



ISSN: 2617-6548

URL: www.ijirss.com



Evaluation of green marketing tourism implementation in destinations: A systematic literature review

N Azizia Gia Mutiarasari¹, Sri Hartini², Masmira Kurniawati³, Suwandi S. Sangadji^{4*}

^{1,2,3,4}*Faculty of Economics and Business, Universitas Airlangga, Indonesia.*

¹*Faculty of Economics and Business, Telkom University Surabaya, Indonesia.*

Corresponding author: Suwandi S. Sangadji (Email: suwandinukusangadji@gmail.com)

Abstract

This study investigates the implementation of green marketing strategies in tourism destinations, emphasizing sustainability practices to drive environmental and economic outcomes. A Systematic Literature Review (SLR) was conducted to analyze recent scholarly contributions on green marketing efforts across various tourist locations, focusing on their influence on sustainability and competitiveness. The findings indicate that green marketing strategies promote environmental sustainability by encouraging eco-friendly practices, optimizing resource utilization, and minimizing pollution levels. These initiatives not only support ecological balance but also contribute significantly to the economic development of tourism destinations, enhancing their competitiveness in the global market. Nevertheless, challenges remain, including substantial infrastructure costs and limited engagement from critical stakeholders, which can hinder the broader adoption of green marketing strategies. The study highlights the importance of a multidimensional approach that integrates environmental, social, and economic aspects to fully harness the benefits of green marketing in tourism. Such an approach can facilitate more effective and sustainable development of tourism destinations. The study suggests that future research should expand its focus to include emerging markets, thereby providing a more comprehensive understanding of global green marketing strategies and their impact. This broader perspective can guide policymakers, tourism operators, and stakeholders in crafting strategies that align with sustainability goals while maintaining economic viability, ultimately fostering a more sustainable tourism industry worldwide.

Keywords: Destination competitiveness, Eco-friendly practices, Green marketing, Resource optimization sustainability, Tourism environmental sustainability.

DOI: 10.53894/ijirss.v8i1.4581

Funding: This study received no specific financial support.

History: Received: 9 December 2024/Revised: 22 January 2025/Accepted: 5 February 2025/Published: 7 February 2025

Copyright: © 2025 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Publisher: Innovative Research Publishing

1. Introduction

In recent decades, global awareness of the importance of environmental sustainability has significantly increased [1]. The concept of sustainable development, first introduced by the World Commission on Environment and Development (WCED) in 1987, has become a key framework for many countries in designing policies and strategies that support environmental sustainability [2]. In the context of marketing, green marketing is one of the primary approaches employed in business practices to promote environmentally friendly products and services, aiming to reduce negative impacts on ecosystems and raise consumer awareness of the importance of sustainability [3].

In the context of tourism, the application of green marketing has become crucial due to the significant environmental impact of this industry [4]. As one of the largest economic sectors globally, the tourism industry contributes significantly to carbon emissions, environmental degradation, and the unsustainable use of natural resources [5]. Therefore, implementing green marketing principles in tourism destination management is critical to ensuring that tourism activities can occur without harming the environment and surrounding natural resources [6]. Green marketing initiatives at tourism destinations aim to attract environmentally conscious tourists while enhancing the competitiveness of destinations in an increasingly sustainability-aware global market [7].

In practice, various efforts have been undertaken by governments and stakeholders in the tourism industry worldwide to reduce the negative impacts of tourism activities [8]. One widely adopted strategy is the implementation of green marketing in the promotion and management of tourism destinations [9]. This initiative seeks to raise awareness and encourage tourist participation in environmental conservation while positioning destinations as environmentally friendly tourism spots. However, the application of green marketing in various tourism destinations often faces challenges such as a lack of awareness and participation from industry players and tourists, limited eco-friendly infrastructure, and high implementation costs [8], which ultimately require deeper evaluation to identify effective and innovative steps to enhance tourism sustainability.

Although much research has been conducted on the application of green marketing across various sectors, studies specifically evaluating its implementation in tourism destinations remain relatively limited. Many studies have focused on developed countries or destinations with unique characteristics, while in-depth analyses of green marketing practices in emerging destinations or regions with different environmental challenges are still lacking. Moreover, most research tends to evaluate the success of green marketing solely from an environmental perspective, without considering the social and economic dimensions that are also critical for sustainable tourism [10].

Thus, this study aims to comprehensively evaluate the application of green marketing within the context of tourism destinations. The focus is to understand how green marketing strategies can be effectively implemented not only to preserve the environment but also to support sustainable economic growth and improve the well-being of local communities. This evaluation is based on a systematic literature review of various studies on green marketing, with the goal of providing recommendations to improve and enhance the implementation of green marketing strategies in the tourism industry.

2. Literature Review

Green Marketing Tourism (GMT) refers to a marketing strategy within the tourism industry that emphasizes the promotion and provision of environmentally friendly products and services [11]. This definition encompasses efforts to minimize negative environmental impacts through sustainable business practices. According to Amoako [12], green marketing involves all activities designed to create and facilitate exchanges that meet human needs while having minimal impact on the environment. In the context of tourism, GMT entails integrating sustainability principles into all operational aspects, from destination management to the services offered to tourists [13].

The dimensions of Green Marketing Tourism (GMT) encompass several key aspects that must be considered in the implementation of this strategy. Firstly, the environmental dimension involves the efficient management of natural resources and the reduction of emissions and waste [14]. Secondly, the economic dimension focuses on creating sustainable economic value through improved operational efficiency and product innovation [15]. Thirdly, the social dimension emphasizes enhancing the well-being of local communities and strengthening the relationship between the tourism industry and local residents [16]. Lastly, the cultural dimension includes the preservation of cultural heritage and the promotion of local values within tourism activities [17].

Several factors influence the implementation of Green Marketing Tourism (GMT) at tourist destinations. Firstly, government regulations and environmental policies establish standards and guidelines for environmentally friendly business practices [18]. Secondly, increasing consumer awareness and preferences for sustainable products and services drive the adoption of green practices [19]. Thirdly, pressure from stakeholders, such as local communities, non-governmental organizations, and the media, compels the tourism industry to adopt sustainable practices [20]. Lastly, the capacity and commitment of organizations to implement green marketing strategies, which involve adequate human resources, technology, and investment, are critical for successful adoption [21].

Green Marketing Tourism (GMT) strategies can be implemented through several approaches. Firstly, the development of environmentally friendly products and services, such as green-certified accommodations, low-emission transportation, and sustainable nature-based attractions [22]. Secondly, effective communication and promotion are essential to raise tourist awareness about the importance of sustainability and to encourage participation in activities that support environmental preservation [23]. Thirdly, collaboration with stakeholders, including government bodies, local communities, and environmental organizations, is essential to create synergies in the implementation of sustainable practices [24]. Lastly, the implementation of educational and training programs for employees and tourists enhances understanding and skills in supporting green marketing tourism [25].

