

Marketing Management Best Practices to Increase Sales of Green Tourism Destinations in Developing Countries

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Abstract. *This study aimed to gain understanding from a series of published scientific evidence studies that have been released with the problem of best practice management marketing studies to increase sales of green tourism in several developing countries. This study was carried out in a descriptive qualitative manner by reviewing much scientific evidence that has been made public in national and international publications for data published in the last ten years. After getting the data, we review it under the phenomenological approach, where we look at the data, and the volume to answer problems that we believe can answer the problem with the principles of validity and high quality. After reviewing and discussing the findings, we can conclude that the findings include an understanding of green tourism, then the best steps in promoting green tourism by saving the environment but still from a business perspective for sustainability and profits. It is hoped that these findings will color similar studies in the future.*

Keyword: *Marketing Management, Green Tourism, Developing Country*

Introduction

The emergence of a sense of caring for the environment and the willingness of citizens to know about environmental conservation and saving the environment that is profitable and sustainable has contributed to the assessment and evaluation of tourism marketing mechanisms in many developing countries (Hart, 2013). Green environmental marketing is becoming more and more famous around the world. Especially in developing countries, in the last few years, the governance of the green tourism business has been influenced by thoughts and ideas on how to market green tourism that is not only profitable but also saves forests (Gifford & Nilsson, 2014). This is because green tourism projects are increasingly popular but must positively impact saving and improving environmental conservation projects from various business activities that often harm the environment.

According to several world reports, as Edgell Sir (2015), green tourism continues to penetrate protected forests, which in the name of a country's economic development strategy, especially in developing countries, on the one hand, has helped create jobs; on the other hand, it has also damaged the environment (Kopnina, 2018). Therefore, various studies must examine the

negative impact of the green tourism management system in any country so that a healthy environment, and superior tourism resources, which are a state income sector, must not only bring commerciality but also participate in implementing development policies that save the environment and reduce risks of environment that results in environmental sustainability and beautiful tourism to save forests. For this reason, various studies continue to be encouraged that not only exploit tourism for the economic sector but save a green variety (Bronfman et al., 2015).

Examples of efforts to develop forest tourism areas that care about saving the environment, such as efforts to limit and control any projects that damage the environment as well as efforts to protect green areas and biodiversity, are efforts that must be encouraged in every country, especially developing countries whose forests are still beautiful (Pattanayak et al., 2010). From an economic point of view, the relevance of protecting the environment with business activities must start from the marketing and promotion department that creates tourism products, and the development method must be oriented towards saving the environment. Concern for a healthy environment must be balanced with the community's need for development because every concept designed to ignore the interests of the environment will make the forest continue to damage, including a threat to local governments and communities whose forests were previously original but after development projects, especially tourism, will experience environmental degradation (Savitz, 2013).

Various efforts try to link how environmentally-based tourism marketing from this sustainable business component is an effort that must be encouraged so that green tourism can be sustainable in the future, not only ensuring as a source of income but also the interest in saving must be prioritized. Concern for the role of the home environment must be balanced with the need to get money in, so this is a big challenge for marketing green environmental tourism where saving the earth must be programmed and created as a joint partnership effort between development and saving the environment. Typical green marketing is not misunderstood by the government and the community, especially if the business must understand the importance of the environment (Jickling & Wals, 2019). Environmental interests must be defined through marketing. So far, only circulating the literature can be applied to environmentally sound marketing, especially in developing countries. Fill environmental insight and sustainable marketing into a full-fledged issue. On the one hand, healthy environmental marketing requires a functional performance of theory and its application, and on the other hand, profitable environmental marketing is also necessary (Sheth et al., 2011).

