


THE ECONOMARKETING MODEL: DEVELOPMENT OF PRODUCTIVE AND SUSTAINABLE TOURISM AREA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 November 2022</p> <p>Accepted 13 February 2023</p>	<p>Purpose: The purpose of this study is to examine the effect of green marketing on the tourist intention to avoid future damage to the "Lingkar Selorejo" tourism area, which is supposed to be developed by the Malang Regency government.</p> <p>Theoretical framework: The examination of Lingkar Selorejo as a green marketing rural tourism village comprises of identification of local potential, resources, social and local community insight. Thereafter, determining an appropriate green marketing model as a concept. Finally, creating a road map of Green Marketing implementation.</p> <p>Design/methodology/approach: The research used descriptive qualitative method based on the philosophy of positivism to examine the natural conditions. Primary and secondary data collection techniques used include observation, interview and questionnaire, documentation, and related literature as well as documents. Non-probability sampling technique with the census method was used for data collection, thus everyone serving in the village office was used as a research sample because the number of officials was relatively small, around 10-15 people.</p> <p>Findings: The findings: reveal that SMEs in this region had not implemented Green Marketing due to lack of awareness and high costs and failure by the government to offer support. Besides, the people had not yet considered green marketing and still prioritized low prices and quality products.</p> <p>Research, Practical & Social implications: Further research needs to be studied more deeply in relation with the dimensions of economarketing model, especially on the development of productive and sustainable tourism area which needs to be studied if this variable is included in further research.</p> <p>Originality/value: The value of the study indicate that concern and awareness of the environment and health have changed the outlook and lifestyle of humans and business people. This is evidenced by the changing pattern of business approaches that directs entities with environmental sustainability based activity criteria.</p>
<p>Keywords:</p> <p>Economarketing Model; Tourism Area; Productive; Sustainable.</p> <div data-bbox="172 1131 480 1377" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i2.1017</p>

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O MODELO DE ECONOMARKETING: DESENVOLVIMENTO DA ÁREA DE TURISMO PRODUTIVA E SUSTENTÁVEL

RESUMO

Objetivo: O objetivo desta pesquisa foi determinar o efeito do marketing verde na intenção do turista para evitar danos futuros à área turística "Lingkar Selorejo", que deveria ser desenvolvida pelo governo da Regência de Malang.

Estrutura teórica: O exame de Lingkar Selorejo como uma vila de turismo rural de marketing verde compreende a identificação do potencial local, recursos, visão social e da comunidade local. A partir daí, determinar um modelo de marketing verde apropriado como um conceito. Por fim, criar um roteiro de implementação do Marketing Verde.

Desenho/metodologia/abordagem: A pesquisa utilizou o método qualitativo descritivo baseado na filosofia do positivismo para examinar as condições naturais. As técnicas de coleta de dados primários e secundários utilizadas incluem observação, entrevista e questionário, documentação e literatura relacionada, bem como documentos. A técnica de amostragem não probabilística com o método do censo foi usada para a coleta de dados, portanto, todos que trabalhavam no escritório da aldeia foram usados como amostra de pesquisa porque o número de funcionários era relativamente pequeno, cerca de 10 a 15 pessoas.

Resultados: Os resultados da pesquisa revelam que as PMEs desta região não implementaram o Green Marketing devido à falta de conscientização e altos custos e falha do governo em oferecer suporte. Além disso, as pessoas ainda não haviam considerado o marketing verde e ainda priorizavam preços baixos e produtos de qualidade.

Pesquisa, implicações práticas e sociais: Mais pesquisas precisam ser estudadas mais profundamente em relação às dimensões do modelo de economarketing, especialmente sobre o desenvolvimento da área produtiva e sustentável do turismo que precisa ser estudada se esta variável for incluída em novas pesquisas.

Originalidade/valor: Os resultados do estudo indicam que a preocupação e a conscientização com o meio ambiente e a saúde mudaram a visão e o estilo de vida de humanos e empresários. Isso é evidenciado pela mudança no padrão de abordagens de negócios que direciona as entidades com critérios de atuação baseados na sustentabilidade ambiental.

Palavras-chave: Modelo de Economarketing, Área de Turismo, Produtivo, Sustentável.

EL MODELO DE ECONOMARKETING: ÁREA DE DESARROLLO DEL TURISMO PRODUCTIVO Y SOSTENIBLE

RESUMEN

Propósito: El propósito de esta investigación fue determinar el efecto del marketing verde en la intención turística para evitar daños futuros al área turística "Lingkar Selorejo", que se supone que será desarrollada por el gobierno de la Regencia de Malang.

Marco teórico: El examen de Lingkar Selorejo como un pueblo de turismo rural de marketing verde comprende la identificación del potencial local, los recursos, la percepción social y de la comunidad local. A partir de entonces, determinar un modelo de marketing verde apropiado como concepto. Finalmente, crear una hoja de ruta para la implementación del Marketing Verde.

