

Green Tourism and Green Marketing Tourism the Impact on Sustainable Tourism in the Covid-19 Era

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Abstract-*The tourism industry's success needs good management, one of the concepts of tourism management which are expected to provide double added value is through the concept of developing green tourism and green marketing tourism. However, green tourism and green marketing tourism cannot run well if there is no government support in the form of policies that are oriented towards tourism sustainability. Aims this study to determine the effect of green tourism and green marketing tourism on sustainable tourism during the Covid-19 period. This study is a quantitative study with the determination of the sample using the accidental sampling method, namely tourists who visited DIY during the COVID-19 pandemic with a total of 139 tourists as respondents. The method of collecting data is through a closed questionnaire distributed via google form with a Likert scale of 1 to 4. Data analysis uses multiple linear regression, hypothesis testing includes t-test and f test with the help of SPSS 25.0 for windows program. Based on the results of data analysis, the results obtained that tourism sustainability is only partially influenced by green tourism marketing, but jointly tourism sustainability is influenced by green tourism and green tourism marketing.*

Keywords: Green tourism, green tourism marketing, sustainable, Covid-19

1. INTRODUCTION

Tourism is an industry without pollution for many years, tourism as an industry can be a source of income providing social, cultural, and economic benefits without setting up factories that emit pollution and damage the environment (Santoso, 2016). However, starting in late 2019, tourism experienced serious problems due to the Covid-19 pandemic. Covid-19 affects aspects of good management and paying attention to the balance of nature is very important, in the tourism industry (Jumadi and Aditya 2021). Besides Covid-19, the most important problem affecting the tourism industry is sustainable tourism (Liu, 2003). According to (Singh and Mishra 2003) green tourism is environmentally friendly tourism which considers tourism development as an integral part of national and regional development. Meanwhile (Tunde 2012) explains that green tourism activities must pay attention to environmental, socio-cultural, and economic aspects to realize tourism sustainability.

According to (Jumadi 2014) green tourism can be realized if government policies support that direction, namely creating comfort for tourists because government policies can provide guarantees for tourists. This is by (Febriandhika and Kurniawan 2019) who state that the government needs to make policies in collaboration with the private sector to realize sustainable tourism by anticipating environmental damage. However, according to (McDonagh and Prophero 2014) that sustainability needs to go through an effective planning process with clear guidelines. To achieve this by providing education and training to personnel involved in tourism activities driven by the government and organizations in undertaking initiatives to discuss tourism and the environment.

Sustainable tourism is becoming popular among experts and practitioners along with increasing public awareness about the importance of preserving the environment for the sake of sustainable economic development which needs to be supported by government policies. In addition to the most important policy is an activity in tourism activities, which are currently more popular with the terms green tourism and green tourism marketing. According to (Jumadi and Aditya 2021) that green tourism and green marketing tourism strategies are expected to increase the number of tourists which ultimately contributes to increased income. But further (Jumadi and Aditya (2021) explain that green tourism and green marketing tourism are still not popular. Therefore, it is necessary to make strategic decisions and plans as a joint strategic marketing effort between stakeholders to realize green tourism through green marketing tourism strategies This study aims to determine the effect of green tourism and green marketing tourism influencing tourism sustainability during the Covid-19 pandemic.

2. TOURISM

According to (Goldner et al., 2009) tourism is a combination of various activities, services, and industries and offers a travel experience to a person including transportation services, accommodation, food and drink facilities, shops, entertainment, and hospitality services provided to individuals or groups who was traveling and was far from where he lived. Tourism is a variety of tourism activities and is supported by the community, businessmen, government, and local governments (UU No. 10. 2009). Tourism is a service industry with service characteristics as stated by (Kotler and Keller 2009) which is an intangible product, related to experience,

consumed at the time of production, and does not result in a physical transfer of ownership. Meanwhile, according to (Jumadi, 2015) that tourism is a service that offers tourist travel activities to tourists and is outside the area.

According to (Mill 1996) classifying tourism into several dimensions which include; attractions, facilities, transportation, and hospitality. Meanwhile (Middleton & Clark 2001) explains that tourist attractions are attractions that make an important contribution to the motivation of tourists to visit destinations. According to (Middleton & Clark 2001) formulated 10 types of tourist attractions, namely: Ancient Monument, Historic Building, Park and Gardens, Theme Park, Wildlife Attraction, Museum, Art, Gallery, Industrial Archeology Sites, Theme Retail site, entertainment, and recreational parks.

