

Towards Sustainable Tourism: Impact Evaluation of Green Marketing Strategies and Related Factors: A Systematic Literature Review

Sandi Setiadi¹, Sri Widyastuti², Zulkifli³, Darmansyah⁴

^{1,2,3}Universitas Pancasila, Jakarta, Indonesia

Email: setiadi442976@gmail.com

Abstract

Sustainable tourism has become a major issue affecting the tourism industry in recent years. This study aims to evaluate the impact of green marketing strategies, social media, destination image, and tourists' perceptions of sustainable tourism practices, with green tourism as a mediating variable. The method used is a systematic literature review with evaluation of reporting quality and methodology based on compliance with the PRISMA checklist and the AMSTAR quality scale. Data were collected from 200 articles categorized into four groups: Group A (15 articles in the last 10 years that explicitly mention PRISMA), Group B (15 articles from the same journal without mentioning PRISMA), Group C (30 articles published a year before the ratification of PRISMA), and Group D (30 articles from 10 journals with the highest impact factors in the field of sustainable tourism that do not support PRISMA). The results of the literature review indicate that green marketing strategies, such as the promotion of environmentally friendly products and services, are able to attract environmentally conscious tourists and encourage sustainable behavior. Social media is also effective in raising awareness and shaping the image of a responsible destination, which in turn influences tourist choice and loyalty. These findings emphasize the need to develop sustainable and environmentally friendly tourism products to optimize economic benefits and environmental preservation in the tourism industry.

Keywords: *Sustainable Tourism, Green Marketing, Social Media, Destination Image, Tourist Perception.*



A. INTRODUCTION

Sustainable tourism has become one of the biggest issues affecting the tourism industry in recent years (Huang et al., 2024; Li & Lin, 2016). Many third world countries see tourism as a tool to boost their economy, which improves local infrastructure and creates jobs. Development that is too rapid ignoring the product life cycle or the environment can cause problems (Cui et al., 2019; Zhu & Sarkis, 2016a). Green tourism refers to how the tourism industry can use limited resources to meet the desires of tourists, both individuals and businesses, and to achieve the organization's sales goals (Polonsky, 2011). The orientation of enviro-preneurship has a positive impact on the implementation of the green supply chain in a tourism management system based on the principle of nature in order to achieve the goal of achieving long-term goals. The application of the concept of competitive ecotourism has the potential to improve spatial planning, encourage coastal tourism, and realize policies (Seiffert, 2008).

Green tourism is a type of sustainable tourism that focuses on environmentally responsible knowledge-based and experiential tourist activities, preserving local culture, encouraging increased local community involvement through local businesses, and ultimately supporting local economic growth (Leonidou et al., 2013). Peattie in (Rex & Baumann, 2007), green marketing is a broad type of management that aims to know, understand, and ultimately meet the needs of customers and society as a whole in a profitable and sustainable way. Green marketing is based on considering the needs, wants, and expectations of customers in relation to the protection and preservation of the natural environment. Green marketing is the forerunner to the growth of green tourism areas, which requires the development of an environmentally friendly tourism industry for the sustainability of the economy, socio-culture of the community, and environmental resources (Groening et al., 2018; Lockrey, 2015; Yasir et al., 2020).

Social media is a medium that allows people to interact with each other online without being limited by space and time (Leonidou et al., 2011), because social media facilitates the dissemination of information in a wide and unlimited area, other studies have found that the results are not significant to the decisions made by tourists about environmentally friendly tourist attractions (D'Attoma & Ieva, 2022). One of the benefits of tourism digitalization is that it gives tourism sector actors the ability to better promote their destinations to attract tourists (Chen & Yang, 2019; Kumar, 2016).

The characteristic of a destination is when a tourist spot is also known as the belief and understanding of tourists about a destination and the feelings they experience during the trip. If a tourist destination is well developed, tourists will definitely feel satisfied and then plan to return or recommend a more environmentally friendly place to others (Papadas et al., 2017; Polonsky & Rosenberger III, 2001). This finding is in accordance with research conducted by (Papadas et al., 2017), which found that understanding how a tourist spot is viewed has a positive impact on the customer decision-making process. and the formation of tourist loyalty. However, another study conducted by (Kar & Harichandan, 2022) found that destination image does not directly affect the number of tourist visits.