Table 1.

Criteria for green marketing tourism based on Mousavi [26].

No.	Criteria	Context
1	Wise utilization of resources	Hotels and tourism facilities employ energy-efficient technologies, manage water resources efficiently, and utilize environmentally friendly building materials to reduce carbon footprints and minimize resource waste.
2	Pollution prevention	Implementation of stringent recycling systems, the use of electric vehicles for tourist transportation, and ensuring that waste from tourism activities does not pollute the surrounding environment, both on land and in water.
3	Biodiversity protection and enhancement	Tourist destinations should collaborate with environmental experts to preserve and restore local habitats, ensuring that tourism activities do not harm the existing flora and fauna in the area.
4	Community involvement and empowerment	Green tourism includes training and empowering local communities within the tourism industry, ensuring that tourism revenue benefits local residents and enhances their well-being.
5	Environmental education and awareness	Tourist destinations can organize environmental education programs for visitors, such as educational tours and seminars, as well as awareness campaigns to promote eco-friendly practices among tourists and local residents.
6	Implementation of good environmental management practices	Obtaining certifications such as Green Globe or LEED for buildings and tourism operations, and ensuring that the products used (e.g., cleaning supplies, cosmetics, food) are environmentally friendly and sustainable.
7	Responsible marketing strategies	Promoting tourist destinations by highlighting their commitment to eco-friendly practices and sustainability, while using marketing channels that reach environmentally conscious travelers.

3. Methods

The method employed in this study is a Systematic Literature Review (SLR), which facilitates the identification and synthesis of diverse literature sources regarding current trends, research gaps, research quality evaluation, as well as challenges and opportunities in the implementation of green marketing in tourism. Unlike traditional literature reviews, the SLR method follows a systematic scientific procedure to review literature and integrate empirical findings to ensure greater clarity and replicability in the process [27]. Thus, SLR provides a robust foundation for developing a comprehensive understanding of this topic and generating practical recommendations that are beneficial to practitioners and researchers in the field.

This study employs VOS Viewer to identify and map research gaps. VOS Viewer, a software designed to analyze and visualize relationships between keywords, authors, articles, and journals [28, 29], plays a crucial role in determining research gaps within the scientific literature dataset. This tool enables researchers to visually map potential gaps in the literature, focus research on more relevant and significant areas, and avoid redundant studies. By utilizing VOS Viewer, researchers can ensure that the research topic is viable by making more informed and efficient decisions, thus contributing significantly to the scientific literature and enhancing understanding in the field of green marketing tourism.

This research report adheres to the reporting guidelines outlined in the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram. PRISMA is a tool and guideline used for conducting systematic literature reviews, as noted by Onofre [30], that assists authors in presenting findings from various published research. According to PRISMA reporting guidelines, there are five steps that must be followed in conducting a systematic literature review.

3.1. Study Inclusion Requirements

In this study, the guidelines based on the inclusion criteria or Inclusion Requirements (IR) for articles are as follows:

- a. IR 1: Original research published in English, presented as articles, from the years 2020-2024, accessible in full paper, and using the keywords “green AND marketing AND tourism.”
- b. IR 2: Research aimed at analyzing green marketing tourism at tourist destinations.

Inclusion Requirement 1 (IR 1) was applied to limit the articles to research published between 2020 and 2024. This ensures that the literature used is up-to-date and relevant in the context of recent developments in green marketing within the tourism industry. Meanwhile, Inclusion Requirement 2 (IR 2) focuses on articles with the objective of analyzing green marketing tourism within the tourism sector, thereby ensuring that the selected articles are directly relevant to the research topic and contribute significantly to the understanding of green marketing tourism in the industry. Thus, these inclusion criteria provide a clear framework for selecting literature that aligns with the objectives and scope of the study.

3.2. Source of Information for Articles

The author conducted a search for articles in the online database of Elsevier. Subsequently, the author filtered the articles to include only those accessible in full paper format. Additionally, the author reviewed the references within the selected articles to identify related research articles as supplementary or supporting references.

3.3. Selection of Studies

The author conducted a three-stage article selection process. First, the author entered keywords into the Scopus database that aligned with the research interest in green marketing tourism within the tourism sector. The keywords used in the Scopus database included (green AND marketing AND tourism). Second, eligibility criteria guided the author in exploring and determining the identified articles by reviewing their titles, abstracts, and available keywords. Third, the author reviewed all articles that did not address green marketing tourism, with the aim of eliminating articles that either met or did not meet the criteria.

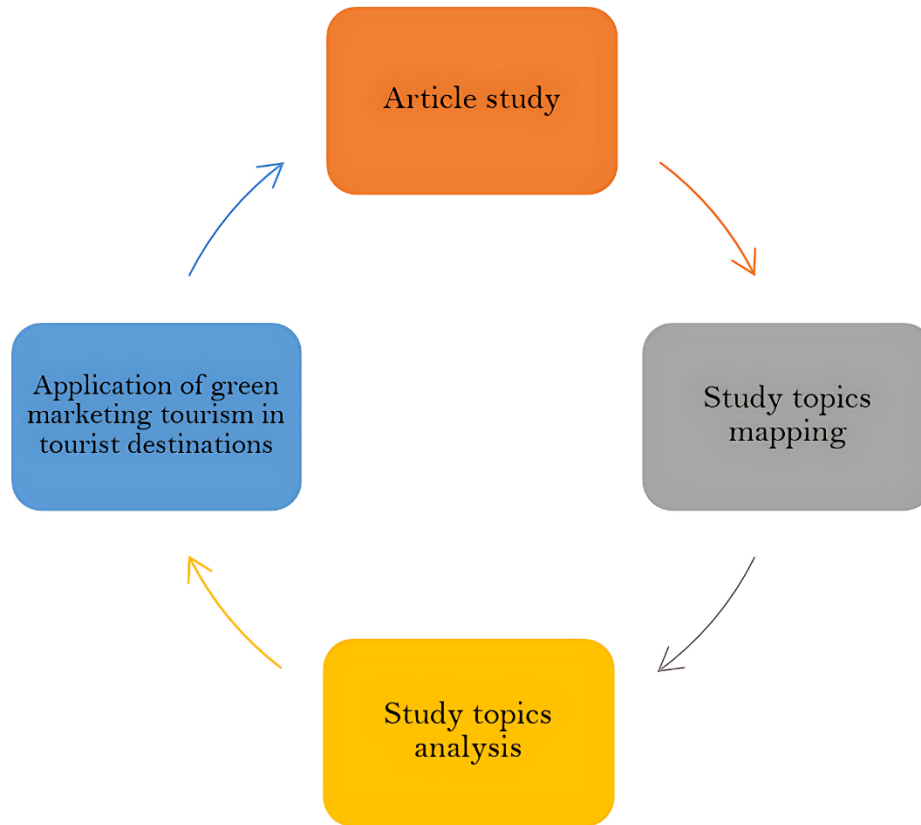


Figure 1.
Article review process.

