



## Green Marketing and Ecotourism Model Development Concept

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### ARTICLE INFO

### ABSTRACT

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Tourism can grow and develop well when it is supported by government policies that are oriented towards the development of a sustainable tourism industry. This article intends to demonstrate the relevance of green marketing for tourism, particularly nature-based tourism. At the same time, this study demonstrates the risk of overuse of strong ecological characters, such as ecotourism and nature tourism among others, when associated with low-quality environmental products. This study uses a qualitative approach with descriptive methods in analyzing the results of research on the concept of green marketing and ecotourism. The results show that with the increasing importance of the natural environment in tourism, environmental marketing should be used by considering the parameters of social responsibility and ethics.

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## 1. Introduction

The world of economy and business has experienced rapid development which is marked by a shift in the industrial paradigm towards industry 4.0. These developments require creativity and innovation for business people, including the tourism business (Adnyana, 2020). Tourism products have the following characteristics: short life cycle, high risk, high margin, high diversity, high competition, and easy to imitate because this sector requires creativity and innovation to maintain or extend the product life cycle (Payangan, 2014). Tourism has been known as an industry without pollution for many years, as an industry, tourism can be a source of income and other social, cultural and economic benefits without setting up factories that emit pollution and can damage the environment (Santoso, 2016).

However, tourism is currently experiencing serious problems, especially with the Covid-19 pandemic. Apart from Covid-19, one of the most important issues affecting the tourism industry in recent years is sustainable tourism (Hamsal & Abdinegoro, 2003). With Covid-19, aspects of good management and paying attention to the balance of nature are very important, the tourism industry can apply the concept of green tourism in maintaining its sustainability.

According to Fandeli (2000) ecotourism is environmentally friendly tourism (green tourism) which considers tourism development as an integral part of national and regional development. Meanwhile, Asmin (2018) explained that green tourism activities must pay attention to environmental, socio-cultural, and economic aspects to realize tourism sustainability. Green tourism will be realized if there is support from government policies that can create comfort for tourists, because government policies are able to provide guarantees for visiting tourists. This is also supported by Kristiana (2019) stating that government policies affect consumer or tourist satisfaction.

Green tourism activities and their marketing process through a green marketing strategy are expected to make consumers satisfied and loyal, because loyalty is an important factor in achieving business success (Suryati, 2015). But in reality loyalty, Green tourism and green tourism marketing strategies are expected to increase the number of tourists which in turn contributes to increased income (Joko et al., 2021). The facts show that green tourism and green tourism marketing are still not popular. Therefore, it is necessary to make strategic decisions and plans as a joint strategic marketing effort between stakeholders in order to realize green tourism through a green tourism marketing strategy (Aditya, 2021).



Indonesia has a high biodiversity (tropical rainforest with flora and fauna in it) which is not benefited by this international tourist flow, although tourist arrivals from this segment are increasing. It presents the same problems that affect the more traditional segments such as: Lack of infrastructure, Low training of workforce, Lack of signs, Absence of security measures, Lack of investment, Lack of promotion, etc (Melinda, 2019).

The potential for nature-based tourism is enormous and requires a complete marketing redesign that includes the use of all instruments to promote destinations with an ecological perspective in a sustainable manner. Likewise, it is necessary to understand more clearly the concept of environmental marketing so that it becomes an effective tool for sustainable management. In this effort, an appropriate development model is needed in accordance with the existing potential possessed by tourism actors, both groups and individuals. This development model is the key to the answer to business success, therefore carefulness is needed in developing strategies to be implemented (Wilis et al., 2021).

## 2. Method

This research is a qualitative research that seeks to describe and describe the phenomena that occur. A qualitative research approach is a research and understanding process based on a method that investigates a social phenomenon and human problem (Sugiyono, 2010). In this study the researcher makes a complex picture, examines words, reports in detail from the respondents' views and conducts studies in natural situations. Qualitative research is used if the problem is not clear, to find out hidden meanings, to understand social interactions, to develop theories, to ensure the truth of data and to examine the history of development. Given that this study aims to understand and interpret various existing phenomena or those that occur in reality as a characteristic of qualitative research, in this case how about ecotourism and green marketing in Indonesia.

## 3. Results and discussion

### 3.1 Green Marketing

The growing interest in nature-based tourism is directly related to the increasing concern for environmental issues which currently occupy a special place in all human activities. This has led to the inclusion of the natural environment as an object of analysis in many disciplines. Among the latter, marketing is included, because as society becomes more sensitive in relation to environmental issues, it becomes necessary to assume new behaviors towards them. On the other hand, ecological issues are gradually becoming more important because nowadays there are a large number of consumers who are looking for products and services that incorporate environmental variables. Based on this, the company is trying to better position itself by using a marketing strategy whose competitive variable is the ecological aspect. The same strategy is also applied by public sector organizations and non-governmental organizations (NGOs) (Sedjati, 2015).

