

## **DECIPHERING GREEN PROMOTION ATTRIBUTES: A CONJOINT ANALYSIS OF TOURISTS' PREFERENCES IN GREATER BANDUNG**

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### **Abstract**

The Greater Bandung area grapples with various challenges, including spatial planning, waste management, water resources, critical land, and transportation, all of which are intricately linked to sustainability concerns, particularly affecting tourism. To address these issues, it is crucial to understand tourists' preferences for green promotion attributes in destinations. This study employs conjoint analysis to discern tourists' perceptions of various destination attributes. Findings reveal that Greater Bandung tourists prioritize environmentally friendly tourism activities as the most significant destination image attribute, while ecologically friendly transportation ranks as the least important. Additionally, in assessing destination advertising attributes, environmentally friendly visuals are more important than environmentally friendly messaging. Sustainable product packaging emerges as the foremost consideration among tourists, whereas the color of tourist products in the destination is deemed less significant. These findings underscore the importance of clear communication, ecolabeling, and environmentally friendly practices in promoting sustainable tourism in the Greater Bandung area. By understanding tourists' preferences, stakeholders can tailor promotional strategies to effectively convey the destination's green initiatives, thus enhancing its appeal and contributing to sustainable tourism development.

**Keywords:** Green Promotion; Tourism Promotion; Sustainable Destination.

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### **A. INTRODUCTION**

The Greater Bandung area, encompassing Bandung, Cimahi, and neighboring regions like Bandung Regency, West Bandung, and Sumedang, constitutes the Bandung Basin region. Designated a metropolitan area by Presidential Regulation No. 45 of 2018, Greater Bandung has witnessed rapid development, emerging as a key service and tourism center. However, the region faces challenges in spatial planning, waste management, water resources, critical land issues, and transportation, directly impacting its sustainability, which is crucial for its role as a tourist destination.

Tourists now prioritize destinations that promote healthier lifestyles and environmental conservation. Sustainability significantly impacts travel choices, with 81% of global travelers considering sustainable travel important, as per a 2021 survey by Booking.com. The pandemic has amplified this trend, with 61% expressing increased interest in responsible travel. Additionally, a BCG survey found that 70% of respondents became more aware of environmental threats post-pandemic. Consequently, businesses must prioritize sustainability in their offerings in order to adapt to these shifts.

Three essential guidelines should guide sustainable tourism: respect for host cultures, meeting present needs without compromising future generations, and fostering local economic growth (Tovmasyan, 2019; Van Vu et al., 2020). Effective marketing campaigns are crucial in educating tourists about sustainable practices, including renewable energy and community support, to raise awareness

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about sustainable destinations. Transparent information empowers tourists to make informed choices, supporting sustainable tourism development. Sustainable marketing fosters environmentally, socially, and economically beneficial tourism experiences, representing the pinnacle of marketing evolution (Nirwan et al., 2020).

As defined by the American Marketing Association (AMA), green marketing promotes environmentally friendly products through various means, such as product modifications, changes in production processes, packaging adjustments, and shifts in advertising strategies. Additionally, according to (Khan et al., 2021), green marketing involves nurturing customer demands, desires, and environmental preservation and conservation preferences. Customers tend to favor businesses committed to environmental issues, highlighting the importance of green marketing efforts in aligning with consumer values and preferences.

As an innovative approach within green marketing strategies, green promotion prioritizes environmental sustainability by advocating for environmentally friendly practices while mitigating adverse effects on the natural environment. Through green promotion, companies can effectively communicate messages and demonstrate commitments via promotional activities emphasizing natural beauty, cultural significance, and sustainability, encouraging consumer engagement in environmental protection and preservation (Zhang & Li, 2019). This approach holds significant potential for enhancing a company's market share by presenting sustainable marketing strategies and attracting the right target market, thereby facilitating the purchase of goods or services by customers or guests.

Green promotion, integral to marketing strategies, incorporates environmental concerns into advertising, distinguishing it from other product promotions. This practice disseminates accurate product information while prioritizing customer interests (Srivastava & Kashif, 2023). Employing various tactics like advertising, marketing spaces, and social media, companies showcase their environmental commitment through green promotion. Environmentally friendly advertising highlights the benefits of eco-friendly products for both the environment and consumers, influencing purchasing decisions towards non-eco-harmful items (Rahbar & Wahid, 2011).

