprehensive approach to sustainable tourism marketing, which should encompass the product, promotion, price, and place elements. As the tourism industry continues to evolve towards more sustainable practices, it is evident that destinations that effectively implement and communicate their green initiatives are likely to gain a competitive advantage in attracting environmentally conscious tourists.

The robust correlation among green marketing, visit intentions, and sustainable practices highlights the increasing environmental consciousness among tourists and the potential for environmentally conscious initiatives to stimulate tourism growth. By capitalizing on the insights gleaned from this study, destination managers and policymakers can develop more efficacious strategies to promote sustainable tourism, enhance destination competitiveness, and contribute to the long-term environmental and economic sustainability of the region.

Implications for Practice

1. Holistic Green Marketing Approach: Destination managers and tourism businesses in Medan should adopt a comprehensive approach to green marketing, encompassing all

elements of the marketing mix. This aligns with [14] recommendations for green marketing in tourism.

2. **Effective Communication:** The high loadings for promotion-related items suggest that marketing efforts highlighting eco-friendly practices can significantly influence tourist decisions. Managers should focus on clear and transparent communication of their green initiatives, as suggested by [8] in her gap analysis of green hotel marketing.
3. **Pricing Strategies:** The strong influence of price-related items implies that tourists are willing to consider higher prices for environmentally responsible options. This supports [30] findings on the relationship between green marketing mix and customer purchase intention in tourist hotels.
4. **Environmental Integration:** The high loadings for place-related items underscore the importance of integrating sustainability into the physical environment and accessibility of tourist destinations. This aligns with [31] research on green marketing strategies in tourism.
5. **Information Management:** Given the importance of information sources, destination marketers should focus on managing and leveraging various information channels, including social media and user-generated content, as suggested by [22], [32].
6. **Psychological Appeal:** Marketing strategies should consider the psychological factors influencing tourist decisions, aligning with [33] research on the role of tourism satisfaction in shaping destination image and post-visit intentions.

Limitations and Future Research

Although this study offers significant insights, it is not without limitations. The cross-sectional nature of the data precludes the possibility of drawing causal inferences. Future research could employ longitudinal designs to explore how green marketing impacts long-term destination loyalty and repeat visits, as suggested by [34].

Additionally, the study focuses on Medan, North Sumatra. Comparative studies across different regions in Indonesia could provide insights into the generalizability of these findings, building on the work of [21] on eco-attraction and low-carbon actions in urban forests.

A further avenue for scholarly inquiry would be to investigate the moderating aspects of demographic variables, such as age and cultural background, on the nexus between green marketing and visit intentions. This would extend the work of [18] on destination image and visit intentions in different cultural contexts.

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