In this context, marketing emerges from a consumer-environment relationship involving the need for clients to recognize the importance of conserving nature and some of the names associated. All of these denominations have a fundamental concern for the marketing implications of products; which takes into account the specifications of environmental laws and the expectations of a large number of consumers regarding their products and manufacturing processes so as not to be aggressive towards the environment (Rochmi, 2022). Green marketing is located in the field of social marketing and corporate social marketing and integrates social goals with the company's commercial marketing objectives with respect to environmental protection. In this way, green marketing can be approached from two perspectives: social or social cause marketing and corporate or commercial social marketing.

From a social point of view, green marketing is embodied in the concept of social marketing or social causes and is approached in macro marketing terms. Its objectives include Modifying behaviors that are harmful to the environment, Contributing to changing community values, Stimulating actions that are beneficial to the environment, and Reporting environmental issues and promoting sustainable development. Meanwhile, from a commercial-business point of view, green marketing lies in the perspective of corporate social marketing aimed at organizations, especially companies, and is located in the context of micro-marketing. According to this approach, green marketing can be defined as the process of planning,



implementing and controlling marketing policies that meet customer needs, and at the same time reflect on organizational goals and environmental benefits (Manongko, 2018).

The approach used in this article combines two perspectives (macro and micro) because it is assumed that individual organizations have social roles that must be fulfilled. They can act as social marketing agents to influence consumer adoption of green ideas; and thus have more positive evaluations of their products and/or processes. Here are some ways organizations can influence consumers:

- a. They can support ecological causes unrelated to their product (e.g., endangered species or ecosystems)
- b. They can contribute to the adoption of cutting-edge ecological ideas that seek to achieve results in the medium and long term (reduction in consumption of water, energy, aggressive products for the environment, etc.)
- c. They can link their products and production processes with environmentally friendly ideas, seeking to increase commercialization in the short and medium term (biodegradable, recyclable products, etc.)
- d. They can sponsor prizes given to initiatives for environmental conservation.

On the other hand, green marketing works with products that are not only goods and services but which incorporate the characteristic ideas of social products that are addressed by social marketing, but are also present in corporate social marketing. The ecological products that green marketing treats are ideas (reducing pollution in the production process, for example), behavior (buying environmentally friendly products), as well as quality products or services that consumers are looking for (which do not harm) environment).

Coddington & Florian (1993) understand that environmental marketing includes marketing activities that regard environmental management as a development of corporate responsibility and as a growth opportunity for it. The same author considers that environmental marketing is a change in perspective in running a business because it demands the company's global environmental responsibility and commitment. Green or environmental marketing consists of all activities aimed at generating and facilitating any change with the aim of satisfying human wants or needs with minimal adverse impact on the environment (Polonsky 2011).

On the other hand, Welford (2016) refers to green marketing as providing information about products by producers to consumers, providing advice on how to use them more efficiently and reuse, repair, recycle and dispose of them. He considers that green marketing should bring about a change in the traditional approach that focuses on certain aspects of the product. An ethical approach that takes a holistic view of the product from cradle to grave and that considers the context in which it is produced. Szocs (2011) considers environmental marketing as a comprehensive management process, responsible for the identification, anticipation and satisfaction of customer and societal demands, in a profitable and sustainable manner.

From this definition it can be concluded that green marketing: a) Based on a comprehensive management process. b) Responsible for the identification, anticipation and satisfaction of customer requests. c) Responsible to the community to ensure that the production process is profitable and sustainable. However, it is necessary to consider that green marketing is not only reduced to product promotion, qualitative organizational changes are also required with respect to environmental issues. ... it is not enough to speak the green language; company must be green. Far from being a problem that many marketers initially feel, just about advertising, the most successful way to address environmental concerns requires a total reforestation to the core of a company's culture. Only through the creation and implementation of strong, high-value environmental policies can most healthy products and services be developed. Marketing strategy can only be executed by creating environmental ethics throughout the company.

### **3.2 Tourism with the concept of Protecting Nature and the Environment**

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### 3.3 Marketing mix between tourism and environment

Destination green marketing must really consider all marketing mix variables (Islam, 2018). As for the ecological product itself, the tourist must understand that the environmental conditions of the place accompany him, he must receive as much information as possible about pollution, the rules governing visits, the types of plants and animals, highlighting the rarest or charismatic (which as much as possible will be used as a symbol of the type of conservation). It is also important to highlight the scientific research carried out, environmental education work, etc.

The price of ecotourism products may have higher costs due to the care required for the preservation of the ecosystem. In tourism, unlike other economic activities, there are already consumers who are aware of the need to preserve the natural environment and who appreciate the initiatives undertaken for that purpose. Sometimes, the fact that a visit to a natural area is more expensive is justified by the need to limit the number of visitors so as not to exceed the carrying capacity of the place. In this case, price serves as a brake on demand. Ecological tourism products use the same distribution channels as traditional tourism, and highlight the green marketing philosophy throughout the process, demonstrating the importance of caring for the environment at all points of sale.