Metodología: La investigación utilizó el método cualitativo descriptivo basado en la filosofía del positivismo para examinar las condiciones naturales. Las técnicas de recopilación de datos primarias y secundarias utilizadas incluyen la observación, la entrevista y el cuestionario, la documentación y la bibliografía relacionada, así como los documentos. Se utilizó la técnica de muestreo no probabilístico con el método del censo para la recopilación de datos, por lo que todos los que trabajaban en la oficina del pueblo se utilizaron como muestra de investigación porque el número de funcionarios era relativamente pequeño, alrededor de 10-15 personas.

Conclusiones: Los resultados de la investigación revelan que las PYME de esta región no habían implementado el marketing verde debido a la falta de conciencia, los altos costos y la falta de apoyo por parte del gobierno. Además, la gente aún no había considerado el marketing verde y todavía priorizaba precios bajos y productos de calidad.

Implicaciones de la Investigación: Es necesario profundizar más en la investigación en relación con las dimensiones del modelo de economarketing, especialmente en el área de desarrollo de turismo productivo y sostenible, que debe estudiarse si esta variable se incluye en investigaciones posteriores.

Originalidad/valor: Los resultados del estudio indican que la preocupación y la conciencia por el medio ambiente y la salud han cambiado la perspectiva y el estilo de vida de los humanos y empresarios. Así lo evidencia el patrón cambiante de enfoques de negocio que dirige las entidades con criterios de actividad basados en la sustentabilidad ambiental.

Palabras clave: Modelo de Ecomercadeo, Área de Turismo, Productivo, Sostenible.

INTRODUCTION

The government's effort to improve the welfare of local communities by creating new tourism destinations led to the development of various recreational facilities. Currently, there is emphasis on income with over exploitation of resources without considering limitations, environmental sustainability, quality of life, and culture as well as welfare of local communities. Therefore, there is need to build and develop local potentials that serve as leading tourism destinations based on the preservation of resources, environment and culture. This helps tourism as a multidimensional industry to optimize its ability to influence the growth of other sectors.

Rural tourism favor inland location and provide benefits to the local economy by offering the agenda for interaction between tourists and local residents. According to Bramwell (1994), rural areas have unique characteristics that form the pattern of travel and creates a specific form of tourism, depending on differences in the nature of products. The issue of conservation and environmental sustainability arises due to aggressive marketing which forces the adoption of a strategic planning process to a new socioeconomic need. Ecological considerations are also relevant for achieving economic goals through the concept of *Green Marketing* (Polonsky, 1995). To properly focus on developing green marketing, environmental responsibility needs to be emphasized. Therefore, concerns about environmental damage should be addressed by tourists, governments and local organizations. They need to put pressure on the surrounding industry to have an environmentally responsible framework, establishing codes of ethics, certificates, ecolabels, awards; and the green product alliance (Clark et al., 2003).

Developing "*Lingkar Selorejo*" areas is the latest planning effort related to the exploration of local potential in Malang Regency by the government. It is also a target of research from Malang State University consisting of Sumberagung, Mulyorejo, Kaumrejo, and Pandanrejo villages. Through a sustainable tourism approach with green marketing, a synergy between efforts to conserve nature and natural resources to facilitate national development is needed. To support natural resources, both local potential and human resources needs to be synergized into the strength of social capital. This is in line with Nasution et al. in (Tamboto et al., 2018) which stated that community-based natural resource management reduces selfish and free-rider attitudes and ultimately tend to be more effective in the utilization of sustainable

resources. According to Hadiwijoyo (2012), the tourism sector has a multiplier effect and great value for the community, including creating new jobs and reducing unemployment. The empowerment of the community using the green marketing approach helps the local communities to develop the economy and welfare while preserving the environment and its resources.

The responsiveness to the environment for business managers, waste reduction, cost savings, increased customer satisfaction, more employee/community commitment, product improvement, enhanced public relations, and increased comparative advantage are some of the economic benefits the community might gain from the green marketing (Banerjee, 2001; Bansal & Roth, 2000; Porter & Van der Linde, 1995). There is a positive relationship between environmental empowerment by entrepreneurs, profits and the image of the business in the village community (Edelia & Aslami, 2022). The business people that care and are responsible for the environment maintain and increase market share that indirectly contribute to environmentally friendly behavior. This is essential in understanding how tourism marketers think about the use of the promotion concept (Mwinuka, 2017).