Research (Ansar, 2013) found a positive link between environmental advertising and the intention to buy eco-friendly products, indicating its role in informing consumers and highlighting product impacts. This underscores the importance of environmentally friendly promotion, where businesses prioritize long-term communication to raise awareness about their green offerings (Rejeki & Fauzi, 2015). Green promotion introduces eco-friendly products to consumers, shaping their perceptions and attitudes towards advertising and brands (Hollas et al., 2021).

(Sawitri & Rahanatha, 2019) define green promotion as comprising three main activities: campaigns promoting products or services for a green lifestyle, campaigns highlighting the relationship between products and the environment, and campaigns demonstrating the company's environmental responsibility. (Dangelico & Vocalelli, 2017) propose three criteria for measuring green promotion: clear communication to inform consumers about product characteristics and reduce information asymmetry (image), using ecolabels and eco-friendly packaging as primary product identifiers (packaging), and disseminating general messages and information about environmentally friendly products through advertising.

Green promotion, centered on environmental sustainability, encompasses attributes desired by tourists, observed in destination characteristics. These include clear communication to inform tourists about destination features to mitigate asymmetric information (image), utilizing ecolabels and packaging as primary destination identifiers, and disseminating general messages and information about environmentally friendly products through advertising. This strategy aims to minimize the negative impacts of tourism on the natural environment and promote eco-friendly practices. By employing green

promotion, tourism destinations effectively convey messages and commitments concerning natural beauty, culture, and sustainability, encouraging tourists to engage in environmental protection and preservation efforts during their visits.

The precise characteristics of green promotion reflect tourists' perceptions of sustainable destinations, assessed using conjoint analysis. The author aims to identify an optimal green promotion strategy for Greater Bandung, aligning with tourist perceptions to promote sustainability. Understanding tourist preferences is crucial for the success of this strategy, driving the author's investigation into green promotion as a tool for sustaining destination marketing activities.

## B. RESEARCH METHOD

The study took place in Greater Bandung from September 2023 to January 2024, using a direct face-to-face interview survey method. Proportional random sampling was used, with sample sizes based on the visitor numbers at different attractions to ensure representation. See Table 1 for details on the research methodology.

**Table 1.** The Flow of Research Stages

| <b>Determine attributes/factors and sub-attributes/levels.</b> |             |  |
|--|-------------|--|
| <b>Stage 1</b>   | Method      | Observations and Interviews  |
|  | Participant | Tourists as consumers and recipients of promotional messages   |
|  | Objective   | Knowing the factors perceived by tourists as the key to the success of green promotion                       |
| <b>Determine the questionnaire scenario.</b>                   |             |  |
| <b>Stage 2</b>   | Method      | Reduction with the SPSS program  |
|  | Participant | Researcher   |
|  | Objective   | Determine the form of the questionnaire.   |
| <b>Determining tourist preferences</b>                         |             |  |
| <b>Stage 3</b>   | Method      | Survey with a questionnaire with a rating scale  |
|  | Objective   | Know the attributes you like and do not like   |
| <b>Data analysis</b>   |             |  |
| <b>Stage 4</b>   | Method      | Conjoint Analysis with the SPSS 11 program   |
|  | Objective   | Get the average importance (averaged importance) of factors and satisfaction (utility) of each sub-attribute |
| <b>Results &amp; Recommendations</b>                           |             |  |
| <b>Stage 5</b>   | Objective   | 1. Knowing tourist preferences regarding the success factors of green promotion                              |
|  |             | 2. Measuring the level of tourist satisfaction   |
|  |             | 3. Proposed strategy improvements  |
|  |             | 4. Success in realizing sustainable tourism through green promotion  |

Source: Data Processing Results, 2024

## C. RESULTS AND ANALYSIS

### Respondent Profile

The profile of respondents in this study encompasses the gender, age, occupation, and education of tourists, as illustrated in the following table.

**Table 2.** Respondent Profile

| Variable         | Frequency | Percentage |
|------------------|-----------|------------|
| <b>Gender</b>    |           |            |
| Male             | 49        | 49%        |
| Female           | 51        | 51%        |
| <b>Age</b>       |           |            |
| 15 - 25 Years    | 25        | 25%        |
| 25 - 35 Years    | 57        | 57%        |
| 36 - 46 Years    | 18        | 18%        |
| <b>Work</b>      |           |            |
| Student/Students | 31        | 31%        |

| Variable           | Frequency | Percentage |
|--------------------|-----------|------------|
| Private employees  | 38        | 38%        |
| Teacher/Lecturer   | 19        | 19%        |
| Businessman        | 12        | 12%        |
| <b>Education</b>   |           |            |
| Senior High School | 25        | 25%        |
| Diploma            | 24        | 24%        |
| Bachelor           | 41        | 37%        |
| Master             | 8         | 8%         |
| Doctoral           | 2         | 2%         |

Source: Data Processing Results, 2024

Table 2 outlines the demographics of tourists in Greater Bandung. Females represent 51%, slightly outnumbering males at 49%. The majority belong to the Y generation (25-35 years), comprising 57%, while those aged 36-46 constitute the smallest group at 18%. Private employees comprise 38% of tourists, with entrepreneurs comprising the smallest group at 12%. Regarding education, 37% hold Bachelor's degrees, whereas only 2% have doctoral qualifications.

