

## GREEN MARKETING AS A STRATEGY TO DRIVE THE TRANSFORMATION OF CONVENTIONAL TOURISM TO SUSTAINABLE TOURISM

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### Abstract

Conventional tourism faces major challenges in addressing increasingly pressing environmental issues amidst growing global awareness of sustainability. Shifting tourist preferences that are more concerned with social and ecological impacts are driving changes in the way destinations are promoted and consumed. In this context, green marketing strategies emerge as an important approach in directing the transformation of the tourism sector towards sustainability. This study aims to analyze how green marketing strategies can drive the transformation of conventional tourism towards a more sustainable direction. This study uses a qualitative approach by relying on literature studies from various reliable and relevant sources. The data obtained are analyzed to identify effective green communication patterns and strategies in the context of tourism. The study's results indicate that the effectiveness of green marketing depends on the ability of business actors to convey sustainability messages authentically and consistently to the public. Collaboration between the government, business actors, and local communities is an important foundation for strengthening the sustainability narrative in tourist destinations. Therefore, green marketing is not only positioned as a promotional tool, but also as a catalyst for structural change in the tourism industry system and practices as a whole.

**Keywords:** *Green Marketing, Transformation, Conventional Tourism, Sustainable Tourism.*

### A. INTRODUCTION

The tourism industry has become one of the most dynamic and rapidly growing economic sectors in various parts of the world, including Indonesia. The growth of this sector has made a significant contribution to state revenues, job creation, and infrastructure development in various regions. However, behind this success, various challenges have emerged related to the negative impacts of conventional tourism activities on the environment and socio-culture (Esquivias et al., 2021). The increase in the number of tourists that is not balanced with long-term management policies has caused degradation of natural ecosystems, excessive exploitation of local resources, and social changes that are detrimental to local communities. Environmentally unfriendly tourism activities, wasteful use of energy and water resources, and high waste production and carbon emissions are increasingly putting pressure on the sustainability of tourist destinations (Iannucci et al., 2022).

In the global context that is facing a climate crisis and environmental damage, the pressure on the tourism sector to transform towards a more sustainable direction

is getting stronger. Consumers, especially young and highly educated tourists, are starting to show a change in preference for forms of travel that not only provide personal experiences but are also responsible for the environment and local communities (Scott, 2021). This change puts pressure on tourism industry players to adjust their business strategies to be more in line with sustainability values. However, this transformation cannot occur naturally without the encouragement of marketing and communication strategies that can build consumer awareness and trust in the sustainability values adopted by tourism actors (Orîndaru et al., 2021).

Amidst the need to respond to these changes, the emergence of a new approach in business strategy that focuses on efforts to introduce environmental values in promotional and communication activities is becoming increasingly important. This is driven by the need to strengthen the competitive position of tourist destinations that are not only superior in terms of beauty and facilities but also from a commitment to environmentally friendly practices (Cosa, 2024). The tourism sector is starting to look for ways to incorporate elements of sustainability into their marketing narratives, whether in the form of brand image, product offerings, or tourism experiences presented to consumers. This transformation is part of an effort to build collective awareness that the sustainability of the tourism industry is highly dependent on the preservation of nature and the quality of life of local communities (Font et al., 2021).

Despite the increasing pressure to change, the reality is that many tourism business actors still do not fully understand the importance of a more sustainability-oriented approach. Many of them are still fixated on conventional strategies that focus on the volume of visits and short-term profits without considering the long-term impacts on the environment and society (Sørensen & Grindsted, 2021). On the other hand, the government and tourism destination management institutions also face challenges in integrating sustainability practices into destination planning and management. Limited resources, lack of incentives, and minimal awareness and capacity of industry players are the main obstacles to realizing this transformation as a whole. Therefore, a more strategic and integrated approach is needed to change the perspective and practices in this industry (Yrza & Filimonau, 2022).

This condition raises the need for a framework that can connect tourism business strategies with the sustainability agenda. This approach is not only important to maintain the long-term attractiveness of destinations, but also as an effort to reduce pressure on fragile ecosystems due to uncontrolled tourism activities (Khan et al., 2021). The shift towards a more sustainable tourism model requires the active involvement of all stakeholders, from the government, industry players, and local communities, to tourists themselves. Amid this complexity, a strategy that can align business needs with sustainability values is very important to be developed and implemented consistently (Elgammal, 2022).