The purpose of this research was to identify local potentials and social resources, and the readiness of the community of the "*Lingkar Selorejo*" Tourism Area. It also aimed to compile the concept of the Green Marketing model for this tourism area, and the road map concept of the implementation of the Green Marketing strategy and empower the local communities. The specific objectives of this research include (a) Identification of local potential and social resources, as well as the readiness of the local community (b) Arrange Green Marketing for the "*Lingkar Selorejo*" tourist area; (c) Prepare a road map for the implementation of the Green Marketing strategy, and (d) Examine the impact of policy implementation on the potential for environmental sustainability in the tourism area.

METHODOLOGY

This research aims to determine the effect of green marketing on the tourist intention to avoid future damage to the "*Lingkar Selorejo*" tourism area, which is supposed to be developed by the Malang Regency government.

The study location was in Ngantang Subdistrict, Malang Regency, specifically in the areas that could be transformed into *Lingkar Selorejo*, including Sumberagung, Kaumrejo, Banturejo, and Mulyorejo Villages. The research used descriptive qualitative method based on the philosophy of positivism to examine the natural conditions. The researchers were the instrument with conventional approaches to events. Qualitative descriptive methods were used

to develop the theories based on data obtained in the location. Primary and secondary data collection techniques used include observation, interview and questionnaire, documentation, and related literature as well as documents.

Non-probability sampling technique with the census method was used for data collection, though the number of officials was relatively small, around 10-15 people. Everyone serving in the village office was used as a research sample. Furthermore, the community and entrepreneur samples were taken based on quota sampling techniques. The approach determines a sample of the population with certain characteristics that fulfills the desired quota.

The research instrument consisted of interviews about community knowledge on green marketing, as well as economic benefits, financial incentives, user requests (stakeholders), laws, resources, motivation, and knowledge. It could lead to the establishment of a concept of green marketing rural village suitable for the region.

Figure 1: Research Flow of Green Marketing Rural Tourism Village



Source: Prepared by the authors (2022)

RESULT AND DISCUSSION

The tourism sector is developing significantly, boosting the country's economy. Malang Regency, in Indonesia has a strategic location with tourism potential, specifically the Selorejo Reservoir. It includes a land tourism park with a lake located in Pandansari Village, Ngantang Subdistrict. The reservoir is managed by *Jasa Tirta I* Company and has several functions, including irrigation, fisheries and tourism, which certainly has positive and negative impacts on the surrounding community. The purpose of this research was to determine the impact of tourism on Selorejo Reservoir Sumberagaung, Mulyorejo, Banturejo and Kaumrejo Village on

the economic and social aspects of the surrounding community through a green marketing approach. The findings are presented systematically, factual and accurately based on subjective facts. Data were collected using interviews, observation, and documentation.

Selorejo Reservoir Tourism which could be the "*Lingkar Selorejo*" in the 4 villages was historically built between 1963 and 1970. The construction of the reservoir was carried out for flood control, irrigation water supply, power generation, land fisheries and tourism. It has perfect natural conditions and fresh air, as well as facilities such as hotel lodging, cottages and guesthouses, sports fields, meetinghouses, outbound places, campsites, swimming pools, mosques, food stalls, security posts, and toilets. Furthermore, there are several infrastructures including good road conditions, large parking area, adequate trash cans and many photo spots. It has a significant social impact characterized by a more modern and urban lifestyle, though the sense of kinship, mutual respect and cooperation declines. Based on current social interactions, community participation in activities has decreased. Although people appear more individualistic in their affairs, they have open mindsets. The current employment opportunities has led to more economic impacts, including opening lodging, boat rentals, selling souvenirs and food, though there is competition between communities. The current community income is higher than the earnings from farmers or ranchers, though not daily. The existence of tourism causes the community also to be more prosperous since it can sell products, thereby increasing income and contribute to the construction of schools and health centers. The environmental impact involves development of structures which makes the surrounding villages safer and more comfortable.

Tourism is one of the economic sectors which attributes its development to the government's efforts through the Office of Culture and Tourism to promote the potential of the areas and create tourist attractions. Based on data obtained, the community coached has not received special treatment for sustainable development. The awareness of the preservation of resources and the environment need to motivate companies to compete in the market place. The issue of conservation and environmental sustainability should force the companies to adapt strategic planning processes to a new socio-economic form. Ecological considerations are relevant in achieving economic goals through the concept of Green Marketing in tourism (Polonsky, 1995). To focus on developing green marketing properly, environmental responsibility needs to be part of the village agenda within the Selorejo Region. The damage to the surrounding should be a concern for tourists, governments and local organizations. These parties need to pressurize the surrounding companies to have an environmentally responsible

framework, establishing codes of ethics, certificates, ecolabels, awards; and the green product alliance (Clark et al., 2003).