3. GREEN TOURISM

Tourism if managed properly can provide more benefits, especially if it uses the concept of green tourism. More broadly if green tourism is managed seriously it can provide benefits and contribute to coherent land management and ecological goodness, as well as contribute to a healthy economic base (Jones, 1987). Meanwhile (Lane 1994) explains that rurality is the main characteristic of rural tourism. Green tourism requires facilities that are ideally owned to be able to use good interactions between visitors and residents of the community as hosts.

Middleton (1998) defines green tourism as any tourism activity carried out in natural areas, where the main focus is natural resources or tourism that is considered environmentally responsible. To realize truly green tourism, it is important that the concept of sustainable development is incorporated in tourism policies, and provides practical inspiration for developing more environmentally friendly tourism activities (Hong et.al, 2003).

4. GREEN MARKETING TOURISM

Tourism marketing is not much different from the marketing concept in other industrial sectors, the difference only lies in destination marketing which aims to encourage people to want to visit a destination (Jumadi 2015). Tourism marketing is an activity that brings together demand and supply so that buyers (tourists) get satisfaction and sellers get maximum profit with minimal risk. Meanwhile (Kotler, Bawen & Makens 2006) define tourism marketing as a managerial and social setting that enables individuals or groups to fulfill their needs and wants through the creation and exchange of products and values. This view gave birth to the concept of social marketing, where organizations can satisfy the needs and wants of the target market effectively and efficiently by taking into account the welfare of consumers and society.

According to Kapelanis and Strachan (Jumadi 2020) green marketing emerged as a natural result of the social marketing concept. According to (Ottman 1998) green marketing serves two purposes, namely first: developing products with a balance between

consumer needs for quality, practicality, performance, and price. Second make high-quality services, including environmental friendliness, related to product properties, as well as manufacturers and achievements in the field of environmental protection. According to (Polonsky and Rosenberg 2001) explained, green marketing can reduce process costs (green production), differentiation relative to competitors, and revitalize businesses that use environmentally friendly processes as an opportunity to revitalize products. Green marketing is a specific way of designing marketing activities, implementing marketing strategies, tools and policies to achieve goals.

5. GREEN MARKETING TOURISM STRATEGY

According to (Lubis 2004) the marketing mix is one element of the marketing strategy. The marketing mix is an integrated business strategy with the principles: the right product, the right person, the right, the right price, the right place, and the right time (Kumar; 2010). Meanwhile (Sarker et al 2012) explained that the marketing mix includes 4Ps, namely: product, price, place, and promotion, but in tourism, it is expanded to 7Ps by adding physics, processes, and people. Meanwhile (Kotler 2012) explains the 4Ps are a marketing mix with a significant impact on tourism marketing. According to (Phitthayaphinant & Nissapa 2011; Thamrin 2012; Sarker et al 2012; Al Maula and Maje 2012), the marketing mix is a modern concept in marketing to influence and motivate consumers including the following dimensions:

1. Green product is a destination that cares about the environment around the destination.
2. Green price is the value of a product that is proven to provide a level of convenience for tourists in conducting transactions.
3. Green places throughout the supply chain to reduce the impact on the environment.
4. Green promotion, promotion involves the use of energy-saving tools such as the use of social media or through the internet.
5. Green physic Environment is an eco-friendly tourist destination that combines a balance of ecosystems
6. Green process, tourism marketing activities that are designed to be easy and flexible so that visitors do not experience difficulties when visiting.
7. Green people are officers at tourist destinations with the character who have integrity, are honest, and have good manners in every tourism service.

6. SUSTAINABLE TOURISM

According to (Cronin 1990) in (Sharpley 2000), conceptualizing sustainable tourism development is a development that focuses on two things, namely: First, the sustainability of tourism as an economic activity. Second, consider tourism as an element of a broader sustainable development policy. Sustainable tourism development must be in line with the principles of sustainable development. According to (Lane 1994) as quoted by (Sharpley 2000) states that sustainable

tourism is a balanced triangulation relationship between tourist destinations and their habitats and humans, making holiday packages and the tourism industry, where no single stakeholder can break the balance. Meanwhile (UNEP and UNWTO 2005) sustainable tourism is tourism that takes into account current and future economic, social, and environmental impacts, addressing the needs of tourists, industry, the environment, and local communities. The principle of sustainable tourism prioritizes the environment as the center of attention in tourism activities in destinations. Sustainable tourism has goals including resource efficiency and environmental conservation. Efficiency is carried out by minimizing the use of limited and non-renewable resources in the development and operation of tourism facilities and services. Meanwhile, the objective of environmental conservation is to minimize air, water, and soil pollution and waste production by the tourism industry and from tourist activities.