According to Szabo & Webster (2021), environmental promotion efforts such as products and packaging with the characteristics of saving the environment, especially green marketing, must refer to models and approaches that do not harm the environment. Likewise, Boztepe (2012), environmental marketing studies refer to promotions and marketing that consider

environmental safety without exception so that consumer awareness and attention must equally be saving the environment. Regardless of the factors that affect green marketing, which constitutes the whole of marketing activities, both positive and negative activities must be considered so that environmental marketing actions and problems that have a final impact need to be adequately considered (Boztepe, 2012). Therefore, the author, through various considerations, concludes that green marketing is a set of understandings from business activities to market products that are facilitated in every activity to not only satisfy the needs of life financially but also human desires that meet the needs and save the environment which has a positive impact so that in the future the environment sustainable and need can be balanced through decisions and marketing that is environmentally sound (Kotler, 2011).

Research Methods

In this method and material section, the paper explains the implementation of a study that aims to review several pieces of information related to marketing governance best practices to increase sales of green tourist destinations in developing countries (Saber et al., 2019). This study was carried out in a qualitative design by utilizing several data released between 2010 and 2022 considering the development of innovation in tourism destination marketing management, especially green Gundam in several developing countries. To obtain relevant data to answer tourism and marketing problems, this study reviews several publications that have been released but involve data coding techniques, interpretation of comprehensive evaluation data, and concluding to see the relevance, validity, and quality of valid data (Klettner et al., 2014).

Our data search is done digitally using the Google Scholar application with keywords such as green tourism, effective marketing, saving the environment, and tourism benefits and sustainability. After analyzing the data of this study, the report was designed in a descriptive qualitative form with the guidelines of the previous study, namely literature review and dividend field search, which have been published in several publications both nationally and internationally in both national and international languages. That is a series of review study procedures to gain an understanding of green tourism marketing governance in several developing countries; we started with identifying the problems of searching for data, analyzing data, and other reporting under a descriptive qualitative approach (Stake, 2010).

Result and Discussion

Understanding of Green Tourism and Steps in Promoting Green Tourism Business Perspective

According to Hays et al. (2013), tourism marketing is a management process in which national organizations and tourism business entities can identify their chosen tourism, both actual and potential, can communicate with them to convince and influence their will. Peattie (2016)

defines conventional marketing as "developing a product to meet customer needs at a reasonable price and convincingly communicating the benefits of this product." Green marketing is much more involved and serves two functions: 1) To create goods that balance consumer demands for quality, practicality, performance, affordability, and ecological acceptability to minimize the environmental impact. 2) To project a high-quality image, including an environmentally friendly image related to product properties and manufacturers' progress in environmental protection. Tourism marketing strategy in current conditions. The community's need for tourist attractions is getting higher, balanced by the growth of tourist villages (Meler & Ham, 2012). So the managers must swiftly prepare a marketing strategy to be better known by many people. The existence of a tourist village is a form of welfare for the community around the location. In this case, marketing is a significant activity for tourism village managers in this era of the sharing economy and digital era.

Taherdangkoo et al. (2019) highlight two categories of environmental marketing considerations essential external and internal factors. Customer sensitivity to environmental issues, level of competition, and legislation are all external factors. Marketers' environmental awareness and the businesses' sensitivity to the environmental movement are internal considerations. Their research reveals that the extent to which green marketing is used is mainly influenced by legal regulations that dictate the procedures businesses must follow to protect the environment (Leonidou et al., 2017).

Based on this definition, experts continue to debate the ideal green marketing concept for saving the environment and the impact of tourism marketing. Green marketing is referred to in several terms. Activities aimed at generating and facilitating exchanges to satisfy human needs or wants in a manner that minimizes impact on the natural environment are usually included in green marketing. According to Ponnareddy et al. (2020), the main reason why green marketing plays a role in green tourism is that project tourism marketing has access to information and data about the awareness of business people on the environment, ways to attract and increase awareness of these citizens, and how to apply it in terms of environmentally oriented business behavior appropriate health. This is the main reason green marketing plays a role in green tourism, especially in developing countries. Examples of environmentally conscious behavior from the younger generation include the choice of tourism destinations and models, as well as the actions of residents during their stay, interaction, and travel to a green tourism destination, such as hiking, camping, and environmental research (Sangpikul, 2017).