Furthermore, this phenomenon also indicates a shift in the landscape in the way tourists make decisions. Travel decisions are no longer solely determined by price and comfort factors, but are starting to be influenced by moral and ethical aspects inherent in tourism products or services (Manosuthi et al., 2024). Increasing access to information and public awareness of environmental issues have shaped consumer behavior that is more selective about the destinations they choose. Therefore, tourism actors are no longer sufficient to rely solely on natural beauty and cultural friendliness

as the main attractions but are also required to demonstrate a real commitment to sustainability through the way they market and package tourism experiences (Gheorghe et al., 2023).

In this framework, the transformation of tourism towards sustainability cannot be separated from how industry players build their narratives and communications to the public. This is important because consumer perception and trust in sustainability values are not formed instantly, but rather through a continuous and credible communication process (Sawir et al., 2024). In this process, efforts are needed that are not only symbolic but also substantive, where business actors truly adopt environmentally friendly practices and promote them openly and honestly. Thus, this transformation is not just a marketing slogan but is truly reflected in the practices and strategic orientations of industry players (Nor Ahmad et al., 2022).

Ultimately, driving the transformation of conventional tourism towards a more sustainable form requires synergy between a change in business paradigm and a targeted communication approach. This approach must be able to answer changing market needs while contributing to global efforts in environmental conservation and sustainable development. In this context, a strategy that can convey sustainability messages effectively to the public is very important, not only as a tool to increase competitiveness but also as an instrument of change towards a more responsible and sustainable tourism industry future.

## **B. LITERATURE REVIEW**

### **1. Green Marketing**

Green Marketing, according to The American Marketing Association (AMA) is product marketing that emphasizes environmental safety. It includes all company activities, from product modification, production processes, packaging, and advertising (Machová et al., 2022).

According to other experts, green marketing is learning from all activities and efforts to consume, produce, distribute, promote, package, and retrieve products in a way that is sensitive or responsive to environmental issues. Green marketing is a marketing strategy that supports the environment by creating environmental benefits, this is based on what consumers expect (Kar & Harichandan, 2022). Based on the opinions of the experts above, it can be concluded that green marketing is a marketing approach that focuses on environmental safety. Green marketing is also not only about emphasizing environmental aspects but also includes marketing strategies that are responsive to environmental issues and create benefits along with consumer expectations for sustainable business practices (Amoako et al., 2022).

Green marketing can not only be seen from its profit as the only goal of the company but also the additional concern for the environment. The goal of green marketing is to meet consumer satisfaction, needs, and aspirations in the context of environmental protection and preservation. Green marketing also has the ability to influence consumer emotions and purchasing plans, so that it can encourage purchasing decisions (Majeed et al., 2022).

John Grant divides the goals of green marketing into 3 stages, namely:

- a. Aims to communicate that the brand or company cares about the environment. This stage is the initial stage for companies that apply the concept of green marketing (Correia et al., 2023).
- b. In addition to commercialization as the main goal of the company, but also to achieve goals that affect the environment. The company tries to change the consumer's style of consuming/using products. For example, saving paper, using used paper, or recycled paper. Saving water, electricity, use of AC, etc (Köksal Araç & Çabuk, 2023).
- c. The company tries to change consumer culture towards being more environmentally conscious. The expected consumer culture is concerned with the environment in all activities without being influenced by the company's products offered (Javaid et al., 2024).

## 2. Sustainable Tourism

Sustainable tourism was proposed by Bramwell in 1993. According to him, sustainable tourism is an environmental development that has a positive impact on the surrounding area that can be felt now and in the future (Nguyen et al., 2024).

Initially, the concept of sustainable tourism came from the concept of sustainable development which was introduced by WCED (World Commission on Environment and Development) in 1987. Furthermore, The World Tourism Organization (UNWTO) raised the concept of sustainability and explained that sustainable tourism is a description of tourism that prioritizes environmental sustainability, cultural and social aspects, and welfare effects in the surrounding area. The purpose of this concept is that the basics of sustainability are made to use resources optimally and together maintain and improve the quality of nature (Roblek et al., 2021).

According to Sunaryo, many tourism projects give rise to concerns from many areas about negative impacts including social, cultural, and economic areas caused by tourism activities so it can be said that sustainable tourism can be the answer to existing problems (Alamineh et al., 2023).

The basic concept of sustainable tourism development makes the surrounding community, the environment, and the economy the mainstay or pillar of its development. The purpose of the basic concept is the balance of community income, empowerment, habits, local values , and environmental sustainability around the tourist location (Zheng et al., 2024).