3.4. Article Information Collection Process

Information was collected manually and subjected to a thorough review, focusing on elements such as the author, title, publication year, journal name, topic, country, abstract, keywords, research methods, and research variables. During the detailed review, any discrepancies among authors were resolved through a series of systematic steps.

Firstly, each author manually gathered information based on parameters such as author, title, publication year, journal name, topic, country, abstract, keywords, research methods, and research variables. Secondly, each author read the articles in full to assess their relevance to the research objectives. Thirdly, when differing views or opinions arose, a critical step was discussion. Any disagreements among authors were openly and constructively discussed by re-reading the entire articles.

This discussion enabled the authors to understand each other's perspectives and reach a consensus.

If the discussion does not resolve the differences, the authors involve additional resources, such as a mediator or an expert in the relevant field, to help resolve the discrepancies. This approach allows conflicts among authors to be addressed in a transparent and collaborative manner, ensuring that the outcomes of the in-depth review are consistent and accurate.

3.5. Selection of Article Information Items

The authors extracted information from each selected article, including the study demographics and the application of green marketing tourism in the tourism sector. In terms of demographics, the information specified includes the publication year and the country of origin of the research.

The fundamental reason for selecting these information items is to provide essential context for a holistic understanding in the presentation of relevant research data and findings. Demographic information, including publication year and country of origin, is used to highlight the accuracy, timeliness, and potential variations within the analyzed data. This approach clarifies the relevance of the data to the current context and allows for careful evaluation of any geographic differences that may emerge. Incorporating study demographics into the information citation aims to enhance the validity and reliability of the research, providing a solid foundation for a comprehensive understanding of these aspects within the research context.

4. Results

4.1. Article Selection

The article search was conducted in alignment with the researcher's interest in the application of green marketing tourism to travel destinations. The search was based on keywords relevant to the topic under investigation. The search results from the Elsevier online database yielded 309 articles within the publication range of 2020 to 2024, as illustrated in the [Figure 2](#).

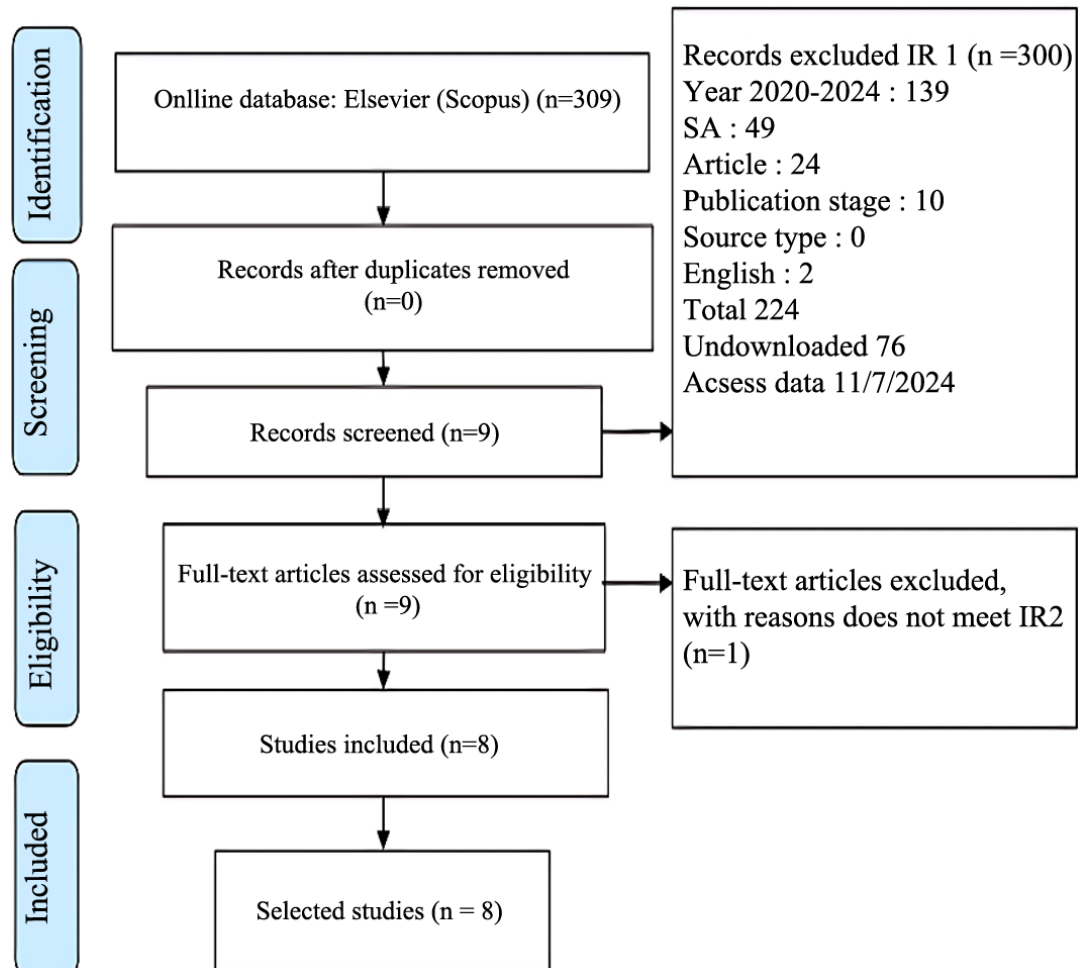


Figure 2.
Flow chart based on PRISMA guidelines.

Based on the figure above, the flow diagram illustrates the process following PRISMA guidelines. The first stage involved selecting articles using predefined keywords, resulting in a total of 309 articles. In the second stage, the authors refined the search settings according to predetermined criteria such as those in IR 1: publication years ranging from 2020 to 2024, subject area focused on Business, Management, and Accounting, final publication stage, source type as journals, document type as articles in English, accessible in full paper format, and keywords including Green Marketing, Tourism, Tourist Destination, and Tourism Marketing. Based on these criteria, 17 articles met the inclusion criteria, while 230 articles were excluded for not meeting the criteria.

In the third stage, the identification and selection of studies were carried out through the exploration of article titles, abstracts, and keywords. Based on IR 2, a total of nine articles were identified. Out of these, one article was excluded as it did not meet IR 2 or was not related to the topic of green marketing tourism. This was achieved by manually extracting data from tables and performing a comprehensive review of the articles in accordance with IR 2. Consequently, eight articles were found to meet the criteria of IR 2.