**Table 3.** Preferences of Tourist Destinations In Greater Bandung

| Variable                                   | Frequency | %   |
|--|-----------|-----|
| Natural Tourism Attraction                 | 57        | 57% |
| Tirta Tourist Attraction                   | 22        | 22% |
| Historical and Cultural Tourist Attraction | 21        | 21% |

Source: Data Processing Results, 2024

Table 3 illustrates tourist destination preferences in Greater Bandung. Natural tourist attractions are the top choice, attracting 57% of visitors. Greater Bandung's reputation as a natural tourism hotspot stems from its picturesque landscape, featuring verdant mountains, fertile valleys, and captivating waterfalls. Tourists are drawn to its tranquillity and cool climate, making it a favored destination for holidaymakers (Rahmaftria & Nurazizah, 2022). Additionally, the region offers many outdoor activities, from mountain trekking to tea garden picnics, catering to adventure-seekers and nature enthusiasts alike. Enhanced infrastructure and public facilities further bolster Greater Bandung's appeal (Permana et al., 2020), while attractions like the Citarum River area add to its allure as a natural tourism destination (Hadian et al., 2021).

Table 3 reveals that cultural and historical attractions in Greater Bandung attract fewer tourists compared to natural tourism, with only 21% expressing interest in such destinations. This suggests a preference for natural beauty and outdoor activities among tourists, potentially due to insufficient promotion or perceived lack of appeal. Changing tourist trends favor direct experiences readily available in natural settings, while cultural sites may require specific interests and dedicated time to explore. To enhance cultural tourism, efforts to improve promotion, develop interactive experiences, and preserve the region's heritage are crucial.

This research also uses conjoint analysis to determine tourists' preferences for green promotion in tourist destinations in Greater Bandung, with the following results:

### Stimuli Design

Analyzing the attributes, levels, and factors utilized in the research is essential in designing stimuli. The following presents an analysis of attributes, levels, and factors for this study:

**Table 4.** Analysis of Attributes, Levels, and Levels

| Attribute   | Level | Levels                                  |
|-------------|-------|---|
| Destination | 1     | Nature Conservation                     |
|             | 2     | Waste Management                        |
| Image       | 3     | Environmentally Friendly Transportation |
|             | 4     | Eco-Friendly Activities                 |
|             | 1     | Environmentally Friendly Education      |

| Attribute   | Level | Levels                                     |
|-------------|-------|--|
| Destination | 2     | Environmentally Friendly Message           |
| Ads         | 3     | Environmentally Friendly Visuals           |
| Destination | 1     | Sustainable Logo                           |
| Packaging   | 2     | Sustainable Tagline                        |
|             | 3     | Environmentally Friendly Product Packaging |
|             | 4     | Eco-Friendly Colors                        |
|             | 5     | Eco-Friendly Design                        |

Source: Data Processing Results, 2024

Table 4 presents the stimulus design, featuring three attributes and 12 levels. The first attribute has four levels, the second has 3, and the third has 5, resulting in 60 possible combinations (4 x 3 x 5). Table 5 provides the detailed stimulus design for the study.