Tourists' views of travel destinations are shaped by their individual choices. Perception is a cognitive process that occurs when individuals select, organize, and interpret information and sensory experiences—such as smell, sound, sight, touch, emotions, and appreciation. This process produces a significant picture of the world around us (Prieto-Sandoval et al., 2022; Roh et al., 2022). This is in accordance with previous studies showing that tourists' perceptions of tourism greatly influence their decisions to visit green tourism and tourism sustainability (Richey Jr et al., 2014; Roh et al., 2022). Several other researchers have also found that the results of the study were inconsistent, indicating that people do not yet understand the concept of sustainable tourism development and have a negative effect on the decision to visit environmentally friendly tourists (Papadas et al., 2019; Zhu & Sarkis, 2016b).

This conceptual framework has been applied in various studies within the travel and tourism industry to assess and analyze tourists' benefits and expectations

regarding the use of green marketing and social media. It focuses on how travelers incorporate these concepts into their trip planning and examines customer adoption of media or their attitudes toward it. Updating and gaining insight into attributes such as green marketing, social media, destination image and tourist perception, through green tourism and how they encourage customers to participate in travel planning, is very important because changes in communication technology and social media are developing very rapidly (Azadnia et al., 2021; Tsai et al., 2020).

Sustainable tourism has become a major concern for academics, industry players, and policy makers in recent decades. Green marketing strategies have been introduced as an approach aimed at reducing the negative impacts of tourism on the environment while increasing tourists' awareness of environmentally friendly tourism practices in an effort to achieve sustainability. Various studies have discussed the application of green marketing in the tourism industry, including strategies such as eco-labeling, green branding, and ecotourism-based destination promotion. There is still a gap in the literature regarding the effectiveness of green marketing in actually improving tourism sustainability, both economically, socially, and environmentally. Some studies have shown that green marketing strategies can increase tourists' interest in sustainable destinations, while others indicate that low consumer awareness, greenwashing, and lack of regulation are major barriers to its success.

Existing research tends to be fragmented in identifying factors that influence the success of green marketing in tourism. External factors such as government policies, environmental regulations, and local community support are often cited as important elements, while internal factors such as marketing strategies, communication credibility, and technological innovation also play a role in determining the effectiveness of green marketing campaigns. There is little research that examines the complex interactions between these factors in the context of sustainable tourism holistically (Dangelico & Vocalelli, 2017; Widyastutia et al., 2019). This study aims to fill this gap by using the Systematic Literature Review (SLR) method to identify the impact of green marketing on sustainable tourism and explore the factors that contribute to its success. Through this systematic approach, this study will not only present a synthesis of previous studies but also provide a deeper understanding of how green marketing can be optimized to support sustainability in the tourism sector.

This research is anticipated to make valuable contributions to multiple stakeholders, including academics, tourism professionals, and policymakers, in formulating more effective green marketing strategies. Highlight research gaps for scholars, and offer fresh insights into the factors affecting green marketing effectiveness by providing a comprehensive synthesis of previous studies, it will enhance the literature on green marketing and sustainable tourism. The findings can serve as a foundation for future studies that explore specific aspects of green marketing across different tourism destination contexts.

B. LITERATURE REVIEW

1. Green Marketing and Sustainable Tourism

Green marketing has emerged as an important strategy to promote sustainable tourism highlighting the positive impact of green marketing on sustainable tourism practices. These studies emphasize the importance of promoting environmentally friendly products and services in the tourism industry to attract environmentally conscious tourists and encourage sustainable behavior. Sustainable tourism is a type of tourism that has long-term environmental, social, cultural, and economic effects for local communities and tourists who visit both now and, in the future (Stich et al., 2015). According to Stich et al. (2015), sustainable tourism is a rapidly expanding sector that involves the growth of accommodation capacity, local communities, and the surrounding environment. To ensure new tourism investments integrate well with the environment, it is essential to maximize positive impacts while minimizing negative ones. Overall, sustainable tourism can be defined as tourism that preserves the long-term quality of the natural environment, socio-cultural aspects, and economic sustainability (Deffie, 2019).