4.2. Demographics of Selected Articles

This section describes the distribution of selected articles by year and country of origin. The results from the eight selected articles show that the distribution of articles across the years 2020 to 2024 is uneven, with a majority of articles being published in 2022 and 2023. Articles were published by [Rice \[31\]](#), and [Butcher and Chomvilailuk \[32\]](#) in earlier years. Articles published in 2022 include those by [Huy, et al. \[33\]](#); [Kumar and Harichandan \[34\]](#), and [Haanpää, et al. \[35\]](#), while articles published in 2023 include those by [Abdullah, et al. \[36\]](#); [Kizanlikli, et al. \[37\]](#), and [Moreira, et al. \[38\]](#). A more detailed depiction is shown in [Figure 3](#).

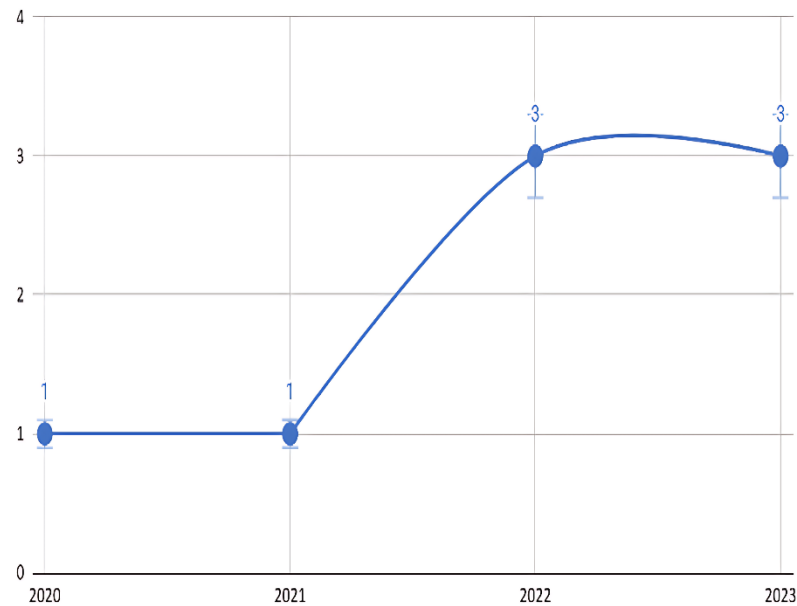


Figure 3.
Document by year.

Based on the data, there are eight articles distributed over the years 2020 to 2023, with an uneven distribution. The number of articles published in 2022 and 2023 is higher compared to other years. In 2020, only one article was published. In 2021, there was one article published. The year 2022 saw an increase with three articles published, and the trend continued in 2023 with three articles published. This increase in the number of articles indicates a growing interest in topics related to green marketing and sustainability in the tourism and hospitality industry from year to year, both in developed and developing countries, as shown in Figure 3.

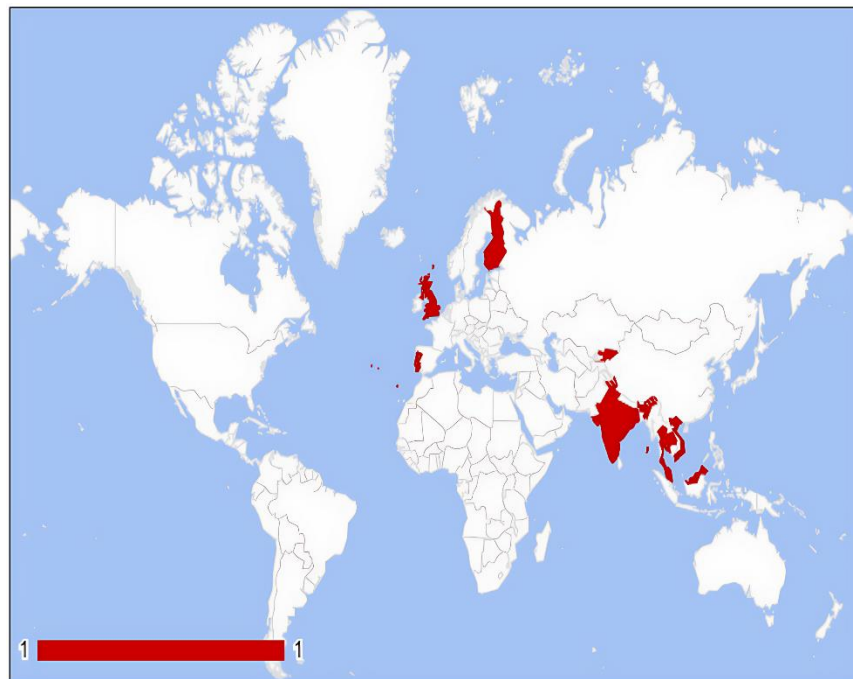


Figure 4.
Article Publication based in country.

Figure 3 above displays the publication of green marketing tourism articles conducted in developed countries such as the United Kingdom [31] and Finland [35]. These publications indicate that developed countries have a strong interest in and commitment to advancing the concept of green marketing tourism. Research conducted in these developed countries typically focuses on the implementation of advanced technologies and innovative marketing strategies to promote sustainable tourism. This reflects the awareness and responsibility of these nations towards global environmental issues and their efforts to mitigate the negative impacts of tourism on ecosystems.

Relevant research has also been conducted in developing countries such as Thailand [31], Vietnam [33], India [34], Malaysia [36], Kyrgyzstan [37], and Portugal [38]. Research in these developing countries indicates that green marketing

tourism issues are also gaining attention across various regions. Although these countries may have more limited resources and technologies compared to developed nations, they are still striving to adopt sustainable tourism practices. These studies often focus on efficient natural resource management, community engagement, and raising public awareness about the importance of environmental conservation in tourism activities.

In addition to the varied distribution of articles by country, the distribution across journals also exhibits significant variation. The Journal of Cleaner Production stands out by publishing two articles, indicating a notable contribution to the field of green marketing tourism. This diverse distribution across multiple journals highlights a broad academic interest in green marketing tourism, with contributions from various perspectives and scientific approaches. Each of the other journals published one article (see [Table 2](#)).

Table 2.
Selected article source.

No.	Format	Publication (Journal)	Number of articles
1	Article	International Journal of Tourism Cities	1
2	Article	Journal of Sustainable Tourism	1
3	Article	Asia Pacific Journal of Tourism Research.	1
4	Article	Journal of Cleaner Production	2
5	Article	Journal of Marketing Management	1
6	Article	Journal of Tour SM & Development	1
7	Article	Management Letters	1
Total			8

The following section will address the variables commonly used by researchers in the selected articles on the application of digital marketing in the tourism industry. The author has categorized and aligned the selected articles based on the variables and tools or contexts employed (see [Table 3](#)). This categorization and alignment of variables are guided by the digital marketing concepts proposed by [Mousavi \[26\]](#) and are predominantly used in the eight selected articles.