**Table 5. Stimuli Design**

| Image                                   | Advertisement        | Packaging                      | CARD_ |
|---|----------------------|--------------------------------|-------|
| Environmentally Friendly Transportation | Continuous Message   | Sustainable Product Packaging  | 1     |
| Eco-Friendly Activities                 | Continuous Education | Sustainable Tagline            | 2     |
| Environmentally Friendly Transportation | Continuous Education | Sustainable Destination Design | 3     |
| Nature Conservation                     | Continuous Message   | Sustainable Product Packaging  | 4     |
| Nature Conservation                     | Continuous Education | Sustainable Product Packaging  | 5     |
| Waste Management                        | Sustainable Visuals  | Sustainable Color              | 6     |
| Waste Management                        | Continuous Education | Sustainable Tagline            | 7     |
| Waste Management                        | Continuous Message   | Sustainable Logo               | 8     |
| Environmentally Friendly Transportation | Sustainable Visuals  | Sustainable Logo               | 9     |
| Eco-Friendly Activities                 | Continuous Education | Sustainable Logo               | 10    |
| Waste Management                        | Continuous Education | Sustainable Product Packaging  | 11    |
| Nature Conservation                     | Continuous Message   | Sustainable Color              | 12    |
| Nature Conservation                     | Sustainable Visuals  | Sustainable Destination Design | 13    |
| Nature Conservation                     | Continuous Message   | Sustainable Logo               | 14    |
| Nature Conservation                     | Sustainable Visuals  | Sustainable Tagline            | 15    |
| Nature Conservation                     | Continuous Education | Sustainable Color              | 16    |
| Eco-Friendly Activities                 | Continuous Message   | Sustainable Color              | 17    |
| Eco-Friendly Activities                 | Continuous Message   | Sustainable Destination Design | 18    |
| Environmentally Friendly Transportation | Continuous Message   | Sustainable Tagline            | 19    |
| Waste Management                        | Continuous Message   | Sustainable Destination Design | 20    |
| Environmentally Friendly Transportation | Continuous Education | Sustainable Color              | 21    |
| Nature Conservation                     | Continuous Message   | Sustainable Tagline            | 22    |
| Nature Conservation                     | Continuous Education | Sustainable Logo               | 23    |
| Eco-Friendly Activities                 | Sustainable Visuals  | Sustainable Product Packaging  | 24    |
| Nature Conservation                     | Continuous Education | Sustainable Destination Design | 25    |

Source: Data Processing Results, 2024

Table 5 showcases the stimuli utilized to evaluate the effectiveness of green promotion (image, advertising, and packaging) in attracting tourists to destinations in Greater Bandung.

### Data processing

The next step in conjoint analysis is data processing. The following are the results of data processing using SPSS software:

#### Relative Importance Value

The relative importance value is the percentage level of each attribute presented in Table 6 below:

**Table 6. Relative Importance Value**

| Attribute | Levels   | Importance Value |
|-----------|--|------------------|
| Image     | Nature Conservation<br>Waste treatment<br>Environmentally Friendly Transportation<br>Eco-Friendly Activities | 54.2%            |

| Attribute     | Levels                             | Importance Value |
|---------------|------------------------------------|------------------|
| Advertisement | Environmentally Friendly Education | 32.5%            |
|               | Eco-Friendly Message               |                  |
|               | Environmentally Friendly Visuals   |                  |
| Packaging     | Sustainable Logo                   | 13.3%            |
|               | Sustainable Tagline                |                  |
|               | Sustainable Product Packaging      |                  |
|               | Sustainable Color                  |                  |
|               | Sustainable Design                 |                  |

Source: Data Processing Results, 2024

Table 6 outlines the findings of the aggregate attribute importance level test, indicating that tourists in Greater Bandung prioritize the image attribute the most, with a significance value of 54.2%. The advertising attribute closely follows the second-highest importance level at 32.5%. Conversely, tourists consider packaging less important, with a significance value of 13.32%.

#### Usefulness Value of Each Attribute Level

Table 7 presents the aggregate utility values calculated using SPSS. The research comprises three attributes with varying levels, each associated with utility values derived from respondents' preferences observed in the provided profiles. Like importance level values, utility values exist at individual and aggregate levels. These values reflect respondents' preferences for each attribute level, with the possibility of negative values indicating dislike for the attribute level.

**Table 7.** Usefulness Value

| Attribute     | Levels                                  | Importance Value |
|---------------|---|------------------|
| Image         | Nature Conservation                     | 1.9              |
|               | Waste treatment                         | 1,2              |
|               | Environmentally Friendly Transportation | -0.7             |
|               | Eco-Friendly Activities                 | 2,4              |
| Advertisement | Environmentally Friendly Education      | 2.1              |
|               | Eco-Friendly Message                    | -0.5             |
|               | Environmentally Friendly Visuals        | 2.5              |
| Packaging     | Sustainable Logo                        | 0.8              |
|               | Sustainable Tagline                     | 2,3              |
|               | Sustainable Product Packaging           | 2.5              |
|               | Sustainable Color                       | -0.3             |
|               | Sustainable Design                      | 1.4              |

Source: Data Processing Results, 2024

#### Discussion

Promoting tourist destinations involves employing diverse strategies, including effective marketing, branding, leveraging unique features, utilizing digital platforms, and implementing sustainable tourism practices (Pallathadka et al., 2022). Among these strategies, green promotion is an innovative approach to prioritizing environmental sustainability. It aims to mitigate tourism's adverse environmental impacts while advocating for eco-friendly practices. Through green promotion, destinations communicate messages highlighting natural beauty, cultural richness, and sustainability, encouraging tourists to participate in environmental conservation efforts.