Tourism can develop sustainably by considering the balance between income, natural environment, and socio-cultural life (Lund et al., 2018; Paul et al., 2019). Green marketing is a type of marketing that pays attention to the environment, which includes various actions such as changing production processes, changing packaging, and changing advertising (Lapian, 2023; Lund et al., 2018; Marine-Roig & Ferrer-Rosell, 2018). Using, making, distributing, promoting, preparing, and retrieving products in an environmentally friendly way is known as green marketing (Kani et al., 2017; Lai & Li, 2016). (Asnawi, 2022; Gulbahar & Yildirim, 2015) found that green marketing tools, such as green labels, green brands, and environmentally themed advertisements, are considered to be able to increase consumer understanding of environmentally friendly products.

2. Social Media and Sustainable Tourism

The role of social media in promoting sustainable tourism has been extensively examined. Social media refers to internet-based applications that feature user-generated content, which creates media impressions shaped by customer experiences. These impressions are easily shared among consumers and archived on various platforms (Asnawi, 2022; Djaniar, 2022). This demonstrates how social media serves as an effective tool for increasing awareness of sustainable tourism practices and encouraging environmentally responsible behavior among tourists.

Research highlights the significant influence of social media on tourists' perceptions and decision-making regarding sustainable tourism choices. As a platform centered on user engagement, social media facilitates active participation and collaboration. Thus, it functions as an online medium that fosters social connections and strengthens relationships among users (Huang et al., 2024; Li & Lin, 2016). Social media provides an additional competitive advantage in brand monitoring by providing data on how the company and its competitors compare (Cui et al., 2019; Huang et al., 2024).

3. Destination Image and Sustainable Tourism

The belief that tourists have about a tourist destination is very important in tourism marketing (Polonsky, 2011). Some theoretical and conceptual doubts have been found in several studies investigating the purpose of tourist image, such as the findings conducted by (Leonidou et al., 2013; Seiffert, 2008). According to other literature, destination image can be defined as the sum of all objective knowledge, prejudices, imaginations, and emotions that individuals or groups have about a particular location, (Groening et al., 2018; Leonidou et al., 2013; Rex & Baumann, 2007) explored the relationship between destination image and sustainable tourism. This study shows that a positive destination image, especially those related to environmental responsibility and sustainability, can significantly influence tourists' choices and behaviors, which ultimately contribute to more sustainable tourism practices.

4. Tourist Perceptions and Sustainable Tourism

The impact of tourist perceptions on sustainable tourism has been studied by (Leonidou et al., 2011; Lockrey, 2015; Yasir et al., 2020). These studies emphasize the importance of understanding and shaping tourist perceptions to promote sustainable tourism practices. They show that positive perceptions of sustainable tourism initiatives can increase tourist support and participation. Perception is a process in which a person gives an impression, judgment, opinion, feels, and interprets something based on information presented by a source. We can recognize the world around us, which consists of objects and humans, with all its events, through our perceptions (Chen & Yang, 2019; Kumar, 2016). Tourist perceptions of tourist attractions can be positive or negative. In tourism, "perception" is the view held by visitors about a tourist destination (Chen & Yang, 2019; Polonsky & Rosenberger III, 2001). The better the tourist perception of the available tourism products, the more tourists will come (Kar & Harichandan, 2022; Papadas et al., 2017).

5. Green Tourism as a Mediator

Several studies, including those conducted by (Roh et al., 2022) have investigated the role of green tourism as a mediator between various factors and sustainable tourism outcomes. These studies suggest that green tourism practices can enhance the positive effects of green marketing, social media promotion, destination image, and tourists' perceptions of overall sustainability in the tourism industry. Tourism is considered to be able to improve the economy and social welfare of a country, tourists will switch to cheaper attractions or destinations if this development is not handled properly (Papadas et al., 2019; Richey Jr et al., 2014).