Products and Services Packaging

Tourism packaging does not involve a product enclosed in a physical package. Instead, the packaging is the process of combining the main tourist product with other services that

tourists want. After that, the package is shown to tourists, who can easily buy the travel experience they want (Ashworth & Voogd, 2012). Programming; a critical aspect of packaging is the staff's appearance because it reveals the nature of the service. They created unique programs, events, or activities to attract customers and increase spending on a package or other hospitality or travel service. Offering exclusive programming is one way to differentiate a particular offering from rivals and add value to the standard product. A product that caters to a customer's particular interests will be purchased. Special programming can take into account these preferences and bring in more customers. People: It has a significant impact on tourism. The way people treat tourists is significant to the locals. The people are the travel agents, guides, employees of travel companies, sales staff, etc. A crucial component of tourism marketing is the staff members who care for tourists' needs (Ganski et al., 2020).

Behind the counter, customer service is the responsibility of the sales staff. The people element of tourism marketing comprises tour guides who interact with tourists at the destination. Both product knowledge and interpersonal skills must be taught to these contract employees (Bowie et al., 2016). The two most influential individuals who frequently speak about the tourism industry are travel guides and travel agents. As a result, they must consistently perform at their best. Particularly, travel guides are expected to have much patience, a good sense of humor, the tact to turn occasional tourists into regulars, a thorough knowledge of the locations, linguistic skills, and other qualities. Partnership: Building partnerships is essential to improve credibility, expand the promotional reach, and cut costs. An alliance between two or more organizations is called a partnership. Alliances can be formed for a variety of reasons. Customers' needs and wants can be better met by combining several smaller businesses to provide a broader range of services. A small packaged tour, for instance, might be put together by a bed and breakfast, a local art gallery, and a coach operator. They can create a much larger promotional campaign by pooling their advertising resources than any of the organizations could manage on their own (Dodds & Kuehnel, 2010).

Green Tourism Destination and Marketing Strategy

According to Sharma & Iyer (2012), considering the particular issues at the heart of green marketing, it is possible to assert that green marketing is a type of marketing that ought to be utilized in green tourism. A proactive approach to tourism consumers, other stakeholders in the tourism industry, legislators, and the executive branch is required for green marketing to be successful. There are many things that the parties to the company can do to be willing to rethink the foundation on which the tourism business's mission, vision, strategy, and objectives are built, as well as strategies to play for the safety of green tourism (Ottman, 2017). As a business philosophy for the tourism industry, green marketing exemplifies specific marketing activities,

tools used, and appropriate marketing models and strategies to achieve green tourism goals in each developing nation. Cruz-Milán (2021) says that one of the marketing goals for the tourism industry is to combine cutting-edge modern marketing techniques with established ones.

This strategy will show the combined marketing for tourism activities. The product is a combination of tangible and intangible elements. Only the tourism model, especially the destination, can be experienced; the location, transportation, lodging and facilities, and entertainment at the destination are part of the tourism product that must be developed green. As a result, combining transportation, facilities, and attractions will undoubtedly facilitate the control of green tourism. Without these components, the product mix would not be complete. Each party is undoubtedly essential in its way. Pricing is one of the marketing mix and a large part of how much money tourism companies make (Martínez et al., 2014). Pricing must include all special rates and discounts in addition to the regular price. The costs of other services, such as hotels, buses, trains, and air travel, are included in tourism pricing, which is a complex process. Everything is included in the tour package. The destination location also influences pricing that also has an impact on marketing prices and tourism products. The season is the most critical factor in determining prices because different seasons have different volumes of tourism prices and products. The season is the most critical factor in determining the price because different seasons have different tourist volumes (Higgins-Desbiolles, 2020).

The premises and plans made by the business enable it to work with other groups in distribution channels that complement its green tourism activities. Most green tourist destinations may be natural or historical attractions and heritage, so green tourism marketers may not have much choice. However, the development of green tourism centers depends on the existing infrastructure, communication technology, and transportation facilities in various options. Preferred promotional channels and their members are the main distribution-related decisions made by green tourism marketers. The green tourism industry stands out because of the advantages of intermediaries. Increasing the number of sales or access points offsite where services are performed or delivered and making it easier to purchase services in advance are the two leading roles that distribution systems play in tourism marketing. Raising public awareness has a significant impact (Standing et al., 2014). Tourism organizations are responsible for educating, persuading, and getting a good sense of the potential of all tourists. Marketers need to take advantage of various aspects of promotion in order to increase the number of repeat users successfully. Promotion and marketing will help maximize the time and frequency of visits by offering new green tourism products in the same country to areas that have remained untapped (Sheresheva & Kopiski, 2016).