Tables 6 and 7 highlight the importance of green promotion in fostering sustainable tourism in Greater Bandung's destinations. Notably, Destination Image emerges as a key focus. Sustainable destinations shape positive destination images, offering eco-friendly attractions and benefiting the environment and local communities long-term (Melé et al., 2020; Nowacki et al., 2023). Destinations prioritizing sustainability in their promotional efforts through green promotion attract environmentally conscious tourists. Through green promotional campaigns, they aim to cultivate a sustainability-oriented destination image.

Green promotion campaigns highlight initiatives such as nature conservation, efficient waste management, eco-friendly transportation, and sustainable tourism activities to educate tourists about

responsible travel and environmental conservation (Ibnou-laaroussi et al., 2020). Research indicates that promoting sustainability in destination marketing can shape an environmentally friendly image and influence tourist behavior. In line with this, the study reveals that green promotion focusing on destination image ranks highly important for tourists, while environmentally friendly transportation ranks lowest. This suggests a need for educational campaigns to raise awareness about the environmental benefits of sustainable transportation and reshape tourists' perceptions.

Green promotion through advertising emphasizes general messages and environmentally friendly product information to inspire appreciation for nature and environmental conservation (Kim & Kim, 2014). The study shows that visual advertising for eco-friendly destinations is highly valued by tourists, with a significance value of 2.5. Striking visuals showcasing preserved natural beauty play a crucial role in capturing the attention of environmentally conscious tourists and conveying the importance of nature preservation.

Tourists increasingly favor destinations that prioritize environmental sustainability (Madridano, 2021). Visual advertising showcasing eco-friendly practices is a significant stimulus for responsible tourism experiences, instilling confidence in tourists about the destination's commitment to conservation. Such visuals inspire tourists to embrace sustainable lifestyles by fostering awareness of individual responsibility toward the environment. However, tourists prioritize visually captivating aspects in destination advertisements over environmentally friendly messages (importance value: -0.5), overlooking embedded educational messages.

Environmentally friendly packaging, such as Ecolabel, promotes sustainable tourism and influences tourist behavior (Dolnicar et al., 2018). Ecolabeling is a promotional and environmental management tool that enhances tourist destinations' sustainability and competitive advantage (Enrica et al., 2019). Policies supporting ecolabeling are crucial for attracting environmentally conscious tourists and promoting sustainable tourism practices (Shafiullah et al., 2023).

Eco-friendly packaging plays a crucial role in environmental conservation efforts, reflecting a commitment to sustainability (Bučar et al., 2022). Green destination packaging incorporates eco-conscious logos, sustainable designs, and recyclable materials, reducing plastic waste and promoting environmental awareness (Arenado Rodríguez et al., 2017). This research highlights the importance of environmentally friendly packaging in enhancing tourist experiences, with a significant importance value of 2.5. Innovative packaging designs contribute to memorable travel experiences, aligning with sustainable tourism objectives.

Recyclable and chemical-free packaging reassures environmentally conscious tourists while reducing plastic waste and pollution, thus preserving destination cleanliness and sustainability. Embracing eco-friendly packaging enhances a destination's appeal to environmentally-conscious travelers. However, tourists rate the color of sustainable packaging as less important, indicating a potential lack of awareness regarding its environmental significance (importance value: -0.3).

#### **D. CONCLUSION**

The research highlights the critical role of green promotion in conveying destination managers' commitment to sustainability in destination promotion. Attributes such as destination image, advertising, and packaging were analyzed, aligning with Greater Bandung's tourist preferences. Tourists prioritize environmentally friendly activities in destination image (importance: 2.4) but show less interest in environmentally friendly transportation (importance: -0.7). Similarly, they value visually appealing advertising (importance: 2.5) over messages (importance: -0.5) and prioritize sustainable packaging (importance: 2.5) over packaging color (importance: -0.3).

Destination managers must prioritize green promotion strategies to uphold environmental sustainability and mitigate tourism's adverse impacts. Strategies should include offering environmentally friendly transportation options and educational programs on ecotourism principles. Leveraging social media to disseminate information on sustainability initiatives can also be effective. These efforts can help tourist destinations cultivate a positive image as eco-conscious locales, appealing to tourists who prioritize sustainability in their travel choices.



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