There is greater pressure in the future to develop tourism products that focus on sustainability, are environmentally friendly, and preserve the environment (Tsai et al., 2020; Zhu & Sarkis, 2016b). Tourism is a rapidly growing industry that may be the main source of greenhouse gas (GHG) emissions in the world. There are two sides to

the growth of this industry: on the one hand, tourism involves the absorption of premium energy and a large contribution to waste generation and CO₂ emissions through its various operations and activities, and on the other hand, the growth of this industry provides economic and cultural benefits to the country (Santamouris et al., in Alvianna et al., 2022; Alvianna, 2024). Green tourism as any type of tourism carried out in natural locations, where natural resources are the main focus, or tourism that is considered environmentally responsible (Rais Al Qusyairi et al., 2023); Jumadi, 2020; Djalil et al., 2019; Hasan, 2014).

C. METHOD

This study uses the Systematic Literature Review (SLR) method as the main approach to review literature systematically and in a structured manner. SLR allows for the identification, selection, evaluation, and synthesis of research results that are relevant to a particular topic in a comprehensive manner. With this approach, the study aims to develop a comprehensive understanding of the impact of green marketing strategies in supporting tourism sustainability, as well as exploring the factors that influence their success (Djanjar, 2022).

This research protocol includes steps designed to ensure consistency, transparency, and validity in the process of collecting, screening, and analyzing literature. The process consists of the following stages:

1. Data Source and Database

This study uses several leading academic databases as primary data sources, including: Scopus, Web of Science (WoS), Google Scholar, ScienceDirect, and Emerald Insight. These databases were selected because they provide access to relevant and high-quality scientific literature related to sustainable tourism and green marketing.

2. Keywords and Search Criteria

Literature search was conducted using a combination of relevant keywords to ensure a broad research coverage. The main keywords include: "Sustainable Tourism", "Green Marketing", "Environmental Tourism Policies", "Sustainability in Tourism Industry", "Green Branding in Tourism". The search also used Boolean operators (AND, OR) to combine keywords and increase the relevance of the results.

To ensure the relevance of the reviewed literature, inclusion and exclusion criteria were applied as follows:

1. Inclusion Criteria:

- a. Articles published in indexed scientific journals.
- b. Studies discussing green marketing strategies in the context of tourism.
- c. Articles published in the period 2014-2024.
- d. Studies available in English.

2. Exclusion Criteria

- a. Articles that are not based on empirical or theoretical research.
- b. Literature that has no direct relevance to the research topic.

c. Reports or documents that are not fully accessible (full-text unavailable).

The selection process was conducted using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. The stages of the selection process include:

1. Identification: Collecting all relevant literature based on search keywords.
2. Screening: Filtering search results based on abstracts and inclusion-exclusion criteria.
3. Eligibility: Evaluating literature that passes screening based on the full content of the article.
4. Inclusion: Selecting relevant literature for further analysis.

The quality of reporting and methodology was assessed by evaluating the articles' adherence to the PRISMA checklist and the AMSTAR quality scale. After identifying sustainable tourism journals that endorsed PRISMA in their author guidelines, we analyzed three groups of articles: (1) 15 articles published in the last decade that explicitly referenced PRISMA in their full text (Group A), (2) 15 articles from the same journals over the past 10 years that did not explicitly mention PRISMA (Group B), and (3) 30 articles published in the year preceding the journals' endorsement of PRISMA (Group C); and 30 articles published in the last 10 years in the 10 journals with the highest impact factors in sustainable tourism that did not support PRISMA (Group D).