Promotion of eco-tourism products is the most well-known variable in marketing, and the one that presents the greatest need for differentiation due to abusive advertising exploitation of terms like ecology or ecotourism, for example. Terms used well in green promotion contribute to a better positioning of the product being promoted. Ecotourism activities must still be accompanied by research assignments. This allows monitoring the condition of fauna and flora, regional carrying capacity, assessment of tourism products, added value and competitiveness in national and international markets, which tend to be increasingly demanding.

### 3.4 Environmental Components in Tourism Products

Not only tourist destinations that utilize natural tourism must use environmental marketing, environmental care gives value to every tourism product and must always be present because it is related to a better quality of life, clean air and tranquility; that's what visitors are looking for while on vacation. The problem that arises here is the misuse of terms such as ecotourism, sustainability or nature in tourism communications, sometimes without a strict correspondence with the essence of the product being marketed. As far as possible, the environmental component of tourism products should be supported by certification or quality seals. There are various types of tourism products that can be framed in the expression of environmental tourism, such as those that propose observing animals in nature, experiences in natural environments, walking through safe routes, appreciation of natural landscapes, and many others.

Several countries, regions and regions find fauna tourism potential and there animals have a much higher economic value than dead ones. A lion in Kenya's Amboseli National Park generates the equivalent of



US\$27,000 per year in tourist income, while a herd of elephants generates US\$610,000 per year (Lindberg 1991). Gorillas in Virunga National Park in Rwanda contributed US\$4 million in revenue. Countries such as Costa Rica, Ecuador, Belize, Kenya, Tanzania and South Africa are some examples where nature tourism, which focuses on wildlife watching, is responsible for nearly all the international tourist income of these countries. One of the most developed ecological tourism modalities around the world is bird watching (ornithological tourism or birdwatching). This requires a major marketing effort from a destination that features a charismatic species or diversity that stands out from the crowd.

The fact that biodiversity presents economic value in its own natural environment without any transformation, gives it the possibility to become an ideal tool for its own conservation. In some parts of the country, whale watching is exploited, being careful not to endanger animal life. Whale-watching tours, if well-planned, offer income opportunities for more people than the old and despicable practice of hunting for these mammals. Fauna observation is the most sustainable activity among all that is developed in the context of ecotourism. The territory of Indonesia, due to the abundance of biomes that support the existence of countless ecosystems, is quite rich in mammals, and may contain significant numbers that are not explained by science. This shows that this is a very appropriate place to receive an ecological tourism highlight on mammalian fauna. Mammalian observations, in particular, have many positive impacts:

- a. Attract financial incentives for wildlife conservation.
- b. Generates less impact and higher revenue than traditional tourism.
- c. Increase local control of unique mammal species.
- d. Take visitors to areas that are outside the traditional tourist itinerary.
- e. Increase the protection of non-institutional protected areas containing the desired species.
- f. Promotes appreciation of knowledge about the natural history of the place.
- g. Promote the education and employment of local guides.
- h. Promote the establishment of a fund for mammal conservation.

Starting from the principle that mammals and their habitats are basic resources for the development of ornithological tourism, caring for these resources is very basic, because if these activities are not carried out in an organized and responsible manner, the environment can be damaged to the point of your death. Thus, mammals are an excellent indicator of the environmental health of an ecosystem. One of the most important actions for the conservation of mammals and their habitats is to gain support from local people, which is achieved by making them understand the value of the resources they use on a daily basis. It is necessary to start education and awareness of the local community with children by introducing basic knowledge about the identification of fauna and flora so that they learn to interpret the reality of the environment around them. The publication of mammal identification guides is another measure that contributes to local awareness and encourages the monitoring of species that occur frequently in the region, enabling residents and tourists to become assistants to the scientific conservation work carried out by specialists.

#### **4. Conclusions**

There should be increased environmental promotion in tourism as a result of increasing global environmental concerns. In this way, nature tourism will tend to grow more than other segments, due to the increasing environmental awareness of the community and the search for places of rare beauty that are identified with a better quality of life. The use of green marketing in tourism must respond to the criteria of ecologically responsible and ethical respect for the natural environment, which has parameters of sustainability in all its dimensions: ecological, social and economic. Visitors will contribute to environmental causes, which will satisfy eco-conscious tourists. Dissemination that part of the revenue derived from tourism is devoted to the protection of certain species or environmental protection areas, has a very positive effect, which is greater if visitors have the opportunity to acquire an object to demonstrate their environmental commitment in it. Place of Origin. Finally, it is important to apply all marketing variables in organic product development. Product, price and distribution precede promotion and are the basic elements in characterizing the quality and competitiveness of tourism products.

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