Environmental and social sustainability in tourism destinations as a whole, as opposed to the sustainability of individual businesses, has received more attention in recent years. Criteria

for "green" destinations' certification and measurement are being developed gradually (Risteskia et al., 2012). According to the United Nations World Tourism Organization, travelers are increasingly taking into account a destination's environmental and socially responsible reputation. The public's increased scrutiny of destination decision-making and demand for sustainable tourism development results from consumers' growing socio-environmental awareness of tourism development. Green tourism, an essential component of sustainable tourism, is defined as "travel to destinations where flora, fauna, and cultural heritage are the main attractions" by Furqan, Som, and Hussin (2010). This definition has been expanded to include environmentally friendly travel to locations where climate impacts are minimized in order to respect and conserve natural resources and adapt programs to the context of fragile resources. Green tourism is essential for encouraging travel that supports natural and cultural aspects while conserving urban resources and cultural diversity (Lee & Chhabra, 2015).

There are four components to the concept of green tourism, local economic vitality—ensuring the economic vitality and sustainability of local communities, businesses, and economies. This is the first part of environmental responsibility, which entails protecting, conserving, and enhancing nature and the physical environment to ensure the long-term health of ecosystems. 1) Cultural diversity: to guarantee the long-term well-being of the host culture or the local culture, respect and value cultural diversity. 2) Experiential richness—offering experiences that are both enriching and satisfying through active, meaningful, and personal interaction with nature, people, places, and culture; even though green tourism is practiced in rural areas, the objective of tourists participating in green tourism is more than simply taking pleasure in the natural environment. Green tourists are critical of environmentally harmful consumption practices and want to incorporate this awareness into their travels. The term "green" refers to actions that are "environmentally responsible," as evidenced by the terms "green parties" and "green consumers." Therefore, "green tourism" can be understood as a type of tourism that focuses a lot on ecotourism (Markose et al., 2022).

However, according to several authors, there is no one-size-fits-all definition of green tourism. However, it is abundantly clear that ecotourism targets tourists with a strong sense of environmental responsibility and places a high value on environmental preservation. However, as was mentioned earlier, the term "green tourism" is not always used in the same way everywhere when referring to this kind of tourism (Spenceley, 2012). The "product" of the destination is the built and natural attractions, tours and packages, services for tourists (like lodging, dining, and shopping), and activities. Destinations may decide to concentrate on services such as package tours, translation, and scouting. However, regardless of its viability, there is no need to develop a tourist attraction alone if a destination is approached as a product. Instead, it indicates that the product ought to be protected and promoted as though it were a

source of income for people. Developments incompatible with the community or negative impact must be stopped with controls. Each destination has a unique product mix depending on its resources, values, requirements, and preferences. Jamieson & Noble say that the finished product needs to be an authentic community tourism product that will attract tourists looking for a warm and unique experience (Farsani et al., 2011).

Nevertheless, it is essential to remember that a positive impression of a destination and satisfaction with it does not always guarantee a subsequent visit, as an increasing number of tourists are looking for new experiences and alternative destinations. When visitors only have a limited amount of knowledge or experience of the area, they are more likely to choose a destination that has a good reputation. The destination must project an image based on its distinctive features to set itself apart from its rivals. When choosing a destination, visitors look for cultural, heritage, and landscape differences from their everyday lives (Tung & Ritchie, 2011).

Best Practice In Green Tourism Marketing

Choose which platforms to concentrate on in marketing strategy best practices and determine when the customers are. Customers place a high value on various social media platforms; age, demographics, and interests all play a significant role in determining what and where will catch the customers' attention. Marketers can better understand their target audience by creating buyer personas. The team must conduct market research and talk to current, past, and potential customers to create accurate personas. Focus the budget and time on the areas where most of the customers spend the most time and engage online (S raphin & Nolan, 2018).