Table 3.
Green marketing tourism variable.

Green marketing in tourism	No. of variables	Reference
Resource utilization	1	Kizanlikli, et al. [37]
Pollution prevention	2	Kumar and Harichandan [34]; Kizanlikli, et al. [37]
Biodiversity protection	4	Rice [31] , Huy, et al. [33] , Kizanlikli, et al. [37] , Kumar and Harichandan [34] and Moreira, et al. [38]
Community participation and empowerment	1	Rice [31]
Environmental education and awareness	2	Kumar and Harichandan [34]; Kizanlikli, et al. [37]
Implementation of good environmental management practices	3	Rice [31] Kizanlikli, et al. [37] and Moreira, et al. [38]
Responsible marketing strategies	1	Moreira, et al. [38]

Based on [Table 3](#), it is evident that the eight selected articles have applied the concept of green marketing tourism in alignment with the framework proposed by [Mousavi \[26\]](#). The variables used in these articles include efficient resource use, pollution prevention, biodiversity protection, community participation and empowerment, environmental education and awareness, implementation of good environmental management practices, and responsible marketing strategies. In principle, the green marketing concepts employed in these articles share commonalities, with an emphasis on environmental sustainability and community involvement, although not all articles delve deeply into each aspect explicitly. Therefore, in the following section, the author will present a visualization of the research gaps in green marketing tourism that are less frequently addressed in the selected studies (see [Figure 4](#)).

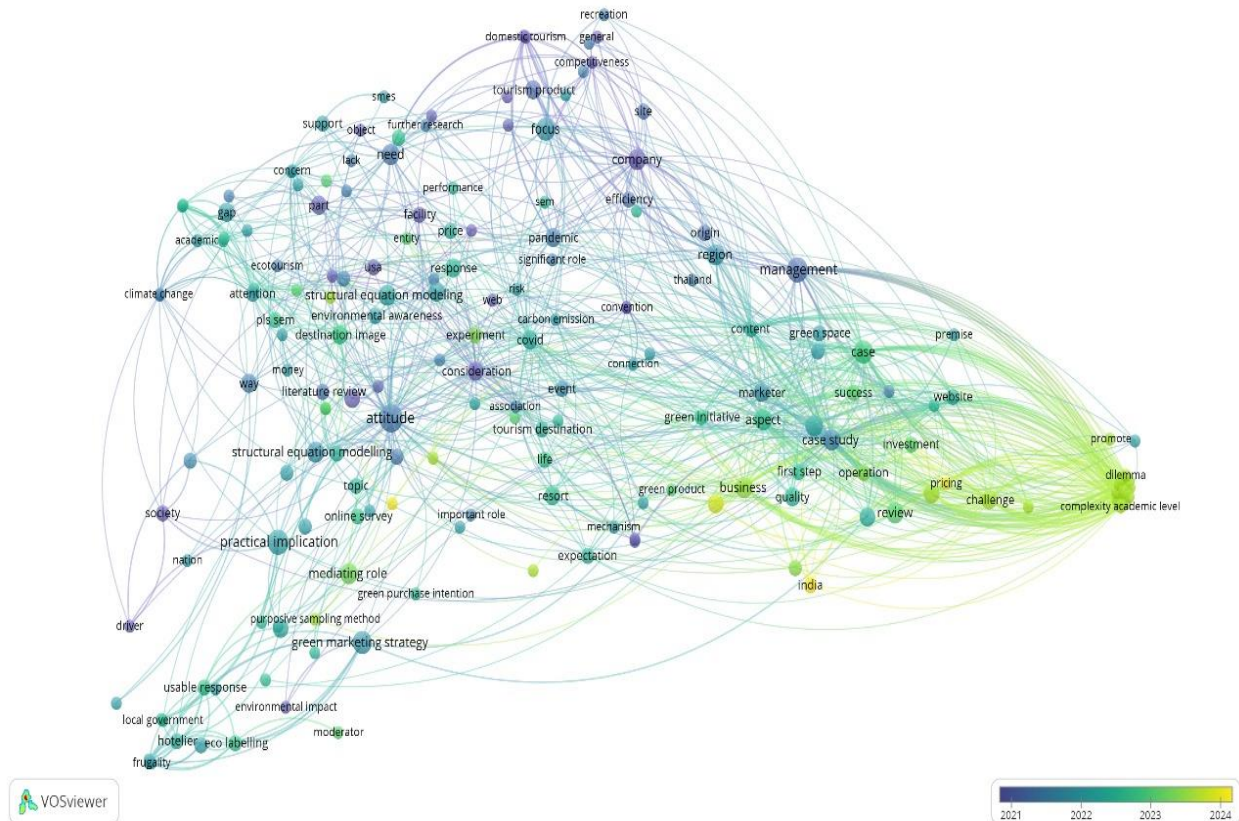


Figure 5.
Network visualization mapping of 309 selected articles.

The network visualization in the above figure illustrates that each circle represents a keyword derived from titles and abstracts. The size of the circle indicates the number of publications related to the keyword, encompassing its occurrence in journals, titles, abstracts, and keywords. A larger circle signifies a higher number of articles relevant to that keyword, while a smaller circle indicates fewer relevant articles. This visualization highlights that certain topics have received less attention in green marketing tourism research, despite their significant potential in supporting sustainable marketing strategies within the tourism industry [39].

5. Discussion

The implementation of green marketing in tourist destinations is crucial for preserving environmental sustainability and enhancing tourist appeal. Green marketing emphasizes promoting eco-friendly tourism, efficient resource use, and effective waste management. By adopting these practices, tourist destinations can minimize negative environmental impacts, preserve biodiversity, and offer sustainable experiences to travelers. Additionally, green marketing can enhance the destination's image as an environmentally conscious choice, attracting more eco-aware tourists.

In several reviewed articles, such as [Rice \[31\]](#), [Butcher and Chomvilailuk \[32\]](#) and [Huy, et al. \[33\]](#), various case studies on the implementation of green marketing in tourist destinations have been presented. For instance, [Rice \[31\]](#) emphasizes the importance of using environmentally friendly technology and effective waste management. Recommendations include enhancing local community involvement in destination management and implementing green certifications. [Butcher and Chomvilailuk \[32\]](#) suggest environmental education for both tourists and local residents to increase awareness and participation in environmental preservation. [Huy, et al. \[33\]](#) propose natural habitat conservation and protection of local species as part of green marketing strategies.