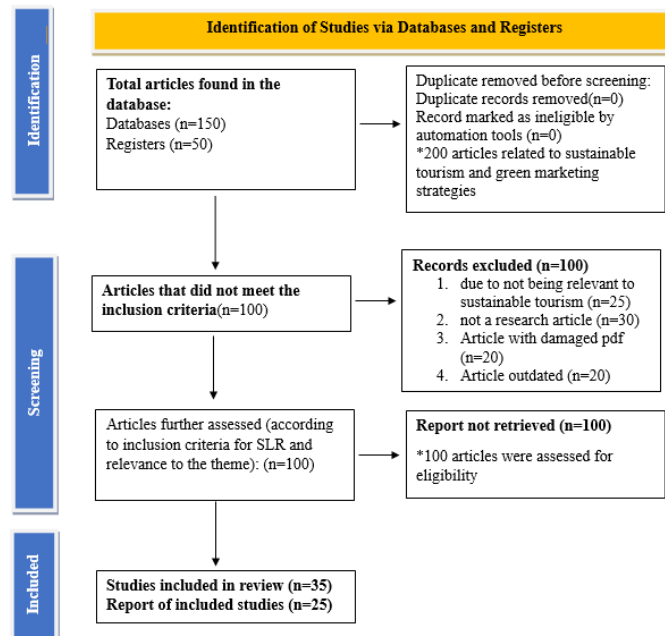


Figure 1. PRISMA Research Flow

Source: Data Proceed

D. RESULT AND DISCUSSION

1. Trends and Patterns in Green Marketing

This study on green marketing within the context of sustainable tourism revealed several key trends that reflect shifts and advancements in marketing strategies emphasizing environmental sustainability. A prominent trend is the growing recognition of the ecological value in tourism experiences, which has driven

the adoption of green marketing strategies that focus on environmentally friendly features and minimizing carbon footprints. Research indicates that consumers are progressively opting for destinations or tourism services that promote eco-friendly practices, such as minimizing plastic waste, optimizing energy use, and conserving natural resources. The use of green certification or labels is also increasingly common in marketing to provide tangible evidence of commitment to sustainability, the research data is presented in the following PRISMA flow:



Figure 2. Number of Publication, Proceeding and Conference Papers in Green Marketing and Sustainable Tourism (2015-2024)

Source: data proceed

Research trends identify that successful green marketing often involves a collaborative approach between stakeholders, such as government, tourism providers and local communities. This approach allows for more effective and authentic promotion of sustainability that resonates with consumers. Another trend is the use of technology and digital media to promote sustainable tourism, using social media platforms to disseminate green messages to a wider audience. However, despite the benefits, some studies point to challenges in ensuring authenticity and transparency in green marketing communications, given the potential for “greenwashing” which can damage brand reputation and consumer trust. These trends demonstrate how green marketing is key to connecting sustainability goals with consumer behavior in the tourism sector (Asnawi, 2022; Gulbahar & Yildirim, 2015; Kani et al., 2017).

2. The Impact of Green Marketing Strategies on Sustainable Tourism

Several studies have shown that green marketing plays a significant role in promoting sustainable tourism through an approach that emphasizes environmental and social aspects. These studies reveal that marketing strategies that emphasize environmentally friendly initiatives, such as efficient natural resource management, carbon emission reduction, and proper waste management, are able to attract tourists who are increasingly aware of environmental issues. For example, empirical research in several tourism destinations found that transparent communication about conservation efforts and environmentally friendly practices increased tourist trust and loyalty.

Table 1. Clusters of keywords that frequently appear together in publications on sustainable tourism behavior

Cluster	Number of Keywords	Keywords	Proposed topics for clusters	Sample Study
1	9	Air travel; mindset; actions; shift in behavior; global warming; responsible tourism; service standards; sustainable practices; travel industry.	Sustainable Tourism"	(Deffie, 2019; Paul et al., 2019; Stich et al., 2015)
2	8	Ecotourism; environmental consciousness; understanding of the environment; eco-friendly actions; social media; structural equation modeling; sustainable tourism growth; tourist actions.	Environmental sustainability and ecotourism	(Azadnia et al., 2021; Dangelico & Vocalelli, 2017; Widyastutia et al., 2019)
3	8	Behavioral intent; image of the destination; loyalty to the destination; perceived worth; intention to revisit; rural tourism; contentment; tourist contentment.	Green Marketing	(Papadas et al., 2019; Prieto-Sandoval et al., 2022; Roh et al., 2022)
4	7	China; destination administration; ethical tourism; sustainability; sustainable growth; theory of planned behavior; payment willingness.	Environmental Tourism Policies	(Li & Lin, 2016; Zhu & Sarkis, 2016b, 2016a)
5	6	Environmental actions; interpretation; national parks; eco-friendly tourism; tourist conduct; wildlife tourism.	Green Branding in Tourism	(Chen & Yang, 2019; D'Attoma & Ieva, 2022; Yasir et al., 2020)
6	4	Environmental mindset; market segmentation; attachment to place; eco-friendly actions.	Market studies, Green Marketing	(Kar & Harichandan, 2022; Lapian, 2023; Marine-Roig & Ferrer-Rosell, 2018)
7	3	Environmental mindset; eco-responsible actions; Taiwan.	Sustainability in Tourism Industry	(Li & Lin, 2016; Zhu & Sarkis, 2016b)