If the marketing team is unavailable, no matter how successful the marketing strategies are, they will not yield results; when clients require marketers, they must be there for them. Marketers must meet that expectation in today's always-on environment by assisting customers in obtaining assistance, sharing experiences, and accessing information. They must also provide this throughout various media, including Facebook, Twitter, google+, and other channels, on their schedule. Marketers can learn much about their customers and prospects by checking their social media accounts daily or assigning a staff member (Macarthy, 2021).

Respond quickly and clearly because everything is happening now, and the marketing strategy should reflect this. Customers anticipate prompt responses. A quick response is valuable when marketers fully comprehend a customer's questions, intentions, and requirements. They always say that the business is the customer's life. They have studied the competition for years; now is the time to learn about the customers and respond effectively to their requests for assistance. Ask questions and listen if they cannot comprehend what they require. Marketers will be able to connect with the clients and turn them into raving fans thanks to this (Zimmerman &

Ng, 2012).

Learn about the prospects' goals and assist them in making educated decisions. Social media channels allow them to find what they want from the product or service (Chapman & Handley, 2012). The marketers are communicating to each customer, "we are listening, and we want to establish a long-term relationship with you," through this consultative approach to marketing practices. When they know what the customers want, they can do a lot to make them feel like they are necessary, welcome, and at ease (Fraccastoro et al., 2021).

Partner with the customers to create value. Marketers are not just marketing a product; they are collaborating with them. Today's successful businesses collaborate more than ever to provide customers with value that enables them to achieve their objectives. Best practices in marketing say that the products and services should be tailored to the customer, not the other way around. This starts with the outreach to customers (Spenceley, 2018). Start a conversation with the customers on social media platforms to discover their problems and how the products or services can help them. Marketers can be sure they are heading in the right direction when collaborating with them to innovate.

Add a personal feeling. Marketers probably remember every little thing about the company's early days, including the face of their first client. Are the current clients as enduring? Personal relationships now outweigh routine transactions, according to current marketing strategy best practices. Marketers can better understand the customers by implementing a well-thought-out social media strategy. After that, they can ask questions, gather information, become more of a partner, and provide personalized touches that make customers stay (Patterson, 2015).

Build credit. If the clientele does not trust marketers, social media marketing strategies will not work. They need to share information that establishes them as an industry thought leader in increasing credibility. Selling to followers regularly is counterproductive and ineffective. Share insightful and valuable information critical to the customers to distinguish the company from the competition on social media and encourage referrals. Inform and bring them joy (Michaelido et al., 2011). Get them to talk about important things. If marketers want to build a social strategy that increases sales and expands their customer base, they need to start with this.

Measure what aspects of the social media strategy are successful and which are not. Tools for measuring the efforts and determining which platform brings in the most traffic and engagement are part of the best marketing practices. They can increase the number of these interactions and decrease the number of ignored posts when they know what resonates with the customers. Try out new tools, platforms, and technologies regularly and strategically to stay ahead of the curve (Sterne, 2010). The 10-day mastering influence program by tony robbins is a great way to learn more about marketing best practices and other strategies for exceeding sales goals.

Conclusion

In this final section, the study presents the results of several scientific pieces of evidence to answer the problem of the study with the theme of marketing management best practices to increase sales of green tourism destinations in several developing countries. As for what we have obtained from several reviews, including an understanding of green tourism marketing, then we also find an understanding of how to package green tourism products and services for marketing effectiveness. As well as green tourism destinations and marketing strategies. Then we get evidence that supports how several stages of green tourism marketing best practices which include advertising on social media and taking several approaches, which in essence, is how to market green tourism that is profitable and sustainable to protect and preserve nature in several developing countries. That is, among other things, the data that has been studied. We realize this data has weaknesses and limitations; therefore, we hope for all inputs and improvements for a better quality of future studies.

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