Research findings indicate that the implementation of green marketing in tourist destinations offers various significant benefits. [Kumar and Harichandan \[34\]](#) found that strategies to reduce pollution and the use of green technology can enhance the environmental quality of tourist destinations. [Kumar and Harichandan \[34\]](#) emphasize that the efficient use of natural resources and environmental education can support the sustainability of tourism. [Abdullah, et al. \[36\]](#) discovered that marketing strategies focusing on environmental sustainability can enhance the appeal of destinations to environmentally conscious tourists. These findings underscore the importance of applying green marketing to improve the competitiveness and sustainability of tourist destinations.

Support for the importance of implementing green marketing in tourist destinations is also highlighted by various other studies. For instance, [Kizanlikli, et al. \[37\]](#) emphasize the importance of pollution prevention, biodiversity protection, and sound environmental management practices. [Moreira, et al. \[38\]](#) advocate for the efficiency of natural resource use and

pollution reduction strategies through waste management. Overall, the endorsement from these studies indicates that green marketing is not only crucial for environmental preservation but also for enhancing the appeal and sustainability of tourist destinations. Effective implementation of green marketing strategies can yield long-term benefits for the tourism industry and the local communities involved.

Thus, based on the aforementioned points, the following table summarizes various studies that examine aspects of green marketing innovation, sustainable city branding, perceptions of eco-friendly products, and the influence of green electronic word-of-mouth (e-WOM). This table presents key findings from several scholarly articles relevant to this research topic, providing a comprehensive perspective on how green marketing is applied in various contexts and categories of tourist destinations.

Table 4.

Key findings on the application of green marketing practices in tourist destinations.

No	Discussion Category	Sub-category	Finding	Reference
1	Resource Utilization	Efficiency in resource utilization.	Improving efficiency in resource use, such as water and energy, not only reduces environmental impact but also enhances tourists' positive perception of destination management.	Kizanlikli, et al. [37]
2	Pollution Prevention	Waste management and environmentally friendly technology	The implementation of cleaner technology and better waste management reduces negative environmental impacts and increases the attractiveness of the destination as a cleaner and more comfortable location.	Kumar and Harichandan [34], Kizanlikli, et al. [37]
3	Biodiversity Conservation	Conservation of natural habitats and protection of local species	Efforts to protect natural habitats and local species contribute to environmental preservation and enhance ecological attractiveness, which is important for tourists who value nature conservation.	Kizanlikli, et al. [37], Kumar and Harichandan [34] and Rice [31]
4	Community Participation and Empowerment	Community involvement in destination management	Active involvement of local communities in destination management strengthens participation and social responsibility, fostering a sense of ownership in the preservation of the environment.	Butcher and Chomvilailuk [32]
5	Environmental Education and Awareness	Educational programs and environmental awareness campaigns	Raising awareness among local communities and tourists through environmental education programs can encourage behavioral change towards more environmentally friendly practices at tourist destinations.	Kumar and Harichandan [34], Kizanlikli, et al. [37]
6	Implementation of Good Environmental Management Practices	Energy, water management, and waste reduction	Better environmental management practices, such as water and energy management and waste reduction, can support the sustainability of destinations and improve operational efficiency.	Kizanlikli, et al. [37], Moreira, et al. [38]
7	Responsible Marketing Strategy	Promotion of environmentally friendly tourism and sustainable marketing	Promotional strategies that emphasize environmental responsibility enhance tourists' perceptions of destinations as responsible choices, attracting environmentally conscious travelers.	Moreira, et al. [38]
8	Use of Green Electronic Word-of-Mouth (eWOM)	Mediation and moderation in purchasing intentions for eco-friendly tourism products	Digital reviews and information sharing by other tourists can encourage potential travelers to choose more environmentally responsible tourism products.	Huy, et al. [33]

In evaluating the implementation of green marketing in tourist destinations, this literature review reveals several important findings relevant to the concept of sustainable tourism. Green marketing, which encompasses environmentally oriented marketing strategies such as the use of environmentally friendly technology, efficient resource management, and pollution prevention, has been shown to enhance the attractiveness and positive image of destinations. Based on the reviewed studies, these strategies also significantly contribute to reducing negative environmental impacts and supporting the sustainability of tourist destinations. For instance, Rice [31] and Huy, et al. [33] emphasize that environmentally friendly technology and natural habitat conservation are key components of green marketing strategies that can raise awareness and

foster positive behaviors among both destination managers and tourists. Furthermore, [Butcher and Chomvilailuk \[32\]](#) stress the importance of environmental education and local community involvement in sustainable destination management. This is consistent with the findings of [Kumar and Harichandan \[34\]](#), who suggest that the active participation of local communities and education are crucial factors in the success of green marketing strategies.

The literature also demonstrates a positive relationship between the application of green marketing strategies and the increased competitiveness of tourist destinations. [Abdullah, et al. \[36\]](#) found that marketing strategies emphasizing environmental sustainability can attract tourists with high environmental awareness, thereby increasing demand for these destinations. Similarly, [Haanpää, et al. \[35\]](#) highlight the critical role of green electronic word-of-mouth (e-WOM) in influencing tourists' decisions to choose environmentally friendly tourism products.

Overall, this review confirms that green marketing is an essential tool for improving the competitiveness and sustainability of tourist destinations. Implementing these strategies requires effective collaboration between local stakeholders, supportive public policies, as well as raising awareness and encouraging tourist participation. Therefore, this research supports the relevance of green marketing in sustainable tourism while also highlighting the importance of continuous innovation and policy adaptation to ensure the long-term sustainability of tourist destinations.

An analysis of the application of green marketing variables in tourist destinations shows that this concept encompasses various strategic dimensions that support sustainable tourism. Based on Table 2, key variables include efficient resource use, pollution prevention, biodiversity conservation, local community participation, environmental education and awareness, and the implementation of sound environmental management practices. As explained by [Kizanlikli, et al. \[37\]](#), efficiency in resource utilization is one of the critical components in maintaining the sustainability of tourism. Proper management can reduce energy consumption and waste. In terms of pollution prevention, studies by [Kumar and Harichandan \[34\]](#) and [Kizanlikli, et al. \[37\]](#) highlight the importance of proactive policies to minimize the negative impacts of the tourism industry on the environment.

Biodiversity conservation, as mentioned by [Rice \[31\]](#) and [Huy, et al. \[33\]](#), is also a key factor in maintaining the ecological attractiveness of tourist destinations. Initiatives to preserve natural habitats and local species significantly contribute to the environmentally friendly image of the destination, as well as support global conservation efforts. Local community participation, as highlighted by [Butcher and Chomvilailuk \[32\]](#), also plays an important role in the successful implementation of green marketing by involving local stakeholders in the execution of environmental policies.