Source: Data Proceed

The studies also highlight how the implementation of green marketing encourages collaboration between the public and private sectors, creating synergies that strengthen environmental management policies and local cultural preservation. The positive impacts of green marketing not only enhance the image of the destination as a place that supports sustainability, but also provide a boost to local economic development through increased tourist visits that value sustainable values. The integration of green marketing strategies in tourism development not only acts as a

promotional tool, but also as a catalyst for transformation towards more sustainable and environmentally responsible tourism.

Sustainable tourism has become a major focus in the global tourism industry, driven by awareness of the environmental and socio-economic impacts of tourism activities. The literature review reveals a complex interaction between various factors influencing tourism sustainability, including green marketing, social media, destination image, and tourist perception.

Green marketing has become a crucial strategy for advancing sustainable tourism. This approach focuses on promoting eco-friendly products and services to attract environmentally aware tourists and foster sustainable behavior. Research indicates that green marketing can significantly impact tourist choices and inspire more environmentally responsible tourism practices. The implementation of green marketing also faces challenges, especially in balancing economic interests with environmental conservation goals.

3. Supporting and Inhibiting Factors for Green Marketing Implementation

Based on the literature review from various sources presented, the following discussion can be outlined regarding the impact of green marketing, social media, destination image, and tourist perceptions of sustainable tourism, with green tourism as a mediating factor:

Social media has become an increasingly important tool in promoting sustainable tourism. Social media platforms offer an effective way to raise awareness about sustainable tourism practices and engage tourists in environmentally responsible behavior. Research shows that social media campaigns can significantly influence tourists' perceptions and decision-making processes regarding sustainable tourism choices. The effectiveness of social media in promoting sustainable tourism also depends on the right content and engagement strategies.

Destination image plays a significant role in shaping tourist preferences and behavior. The literature shows that a positive destination image, especially related to environmental responsibility and sustainability, can significantly influence tourist choices and contribute to more sustainable tourism practices. Building and maintaining a sustainable destination image requires long-term efforts and collaboration between various stakeholders.

Tourist perceptions have emerged as a key factor in the success of sustainable tourism initiatives. Studies have shown that positive perceptions of green tourism practices can increase tourist support and participation in sustainability initiatives. However, tourist perceptions can also be influenced by a variety of factors, including previous experiences, available information, and social norms. Therefore, understanding and shaping tourist perceptions is an important aspect in promoting sustainable tourism.

Green tourism has become a key intermediary concept linking various factors to sustainable tourism outcomes. Practices like using renewable energy, efficient waste management, and biodiversity conservation can amplify the positive effects of

green marketing, social media promotion, destination image, and tourists' overall perceptions of sustainability in the tourism sector.

The implementation of sustainable tourism faces numerous challenges. A major obstacle is balancing economic interests with environmental preservation objectives. Tourism development is often driven by economic goals, which can conflict with sustainability principles. A lack of awareness and understanding among stakeholders about the significance of sustainable tourism practices also presents a barrier. Additionally, measuring and tracking the impact of tourism on the environment and local communities remains difficult. While various sustainability indicators have been created, consistent application and monitoring continue to be a challenge in many tourist destinations.