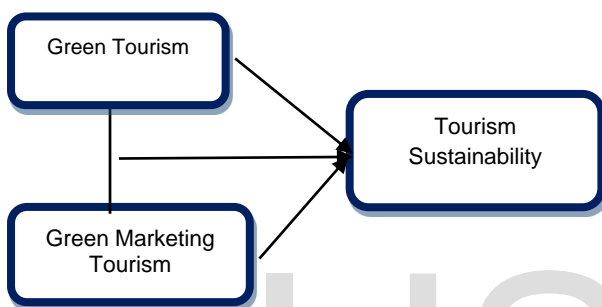


Figure 1. Framework

7. RESEARCH METHOD

This study uses quantitative methods, the determination of the research area with a purposive area, and the determination of the sample using accidental sampling, namely tourists visiting DIY during the COVID-19 pandemic with a total of 139 tourists as respondents. The data collection method used a closed questionnaire which was distributed via google form with a Likert scale on a scale of 1 to 4. To obtain valid results, the research instrument was tested, namely validity and reliability tests. Data analysis using multiple linear regression, hypothesis testing using t-test and f test with the help of SPSS 25.0 for windows program, with the following model:

$$Y = a + b_1X_1 + b_2X_2 + i \dots \dots \dots (1)$$

Where Y is sustainable tourism a is a constant, X1 is green tourism, X2 is green tourism exposure. EO is entrepreneurial orientation; b₁, b₂ is the estimated coefficient; i is a confounding variable.

8. FINDINGS

The result of the variable green tourism, the green tourism variable produces an average value (mean) of 11.9784, if divided by the number of research indicators as much as 4 it will produce a value of 2.99, this means that the condition of green tourism is close to good. The result of the green marketing tourism variable are:

1. the dimension of the products, the results of research conducted by researchers on product dimensions produce an average value (mean) of 6.0935, if divided by the number of research

- indicators as much as 2 it will produce a value of 3.04675 from a maximum total score of 4, this means that the condition of green marketing seen from the dimensions of the product in good value.
2. the dimension of price, the results of research conducted by researchers on the price dimension produce an average value (mean) of 8.4460, if divided by the number of research indicators as much as 3 it will produce a value of 2.8153 from a maximum total score of 4, this means that the condition of green marketing Judging from the price dimension, the value is close to good.
3. the dimension of promotion, the results of research conducted by researchers on the promotion dimension produce an average value (mean) of 6.3597, if divided by the number of research indicators as much as 2 it will produce a value of 3,179 from a maximum total score of 4, this means that the condition of green marketing is seen from promotion dimension in good value.
4. the dimension of distribution, the results of research conducted by researchers on the distribution dimension produce an average value (mean) of 5.7554, if divided by the number of research indicators as much as 2 it will produce a value of 2.877 from a maximum total score of 4, this means that the green marketing conditions are seen from distribution dimension in value close to good.
5. the dimension of people, the results of research conducted by researchers on the dimensions of people produce an average value (mean) of 6,3165, if divided by the number of research indicators as much as 2 it will produce a value of 3,158 out of a maximum total score of 4, this means that the condition of green marketing is seen from the dimension of people in good value.
6. the dimension of physical, the results of research conducted by researchers on the physical dimensions produce an average value (mean) of 5.6547 when divided by the number of research indicators as much as 2, it will produce a value of 2.82 from a maximum total score of 4, this means that the marketing conditions green seen from the physical dimensions in the value close to good.
7. the dimension of process, the results of research conducted by researchers on the dimensions of the process produce an average value (mean) of 6.3885 when divided by the number of research indicators as much as 2, it will produce a value of 3.194 from a maximum total score of 4, this means that the condition of green marketing is seen from the dimensions process in good value.

The results of research on the tourism sustainability variable produce an average value (mean) of 12.8633 when divided by the number of research indicators as much as 3, it will produce a value of 3.21 from a maximum total score of 4, this means that the condition of green marketing is seen from the variable of tourism sustainability in Indonesia. good point.