Environmental education and awareness are also essential variables that influence the behavior of tourists and local communities toward environmental conservation. This is thoroughly discussed by [Kizanlikli, et al. \[37\]](#) and [Kumar and Harichandan \[34\]](#). Furthermore, the implementation of sound environmental management practices, as explained by [Rice \[31\]](#) and [Kizanlikli, et al. \[37\]](#), supports the efficient management of resources and reduces the environmental impacts of tourism activities. Responsible marketing strategies, according to [Moreira, et al. \[38\]](#), also play a crucial role in enhancing the image of destinations in the eyes of environmentally conscious tourists. Innovation in green marketing can help tourist destinations become more competitive and attract environmentally aware market segments. Overall, the combination of these variables shows that the implementation of green marketing not only focuses on environmental aspects but also requires the involvement of various stakeholders and effective policy support. A successful green marketing strategy can enhance a destination's competitiveness as a sustainable tourist destination, ultimately supporting the long-term sustainability of the destination.

6. Conclusions

Based on the literature review, green marketing has proven to be an effective strategy in supporting the sustainability of tourist destinations. The implementation of practices focused on efficient resource use, waste and pollution management, and biodiversity conservation has had a positive impact not only on the environment but also on the destination's image. Environmentally conscious tourists are more inclined to visit destinations that emphasize eco-friendly aspects, thereby increasing the competitiveness of the destination. Additionally, the involvement of local communities, environmental education, and the implementation of sound environmental management practices are supporting factors that enhance the effectiveness of green marketing strategies in various tourist destinations.

To achieve broader sustainability goals, other tourist destinations can adopt a similar approach by integrating green marketing strategies into their operational practices. Several recommendations include increasing active participation from local communities in tourism management, strengthening environmental education programs for tourists, and implementing continuous innovations in environmentally friendly technologies. Collaboration between local stakeholders, governments, and the private sector is also essential to promote policies and practices that holistically support sustainable tourism.

References

- [1] A. Sodiq *et al.*, "Towards modern sustainable cities: Review of sustainability principles and trends," *Journal of Cleaner Production*, vol. 227, pp. 972-1001, 2019. <https://doi.org/10.1016/j.jclepro.2019.04.106>
- [2] C. A. Ruggerio, "Sustainability and sustainable development: A review of principles and definitions," *Science of the Total Environment*, vol. 786, p. 147481, 2021. <https://doi.org/10.1016/j.scitotenv.2021.147481>
- [3] A. P. Sharma, "Consumers' purchase behaviour and green marketing: A synthesis, review and agenda," *International Journal of Consumer Studies*, vol. 45, no. 6, pp. 1217-1238, 2021. <https://doi.org/10.1111/ijcs.12722>
- [4] C.-H. Chin, C.-L. Chin, and W. P.-M. Wong, "The implementation of green marketing tools in rural tourism: The readiness of tourists?," *Journal of Hospitality Marketing & Management*, vol. 27, no. 3, pp. 261-280, 2018. <https://doi.org/10.1080/19368623.2017.1359723>