According to McIntyre, as stated in the book *Sustainable Tourism Development Guide for Local Planner*, it explains that there are three important elements that are interconnected in building and developing sustainable tourism and if these elements are linked, they will improve the quality of life of the community. The three elements are:

- a. Tourism Industry

The tourism industry is something that can improve the economy in the form of jobs, increasing income, supporting investment, and increasing opportunities for business development.

b. Environment

The thing that drives tourism to last a long time is the model and level of tourism activities must be proportional to the available capacity, both natural and artificial resources.

c. Community

The increase in the standard of living of the community is a fundamental aspect. If the community is involved in all activities, the community has motivation and feels responsible for the decisions chosen.

### C. METHOD

This study was designed to examine how green marketing strategies can play a role in driving the transformation of conventional tourism towards sustainable tourism. Given the focus of the study which emphasizes the dynamics of communication strategies, business actors' behavior, and interactions between government, society, and tourists in the context of sustainability, the approach chosen in this study is a qualitative approach. This approach is considered the most appropriate because it can explore a deep understanding of the social phenomena, values, and meanings inherent in green marketing practices and the perceptions of tourism actors regarding the importance of environmental sustainability in this sector. Through a qualitative approach, research data will be obtained from various relevant sources, such as previous research results and scientific articles discussing the issues of green marketing and sustainable tourism. After the data has been successfully collected, the next stage is the data processing and analysis process. Thus, the findings produced are expected to be able to provide theoretical and practical contributions in the development of marketing strategies that are more oriented towards sustainability in the tourism sector.

### D. RESULT AND DISCUSSION

#### 1. Dynamics of Changing Tourist Preferences on Sustainability Issues

In recent years, there has been a significant change in the behavior of tourists, indicating a shift in orientation from merely seeking personal satisfaction to a greater concern for social and environmental issues. Today's tourists no longer prioritize comfort, luxury, or the sensation of experience alone, but are beginning to consider the aspect of responsibility for the impacts caused by their tourism activities. This awareness arises along with the increasing availability of information about environmental damage, exploitation of natural resources, and social inequality that often occur behind the conventional tourism industry. Tourists are now beginning to question whether their trips provide real benefits to local communities and whether the tourism activities are carried out in a way that does not damage the surrounding environment. This change reflects a new dimension in the tourism experience, where ethical and ecological aspects become an inseparable part of the satisfaction sought by tourists.

Along with this growing awareness, more and more tourists are realizing that their activities while traveling contribute to environmental degradation if not carried out wisely. Activities such as excessive energy consumption, water waste, waste accumulation, and exploitation of biodiversity are issues that are starting to be taken

seriously. Tourists are no longer passive about these impacts but are starting to take an active role in reducing their ecological footprint. One manifestation of this awareness is the increasing interest in destinations that offer more environmentally friendly tourism concepts, such as ecotourism, community-based tourism, or trips that emphasize conservation. Some tourists selectively choose service providers who are committed to reducing carbon emissions, good waste management, and protecting local culture. This phenomenon shows that tourists are no longer just consumers, but also actors who contribute to the transformation of the tourism system itself.

This behavioral change is also influenced by the very strong role of digital media and social media in disseminating information and shaping public opinion. Through various digital platforms, tourists can easily access information about sustainable practices at a destination, assess the reputation of service providers based on reviews, and share personal experiences that are both inspiring and critical. Social media has become an effective tool in building collective awareness of the importance of choosing environmentally and socially responsible destinations. On the other hand, the virality of content highlighting environmental damage due to over-tourism, waste neglect, or animal exploitation is also a strong warning for tourism industry players. This kind of information shapes public perception and demands greater responsibility from parties involved in organizing tourism activities. Digital media thus becomes not only a means of entertainment and promotion but also a tool of transformation that encourages people to become more critical and caring tourists.

Social and cultural pressures also play a major role in directing the choice of more ethical and sustainable tourist destinations. In an increasingly globally connected community, the decision to travel is not only a personal matter but also part of a person's social identity. There is social pressure that drives individuals to demonstrate that they are environmentally conscious and participate in the global movement to protect the earth. This is reflected in their choice of destinations and tourism services that reflect sustainable values. In the context of popular culture that values an environmentally conscious lifestyle, ethical tourism is not only a moral necessity but also part of a trend and social status. Therefore, tourists are indirectly encouraged to consider sustainable values in every decision they make, not only because of personal beliefs, but also as a response to the growing social expectations in their surroundings.