To tackle these challenges, an integrated approach involving multiple stakeholders—governments, the tourism industry, local communities, and tourists themselves—is essential. Policies and regulations that support sustainable tourism practices need to be developed and enforced. Education and awareness-raising on the importance of sustainable tourism should also be a priority for both tourists and tourism industry players. Innovations in technology and management practices can also play an important role in supporting sustainable tourism. The use of environmentally friendly technologies, effective environmental management systems and community-based approaches in tourism development can help mitigate the negative impacts of tourism while maximizing the economic and social benefits to local communities.

Additional research is necessary to gain a deeper understanding of the complex interactions among the various factors affecting sustainable tourism. Longitudinal studies could offer valuable insights into the long-term impact of green marketing strategies, social media efforts, and green tourism initiatives. Comparative studies across different destinations can help identify best practices and contextual factors that influence the success of sustainable tourism. A holistic approach is essential for sustainable tourism, one that integrates green marketing, effective social media use, positive destination image development, and shaping tourist perceptions to support sustainability. Green tourism plays a crucial role as an intermediary in enhancing the connection between these factors and sustainable tourism outcomes. Despite existing challenges, a collective commitment from all stakeholders and ongoing innovation can lead to a more sustainable and responsible future for tourism.

E. CONCLUSION

The conclusion of this study shows that several key factors influencing tourism sustainability include green marketing as an effective strategy to promote environmentally friendly products and services, despite the challenges in balancing economic and conservation interests. Social media as an important tool to raise awareness and engage tourists in environmentally responsible behavior. Destination image plays a significant role in shaping tourist preferences and behavior, requiring long-term efforts and collaboration between stakeholders. Tourist perception is a key

factor in the success of sustainable tourism initiatives that influence tourist support and participation.

REFERENCES

1. Asnawi, M. A. (2022). Do Social Media, Tourism Destination Image and Product Destination Play a Significant Role in Influencing Tourist Decision Making? Evidence from Local Destination in North Sulawesi. *Adpebi Science Series*.
2. Azadnia, A. H., Geransayeh, M., Onofrei, G., & Ghadimi, P. (2021). A weighted fuzzy approach for green marketing risk assessment: Empirical evidence from dairy industry. *Journal of Cleaner Production*, 327, 129434.
3. Chen, H.-C., & Yang, C.-H. (2019). Applying a multiple criteria decision-making approach to establishing green marketing audit criteria. *Journal of Cleaner Production*, 210, 256–265.
4. Cui, L., Chan, H. K., Zhou, Y., Dai, J., & Lim, J. J. (2019). Exploring critical factors of green business failure based on Grey-Decision Making Trial and Evaluation Laboratory (DEMATEL). *Journal of Business Research*, 98, 450–461.
5. Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
6. D’Attoma, I., & Ieva, M. (2022). The role of marketing strategies in achieving the environmental benefits of innovation. *Journal of Cleaner Production*, 342, 130957.
7. Deffie, R. (2019). Persepsi Wisatawan terhadap Pengelolaan Homestay di Destinasi Pariwisata Kabupaten Humbang Hasundutan Sumatera Utara. *Jurnal Akademi Pariwisata Medan*, 7(1), 1–20.
8. Djanjar, U. (2022). Systematic Literature Review: Green Tourism Marketing Strategy. *Jurnal Manajemen*, 6(2), 587–601.
9. Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848–1866.
10. Gulbahar, M. O., & Yildirim, F. (2015). Marketing efforts related to social media channels and mobile application usage in tourism: Case study in Istanbul. *Procedia-Social and Behavioral Sciences*, 195, 453–462.
11. Huang, L., Solangi, Y. A., Magazzino, C., & Solangi, S. A. (2024). Evaluating the efficiency of green innovation and marketing strategies for long-term sustainability in the context of Environmental labeling. *Journal of Cleaner Production*, 450, 141870.
12. Kani, Y., Aziz, Y. A., Sambasivan, M., & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, 32, 89–98.
13. Kar, S. K., & Harichandan, S. (2022). Green marketing innovation and sustainable consumption: A bibliometric analysis. *Journal of Cleaner Production*, 361, 132290.