- [5] N. Mejjad, A. Rossi, and A. B. Pavel, "The coastal tourism industry in the mediterranean: A critical review of the socio-economic and environmental pressures & impacts," *Tourism Management Perspectives*, vol. 44, p. 101007, 2022. <https://doi.org/10.1016/j.tmp.2022.101007>
- [6] S. Rosyafah, W. G. Hidayat, and M. A. Imron, "Green marketing strategy for sustainable green tourism development (A review for tourism in Batu City)," *Test Engineering & Management*, vol. 83, pp. 18976-18987, 2020.
- [7] A. Gunduz Songur, G. Turkarhan, and C. Cobanoglu, "Progress on green technology research in hotels: A literature review," *Journal of Hospitality and Tourism Insights*, vol. 6, no. 5, pp. 2052-2072, 2023. <https://doi.org/10.1108/JHTI-10-2021-0280>
- [8] C. Haibo, E. C. Ayamba, T. B. Udimal, A. O. Agyemang, and A. Ruth, "Tourism and sustainable development in China: A review," *Environmental Science and Pollution Research*, vol. 27, pp. 39077-39093, 2020. <https://doi.org/10.1007/s11356-020-10016-7>
- [9] O. F. Aladag, M. A. Köseoglu, B. King, and F. Mehraliyev, "Strategy implementation research in hospitality and tourism: Current status and future potential," *International Journal of Hospitality Management*, vol. 88, p. 102556, 2020. <https://doi.org/10.1016/j.ijhm.2020.102556>
- [10] V. Prieto-Sandoval, L. E. Torres-Guevara, and C. García-Díaz, "Green marketing innovation: Opportunities from an environmental education analysis in young consumers," *Journal of Cleaner Production*, vol. 363, p. 132509, 2022. <https://doi.org/10.1016/j.jclepro.2022.132509>
- [11] R. Firdiansyah, M. Mohamed, M. Yusoff Yusliza, J. Saputra, and Z. Muhammad, "A review of green marketing strategy literature: Mini review approach," in *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management Singapore: IEOM Society International*, 2021, vol. 21030, pp. 5092-5108, doi: <https://doi.org/10.46254/an11.20210871>.
- [12] G. K. Amoako, "A conceptual framework: Corporate environmental management activities and sustainable competitive advantage," *Management of Environmental Quality: An International Journal*, vol. 31, no. 2, pp. 331-347, 2020. <https://doi.org/10.1108/MEQ-09-2019-0187>.
- [13] M. Kornilaki and X. Font, "Normative influences: How socio-cultural and industrial norms influence the adoption of sustainability practices. A grounded theory of Cretan, small tourism firms," *Journal of Environmental Management*, vol. 230, pp. 183-189, 2019. <https://doi.org/10.1016/j.jenvman.2018.09.064>
- [14] I. Hristov, A. Appolloni, A. Chirico, and W. Cheng, "The role of the environmental dimension in the performance management system: A systematic review and conceptual framework," *Journal of Cleaner Production*, vol. 293, p. 126075, 2021. <https://doi.org/10.1016/j.jclepro.2021.126075>
- [15] M. V. Barros, R. Salvador, G. F. do Prado, A. C. de Francisco, and C. M. Piekarski, "Circular economy as a driver to sustainable businesses," *Cleaner Environmental Systems*, vol. 2, p. 100006, 2021. <https://doi.org/10.1016/j.cesys.2020.100006>
- [16] N. A. I. Prihanti, T. K. Priyambodo, B. Sutikno, and H. A. Kusworo, "The social dimensions' aspects of sustainable tourism development analysis: A systematic literature review," *Digit. Press Social Science Humanit*, vol. 4, no. 00001, pp. 1-10, 2020. <https://doi.org/10.29037/digitalpress.44348>
- [17] M. Kamran, "Role of cultural heritage in promoting the resilience of linear/critical infrastructure system with the enhancement of economic dimension of resilience: A critical review," *International Journal of Construction Management*, vol. 22, no. 7, pp. 1345-1354, 2022. <https://doi.org/10.1080/15623599.2020.1711493>
- [18] S. J. M. L. Borsatto and B. C. Lima, "Green innovation and environmental regulations: A systematic review of international academic works," *Environmental Science and Pollution Research*, vol. 28, no. 45, pp. 63751-63768, 2021. <https://doi.org/10.1007/s11356-020-11379-7>
- [19] A. Sivapalan, T. von der Heide, P. Scherrer, and G. Sorwar, "A consumer values-based approach to enhancing green consumption," *Sustainable Production and Consumption*, vol. 28, pp. 699-715, 2021. <https://doi.org/10.1016/j.spc.2021.06.013>
- [20] A. Kojo, "Challenges and opportunities of integrating social responsibility and ethical practices in hospitality and tourism operations in Ghana," *International Journal of Modern Hospitality and Tourism*, vol. 4, no. 1, pp. 38-49, 2024. <https://doi.org/10.47604/ijmht.2376>
- [21] A.-N. El-Kassar and S. K. Singh, "Green innovation and organizational performance: The influence of big data and the moderating role of management commitment and HR practices," *Technological Forecasting and Social Change*, vol. 144, pp. 483-498, 2019. <https://doi.org/10.1016/j.techfore.2017.12.016>
- [22] D. Dahiya and B. Laishram, "Life cycle energy analysis of buildings: A systematic review," *Building and Environment*, p. 111160, 2024. <https://doi.org/10.1016/j.buildenv.2024.111160>
- [23] W. Han, S. McCabe, Y. Wang, and A. Y. L. Chong, "Evaluating user-generated content in social media: an effective approach to encourage greater pro-environmental behavior in tourism?," *Journal of Sustainable Tourism*, vol. 26, no. 4, pp. 600-614, 2018. <https://doi.org/10.1080/09669582.2017.1372442>
- [24] F. A. Ogutu, D. M. Kimata, and R. M. Kweyu, "Partnerships for sustainable cities as options for improving solid waste management in Nairobi city," *Waste Management & Research*, vol. 39, no. 1, pp. 25-31, 2021. <https://doi.org/10.1177/0734242X20967735>
- [25] S.-Y. Pan, M. Gao, H. Kim, K. J. Shah, S.-L. Pei, and P.-C. Chiang, "Advances and challenges in sustainable tourism toward a green economy," *Science of the Total Environment*, vol. 635, pp. 452-469, 2018. <https://doi.org/10.1016/j.scitotenv.2018.04.134>
- [26] R. Mousavi, "The role of green tourism as a marketing at destinations," *Journal of Tourism & Hospitality*, vol. 10, pp. 1-6, 2021.
- [27] D. Fan, D. Breslin, J. L. Callahan, and M. Iszatt-White, "Advancing literature review methodology through rigour, generativity, scope and transparency," *International Journal of Management Reviews*, vol. 24, no. 2, pp. 171-180, 2022. <https://doi.org/10.1111/ijmr.12291>
- [28] S. S. Sangadji, "Foundations of bibliometric writing: A comprehensive guide for novice researchers," *SCIENTIA: Journal of Multi Disciplinary Science*, vol. 2, no. 2, pp. 95-107, 2023.
- [29] J. T. McAllister, L. Lennertz, and Z. Atencio Mojica, "Mapping a discipline: A guide to using VOSviewer for bibliometric and visual analysis," *Science & Technology Libraries*, vol. 41, no. 3, pp. 319-348, 2022. <https://doi.org/10.1080/0194262X.2021.1991547>
- [30] R. Sarkis-Onofre, F. Catalá-López, E. Aromataris, and C. Lockwood, "How to properly use the PRISMA statement," *Systematic Reviews*, vol. 10, pp. 1-3, 2021. <https://doi.org/10.1186/s13643-021-01671-z>

- [31] L. Rice, "Nature-based solutions for urban development and tourism," *International Journal of Tourism Cities*, vol. 6, no. 2, pp. 431-448, 2019. <https://doi.org/10.1108/IJTC-05-2019-0069>
- [32] K. Butcher and R. Chomvilailuk, "Guest benefits of hedonic value and perceived community value drive hotel CSR participation," *Journal of Sustainable Tourism*, vol. 30, no. 6, pp. 1262-1279, 2022. <https://doi.org/10.1080/09669582.2021.1931255>
- [33] L. V. Huy, Q. P. T. Phan, H. L. Phan, N. T. Pham, and N. Nguyen, "Improving tourists' green electronic word-of-mouth: A mediation and moderation analysis," *Asia Pacific Journal of Tourism Research*, vol. 27, no. 5, pp. 547-561, 2022. <https://doi.org/10.1080/10941665.2022.2091942>
- [34] K. S. Kumar and S. Harichandan, "Green marketing innovation and sustainable consumption: A bibliometric analysis," *Journal of Cleaner Production*, vol. 361, p. 132290, 2022. <https://doi.org/10.1016/j.jclepro.2022.132290>
- [35] M. Haanpää, J.-C. García-Rosell, and M. Hakkarainen, "Walking the concepts: Elaborating on the non-representational sensitivities of tourism experience," *Journal of Marketing Management*, vol. 38, no. 15-16, pp. 1832-1850, 2022.
- [36] S. I. N. W. Abdullah, S. S. Teoh, B. Lim, and K. T. Phuah, "Insights on millennial's purchase intention towards green online travel products in Malaysia: The road to recovery," *Revista Turismo and Desenvolvimento*, vol. 41, pp. 331-348, 2023. <https://doi.org/10.34624/rt.d.v41i0.30075>
- [37] M. M. Kizanlikli, N. Margazieva, K. Asanova, and I. Gundogdu, "An assessment of eco hotel practices and green marketing perceptions: An eco-labelling model proposal for hotels in Kyrgyzstan," *Journal of Cleaner Production*, vol. 420, p. 138438, 2023. <https://doi.org/10.1016/j.jclepro.2023.138438>
- [38] A. C. Moreira, C. Rêga Pereira, M. Fernandes Lopes, R. Arêde Rodrigues Calisto, and V. Teixeira Vale, "Sustainable and green city brand: An exploratory review," *Management Notebooks*, vol. 23, no. 1, pp. 23-35, 2023. <https://doi.org/10.5295/cdg.221715ac>
- [39] F. J. Garrigos-Simon, Y. Narangajavana-Kaosiri, and I. Lengua-Lengua, "Tourism and sustainability: A bibliometric and visualization analysis," *Sustainability*, vol. 10, no. 6, p. 1976, 2018. <https://doi.org/10.3390/su10061976>