In addition, tourists' expectations regarding the involvement of business actors in preserving the environment have also transformed. Tourists now want real evidence of sustainability commitments carried out by hotels, travel agents, and other service providers. They tend to appreciate initiatives such as the use of renewable energy, the provision of local products, environmental education for visitors, and involvement in social programs with the surrounding community. Not a few of them have decided not to use the services of companies that are considered to be neglectful of their ecological and social responsibilities. Thus, industry players no longer have a choice but to respond to this change seriously if they want to maintain market loyalty and trust. This expectation shows that sustainability is no longer just an added value, but has become a basic prerequisite that determines tourists' decisions in choosing and assessing their travel experiences.

Changes in tourist preferences regarding sustainability issues show that the tourism industry can no longer ignore the social and environmental dimensions in its operations or strategies. This transformation reflects the emergence of a generation of tourists who are more reflective, aware, and critical of the impacts of their choices. To survive and thrive in this new era, the tourism sector needs to adapt quickly and intelligently, both through improving business practices and communication strategies that authentically reflect sustainability values. Changing tourist preferences are not obstacles, but opportunities to shape a more equitable, sustainable, and meaningful future for tourism.

## **2. Strategic Challenges in Raising Environmental Awareness Through Marketing**

To drive tourism transformation towards a more sustainable direction, marketing strategies based on environmental values are one of the important instruments. However, behind these efforts, there are strategic challenges that cannot be underestimated, especially related to how industry players can communicate sustainability values effectively. Many tourism business players experience internal obstacles in making sustainability issues the core of their communications. These obstacles often arise because there is no deep understanding of the importance of sustainability among management, weak internal commitment, or even fear that emphasizing environmental issues can reduce commercial appeal. In many cases, sustainability is only an additional element that is not truly integrated into the company's long-term vision, so the messages conveyed to the public are half-hearted and unconvincing.

Another difficulty that arises is in terms of translating environmentally friendly practices into marketing narratives that can attract the attention and interest of consumers widely. Sustainability concepts are often considered too technical or abstract for most tourists, so they require a creative and easy-to-understand communication approach. Not all tourism service providers have the capacity to frame ecological values into stories or images that can arouse emotions and build closeness with potential tourists. Rather than being a selling point, sustainability issues are sometimes considered boring or less relevant to target markets that are still accustomed to narratives of glamour, relaxation, or adventure. This is why the challenge of building a promotional strategy that can juxtapose commercial appeal with ecological commitment is so complex and demands precision.

In addition, there is a big risk related to negative perceptions that can arise if the promotional strategy is not in line with real conditions in the field. When sustainability messages are only used as a promotional tool without concrete evidence at the operational level, the company is at risk of being labeled as greenwashing – that is, portraying itself as environmentally friendly when in reality it is not. Inconsistencies between narrative and reality can damage public trust and have a significant reputational impact. Tourists who are now increasingly critical and aware of environmental issues tend to evaluate sustainability claims more carefully, including through testimonials, online reviews, or even direct observations when they visit. Therefore, marketing strategies that are not based on real practices can backfire

and harm business actors in the long term, both in terms of image and customer loyalty.

On the other hand, limited communication resources are also a serious obstacle in conveying sustainability messages widely and evenly. Many tourism actors, especially small and medium-scale, do not have enough funds, expertise, or effective information distribution channels to reach the market with a strong environmental narrative. Education and awareness efforts are also limited, only reaching a small portion of consumers who already have an interest in this issue. As a result, sustainability messages fail to penetrate the mainstream market and only circulate among certain groups who have cared from the beginning. Without the support of an adequate communication strategy, the transformation toward sustainable tourism will be slow due to the absence of significant changes in general consumer awareness.

Furthermore, many marketing strategies that have been used in the tourism industry are not fully in line with the expected spirit of sustainability. Old strategies tend to emphasize the mass exploitation of unique destinations, achieving high visitor targets, and creating instant and sensational destination images. This approach often conflicts with sustainability principles that emphasize limiting impacts, empowering local communities, and preserving cultural and ecological values. The inconsistency between the old promotional logic and the new vision of more responsible tourism creates tension in developing a complete and coherent marketing strategy. The transformation towards green marketing requires a complete paradigm shift, not only on the visual surface or slogans but also in the way the industry understands and manages its relationship with consumers and nature.