Based on the Inferential analysis using multiple linear regression analysis (multiple linear regression) is used to test the hypothesis, namely to see the effect of green tourism and green marketing tourism variables

on tourism sustainability. The results of the regression test in the study are shown in the following table:

Table 1. Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3.369	.836	
Green Tourism	-.019	.074	-.021
Green Tourism Marketing	.216	.024	.723

Source: Primary data processed 202

Based on the results of data processing with multiple linear regression, the following regression equation is obtained: $Y = 3.369 - 0.019X_1 + 0.216X_2 + 0.836$. Based on the multiple linear regression equation, it can be explained as follows:

1. The constant value of 3.369 indicates that the condition of tourism sustainability is 3.369 even though there is no green tourism program and green tourism marketing.
2. The green tourism coefficient value of -0.019 indicates that if green tourism activities increase, it will reduce tourism sustainability.
3. The value of the green marketing tourism coefficient of 0.216 indicates that if green tourism activities are good, it will realize tourism sustainability.
4. The value of 0.836, is a nuisance or error value.

9. HYPOTHESIS TESTING

The partial hypothesis test is a statistical test to determine the significance of the effect of each independent variable on the dependent variable. The conclusion in this test is by comparing the t value of the calculation results to the t table value or comparing the calculated probability value to the determined significance level.

Table 2. t-test results

Model	t	Sig.
(Constant)	4.029	.000
Green Tourism	-.260	.795
Green Tourism Marketing	8.904	.000

Source: Primary data processed 2021

The result of the tested partially by using the t-test, the significance value of green tourism is 0.795. sig value. this is greater than 0.05 so it can be concluded that the green tourism variable does not affect tourism sustainability. Based on this test, the hypothesis which states that green tourism affects tourism sustainability is not proven. The result of green marketing tourism is after being tested partially using the t-test, the significance value of green marketing tourism is 0.000. sig value. This is smaller than 0.05 so it can be

concluded that the green marketing tourism variable has a positive effect on tourism sustainability at both the 5% level. Based on these tests, the hypothesis which states that green marketing tourism affects tourism sustainability is proven. This supports research conducted by (Phitthayaphinant & Nissapa 2011; Thamrin (2012; Sarker et al 2012; Al Maula Ayed and Maje 2012), which states that the marketing mix is a modern concept in marketing to influence and motivate consumers.

Based on the Simultaneous hypothesis testing is a statistical test to determine the significance of the joint effect of the independent variables on the dependent variable. Conclusions in this test are by comparing the calculated f value to the f table value or comparing the calculated probability value to the determined significance level.

Table 3. f - test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	224.279	2	112.140	68.660	.000 ^b
Residual Total	222.124	136	1.633		
	446.403	138			

Source: Primary data processed 2021

After being tested simultaneously using the f test, the significance value of green tourism and green marketing tourism is 0.000. The significance value is less than 0.05, so it can be concluded that the variables of green tourism and green marketing tourism have a positive effect on sustainability at the 5% level. Based on this test, the hypothesis that green tourism and green marketing tourism affect tourism sustainability is proven.

Based on T=the coefficient of determination (R^2) aims to determine how much the independent variable can explain and influence the dependent variable. The value of the coefficient of determination is between zero and one. A small value of R^2 means that the ability of the independent variables to explain the dependent variable is limited.

Table 4. R^2 -test Results

R	R Square	Adjusted R Square
.709	.502	.495

Source: Primary data processed 2021

Based on the test results obtained a value of 0.495, the value of determination becomes $0.495 \times 100\% = 49.5\%$. This indicates that the sustainability of tourism is explained by 49.5% by variables of green tourism and green tourism marketing, and the rest is explained by other variables that are not included in the model.

10. CONCLUSION

1. The results of the t-test obtained a significance value of green tourism of 0.795, greater than 0.05, so it is concluded that the green tourism variable does not affect tourism sustainability.

2. The results of the t-test obtained the significance value of green marketing tourism of 0.000 which is smaller than 0.05 so that it is concluded that the green marketing tourism variable has a positive effect on tourism sustainability.
3. The results of the f test obtained that the significance value of green tourism and green marketing tourism is 0.000 which is smaller than 0.05 so it can be concluded that the variables of green tourism and green marketing tourism have a positive effect on tourism sustainability.
4. The test results obtained that the coefficient value obtained is 0.495, this indicates that tourism sustainability is explained by 49.5% by the green tourism and green marketing tourism variables, and the rest is explained by other variables not included in the model.

11. RECOMMENDATIONS

Based on the above, it can be suggested that in increasing the sustainability of tourism during the Covid-19 pandemic, it is necessary to make efforts to improve green tourism and green marketing by the relevant program are:

1. The Department of tourism should coordinate with the tourism industry to design a green tourism policy.
2. The tourism managers should be increased to the green marketing tourism with the setup of the product, price, promotion, place, people, process, and physical evidence as a strategy to improve the attractiveness of the tourism industry.

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