14. Kumar, P. (2016). State of green marketing research over 25 years (1990-2014) literature survey and classification. *Marketing Intelligence & Planning*, 34(1), 137–158.
15. Lai, K., & Li, X. (2016). Tourism destination image: Conceptual problems and definitional solutions. *Journal of Travel Research*, 55(8), 1065–1080.
16. Lapian, A. L. C. P. (2023). Testing The Influence of Destination Products Through Tourism Decisions on Sustainability. *Journal of Namibian Studies: History Politics Culture*, 33, 511–527.
17. Leonidou, L. C., Leonidou, C. N., Fotiadis, T. A., & Zeriti, A. (2013). Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. *Tourism Management*, 35, 94–110.
18. Leonidou, L. C., Leonidou, C. N., Palihawadana, D., & Hultman, M. (2011). Evaluating the green advertising practices of international firms: a trend analysis. *International Marketing Review*, 28(1), 6–33.
19. Li, K., & Lin, B. (2016). Impact of energy conservation policies on the green productivity in China's manufacturing sector: Evidence from a three-stage DEA model. *Applied Energy*, 168, 351–363.
20. Lockrey, S. (2015). A review of life cycle based ecological marketing strategy for new product development in the organizational environment. *Journal of Cleaner Production*, 95, 1–15.
21. Lund, C., Brooke-Sumner, C., Baingana, F., Baron, E. C., Breuer, E., Chandra, P., Haushofer, J., Herrman, H., Jordans, M., & Kieling, C. (2018). Social determinants of mental disorders and the Sustainable Development Goals: a systematic review of reviews. *The Lancet Psychiatry*, 5(4), 357–369.
22. Marine-Roig, E., & Ferrer-Rosell, B. (2018). Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis. *Tourism Management*, 68, 236–249.
23. Papadas, K.-K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, 236–246.
24. Papadas, K.-K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104, 632–643.
25. Paul, H. S., Roy, D., & Mia, R. (2019). Influence of social media on tourists' destination selection decision. *Sch. Bull*, 5(11), 658–664.
26. Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319.
27. Polonsky, M. J., & Rosenberger III, P. J. (2001). Reevaluating green marketing: a strategic approach. *Business Horizons*, 44(5), 21.
28. Prieto-Sandoval, V., Torres-Guevara, L. E., & García-Díaz, C. (2022). Green marketing innovation: Opportunities from an environmental education analysis in young consumers. *Journal of Cleaner Production*, 363, 132509.

29. Rex, E., & Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576.
30. Richey Jr, R. G., Musgrove, C. F., Gillison, S. T., & Gabler, C. B. (2014). The effects of environmental focus and program timing on green marketing performance and the moderating role of resource commitment. *Industrial Marketing Management*, 43(7), 1246–1257.
31. Roh, T., Noh, J., Oh, Y., & Park, K.-S. (2022). Structural relationships of a firm's green strategies for environmental performance: The roles of green supply chain management and green marketing innovation. *Journal of Cleaner Production*, 356, 131877.
32. Seiffert, M. E. B. (2008). Environmental impact evaluation using a cooperative model for implementing EMS (ISO 14001) in small and medium-sized enterprises. *Journal of Cleaner Production*, 16(14), 1447–1461.
33. Stich, V., Emonts-Holley, R., & Senderek, R. (2015). Social media analytics in customer service: a literature overview-an overview of literature and metrics regarding social media analysis in customer service. *International Conference on Web Information Systems and Technologies*, 2, 335–344.
34. Tsai, P.-H., Lin, G.-Y., Zheng, Y.-L., Chen, Y.-C., Chen, P.-Z., & Su, Z.-C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56, 102162.
35. Widyastutia, S., Parenrengib, S., & Tuzzaharac, F. (2019). Crafting green halal tourism: Enhancing the nation's competitiveness. *Marketing*, 8(11).
36. Yasir, M., Majid, A., & Qudratullah, H. (2020). Promoting environmental performance in manufacturing industry of developing countries through environmental orientation and green business strategies. *Journal of Cleaner Production*, 275, 123003.
37. Zhu, Q., & Sarkis, J. (2016a). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, 289–302.