Thus, the strategic challenge of increasing environmental awareness through marketing is not just a technical issue, but also a question of values, organizational culture, and the industry's adaptive capacity. To be able to carry out green marketing effectively, it takes courage to abandon old approaches that have proven to be unsustainable, as well as the readiness to develop authentic, creative, and practice-based communication strategies. This requires cross-sector collaboration, investment in human resource capacity, and continuous learning so that marketing truly becomes a tool for transformation, not just an image tool. When marketing strategies can convey the values of sustainability honestly and compellingly, not only does it increase tourist awareness, but it also paves the way for a shift in the industry towards a more sustainable and responsible direction.

### **3. The Role of Green Communication Strategy in Influencing Tourism Business Transformation**

Green communication strategies play a vital role in influencing the direction of tourism business transformation towards a more sustainable model. Changes in the way tourism businesses convey messages to the public can create a broad impact, not only in shaping market perceptions but also in driving internal transformation in operational orientation. When industry players consistently convey messages that emphasize the importance of environmental conservation, empowering local communities, and responsible resource management, these messages are not only received by consumers but also become a reflection of the principles applied within the organization. In this context, marketing messages are no longer just a tool to sell

products but become a medium that can form a new business culture rooted in social and environmental responsibility.

Green narratives that are strategically built into promotional materials have a strong potential to change the way consumers view a destination. When a destination is communicated not only as a beautiful or exotic place but also as a region that practices sustainability principles, consumers will judge the destination from a broader perspective. Green narratives can create a positive image that not only attracts environmentally conscious tourists but also encourages the wider community to start considering ethical and ecological dimensions in their travel decisions. Destination images created through narratives that emphasize sustainability can be a strong differentiator in an increasingly competitive tourism market, as they provide added emotional and ideological value to consumers.

Integrating sustainability values into the promotion of tourism products and services is an important step in strengthening this transformation. When the message conveyed shows how the services offered are not only enjoyable but also responsible, consumers will more easily understand and accept sustainability principles as part of the complete tourism experience. This strategy involves creative packaging of information, from how eco-friendly accommodation is displayed in digital brochures, to how ecotourism activities are positioned on social media as fun and educational activities. This process requires synergy between visual content, narratives that touch on values, and consistency in conveying that all elements in the tourism service chain have the same environmental awareness.

The importance of transparency and honesty in conveying business practices is a crucial aspect in building public trust in green communication strategies. Today's consumers do not only rely on what is conveyed in advertisements but also verify through various channels, including online reviews and social networks. Therefore, conveying honest information about achievements, challenges, and long-term commitments in implementing environmentally friendly practices can strengthen the credibility of tourism businesses. This transparency also reflects the seriousness of business actors in building sustainable relationships with their consumers, not just transactional relationships. When honesty becomes the foundation of communication strategy, tourism businesses not only gain market support but also create deeper emotional connections with tourists.

In the process of disseminating green initiatives, alternative media, and communication channels play a very strategic role. Digital platforms such as social media, interactive websites, podcasts, and short documentary videos allow business actors to reach a wider audience at a relatively efficient cost. These channels also allow for the creation of more authentic, personal, and educationally oriented content, which can build a community of supporters of the sustainability mission being carried out. In addition, the involvement of influencers, travel bloggers, and local figures can be a message amplifier, because they have closeness to the audience who already trust and are emotionally connected. By utilizing these various media in a planned and integrated manner, green communication strategies can reach various market segments, form positive public opinion, and strengthen the position of tourism businesses as agents of change toward sustainability.

This structured and strategic green communication process contributes to the formation of a tourism ecosystem that is more aware, responsible, and adaptive to changing times. The transformation of the tourism business will not run linearly without effective communication regarding the new values being carried out. Therefore, a green communication strategy is not only a marketing tool, but also an instrument for changing organizational culture, adjusting business models, and forming new relationships between the tourism industry and the environment and society. When this strategy is implemented with high integrity and commitment, green communication will become a solid foundation for building truly sustainable tourism in the future.

#### **4. The Need for Synergy between Business Actors, Government, and Society in Realizing Sustainable Tourism**

Efforts to realize sustainable tourism cannot be done partially by one party alone, but rather require close and continuous synergy between business actors, government, and the community. When these three elements can move in one direction with the same vision, then an environmentally friendly tourism strategy will be easier to implement in real terms. Cross-sector coordination is an important foundation in supporting a green marketing strategy because each party has a complementary strategic role. Business actors, with their operational strength and business capacity, can be at the forefront of implementing concrete environmentally friendly practices. Meanwhile, the government acts as a policy facilitator and provider of regulations that can encourage long-term commitment from business actors to remain within the corridor of sustainability. In this context, synergy is not only an option, but a necessity so that all programs and strategies do not run alone, but are integrated in a collaborative framework.

Regulations made by the government have a strategic position in shaping the behavior of tourism industry players towards green marketing practices. Carefully designed regulations, not only in terms of economic incentives but also monitoring and evaluation mechanisms, can be a driver of active involvement of the business world in building a sustainable destination image. When regulations support sustainability systematically, business actors will feel that they have legal certainty and a clear direction in developing tourism products and services that are in line with the principles of environmental conservation. However, these regulations also need to be balanced with flexibility and room for innovation so that industry players do not feel constrained but are motivated to seek new approaches that are more effective in communicating sustainability values to the market.

Local community involvement is an important pillar in strengthening the sustainability narrative built by the marketing strategy. Without the active participation of the local community, efforts to create a sustainable destination will lose their substantial meaning. Local communities not only act as guardians of local values and culture but also as sources of authenticity that can enrich the tourist experience. When they are involved in the planning, implementation, and supervision of tourism activities, the sustainability process will become more organic and deeply rooted in the local context. The sustainability narrative that grows from within the community will be stronger and more credible because it reflects real collaboration

between various parties in maintaining and advancing the destination in a balanced manner between the economy, society, and environment.

The potential for collaboration between public and private institutions in developing green promotional campaigns is also a determining factor in accelerating the transition to sustainable tourism. Campaigns that are developed together, by sharing roles, resources, and competencies of each party, will have a broader and deeper impact. Public institutions can provide platforms, data, and policy networks, while the private sector can contribute in terms of funding, technology, and creativity in designing attractive promotional materials. This collaboration also opens up opportunities to reach more levels of society, including the younger generation, digital travelers, and the growing environmental communities. Thus, the promotional campaign is no longer one-sided but becomes a collective representation of the entire tourism ecosystem's commitment to sustainability.

The role of education and advocacy is an equally important complement in forming collective awareness of the importance of sustainable tourism. This awareness does not emerge instantly but grows from a continuous learning process and open dialogue between actors. Business actors need to continue to increase their capacity so that they can understand the dynamics of sustainability as a whole and be able to apply it in their daily activities. The government and educational institutions have the responsibility to develop relevant and applicable curricula, training, and outreach programs. On the other hand, the community also needs to be encouraged to become part of the environmental advocacy movement, either through community activities, social media, or local initiatives that can strengthen conservation values and collective responsibility. With strong synergy and shared commitment, sustainable tourism will not only be a slogan, but will be realized as a system that lives and grows within the social, economic, and cultural order of society as a whole.

Ultimately, the need for synergy between business actors, government, and society is at the heart of transforming conventional tourism into a more sustainable direction. Each party brings a unique perspective and contribution, which if harmoniously united, will form a collective force capable of facing global challenges while creating a future of tourism that is fair, inclusive, and resilient. This collaboration is not only needed in planning, but also implementation, monitoring, and evaluation so that the process towards sustainability truly runs with integrity and consistent commitment from all parties.

## E. CONCLUSION

The transformation of tourism from conventional patterns to sustainable tourism requires a strategic approach that is not only technical but also communicative and collaborative. Green marketing plays a central role in this effort, especially in forming collective awareness through communication strategies that prioritize environmental values, transparency, and honesty in promoting tourism products. The dynamics of changing tourist preferences that are now more sensitive to sustainability issues emphasize that an environmentally conscious marketing approach is not only an added value but has become a market demand. The success of this strategy is largely determined by the ability of industry players to convey sustainability messages authentically and consistently while avoiding the

greenwashing trap that can damage the credibility of the destination's image. Furthermore, cross-sector collaboration between business actors, government, and the community is an inseparable foundation in the transformation process. This synergy is needed to create adaptive policies, inclusive promotional campaigns, and local community involvement that can maintain sustainability organically. Without integrated steps from all stakeholders, efforts to promote sustainable tourism risk becoming rhetorical and not having a significant impact. Therefore, green marketing must continue to be developed as an integral strategy that does not only focus on promotion alone but also encourages structural changes in the way the tourism industry operates and interacts with the environment and local communities.

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