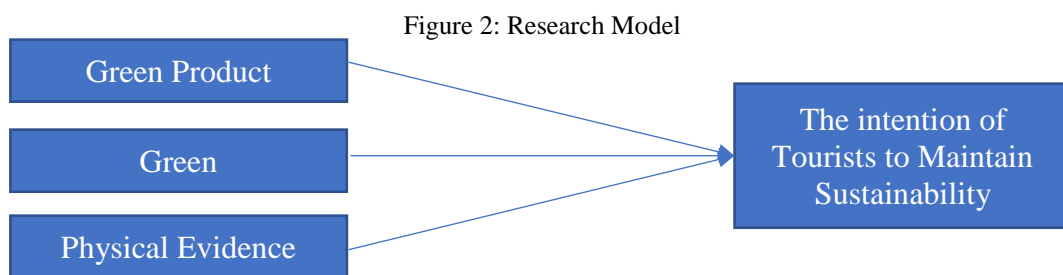
Responding to the National Tourism Development in the period 2010-2025 outlined in article 2 paragraph 8, Government of Indonesia Regulation No. 50 of 2015 on the National Tourism Development Master Plan for 2010 - 2025, research related to the development of tourism is strategic and accelerates and strengthens economic development according to regional advantages and potential. The Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI) 2011-2025 was implemented to boost and strengthen economic development according to the regional strategic advantages and potentials. The strategy for implementing MP3EI integrates the three main elements (Regulation, 2015), including :

- 1) Developing regional economic potential;
- 2) Strengthening national connectivity locally integrated and globally connected;
- 3) Strengthening the ability of human resources (HR) and national science and technology to support the development of key programs in each economic corridor;

Currently, the latest planning issue that relates to exploring potentials in Malang Regency is the realization of the "*Lingkar Selorejo*" which can be used to facilitate tourism. The areas with natural resource potential are the Research Target of the Malang State University, including Sumberagung, Mulyorejo, Kaumrejo, and Banturejo villages. These regions needs to be studied objectively to empower local communities with a sustainable green marketing approach and support the "*Lingkar Selorejo*" program. A sustainable tourism approach with green marketing requires synergy between efforts to conserve nature and natural resources to support the acceleration of national development. The launch of a 20 million tourist target in 2019 improves the growth rate of foreign tourist arrivals. Utilization of nature in the tourism sector continues to grow, though the enormous potential of the natural resources spread in almost 17 thousand islands in Indonesia have not been used equally. Therefore, there is still a need for studies related to the utilization of local potentials and their diversity as a basis for developing tourism villages nationally and internationally through a sustainable approach. The support of natural resources, both local potential and human resources synergizes into the strength of social capital. As a matter of fact, community-based natural resource management based on social capital reduces selfish and free-rider attitudes and ultimately tend to be more effective in the utilization of sustainable resources (Tamboto et al., 2018).

The green marketing is designed to achieve the company's strategic and financial goals by minimizing negative impacts on the natural environment. Each element of the marketing

program, such as products, prices, distribution channels, and promotions can be designed and implemented without endangering the natural environment (Kotler, 2009; Robert, 2011). According to Morrison's (1989), the marketing mix consists of eight elements known as models for tourism marketing (Pomering et al., 2009). Based on the phenomenological approach taken by Booms and Bitner's (1981), it includes products, prices, promotions, distribution channels. McCarthy (1960) added human, process, and physical evidence (Khan, 2014), while Booms and Bitner (1981) added partnership, packaging and programming. From the ten elements, only three appropriate ones were used. The research model is shown in the figure below.



Source: Prepared by the authors (2022)

The model shows that behavioral characteristics such as holistic thinking, green image vision and branding considerations, segmentation, targeting, green product positioning and personal environmental values at work have positive effects on environmental and economic sustainability. In marketing, any product offered affects customer satisfaction and retention, profits, and long-term sustainability. Marketing tourism cannot be separated from these four aspects. Various academic studies show that the ability to maximize opportunities and eliminate or minimize negative impacts on the environment is the potential contribution offered by green tourism. If this is achieved, the basis of a green tourism economy develops in mutual interdependence with the natural, social and cultural environment.

This research highlights the impact of *strategic green marketing, personal environmental and organizational environmental values, and the role of government* on environmental quality, company profitability and economic growth of the local tourism community. Long-term success (sustainability) of every nation, business and economic growth of local communities in tourism depend on the ability and willingness to maintain, refine and improve the quality of the environment. Therefore, environmental conservation and natural resources require cohesiveness and active involvement of the three main components, including government, practitioners, tourism business associations and the local community to synergize in order to develop environment-based tourism. Academically, the results of this research

showed the integration of construction in an environment-based tourism model broadens the economic concept of tourism for governments, business people and local communities in contingent relationships focusing on primary and intermediate effects of construction factors. These are antecedents of the quality of the environment and natural resources and failure to combine these relationships result in a delicate process of retention of the nation's existence which threatens the sustainability of business and society.

In practice, the results of this research support the importance of catalyzing the role of government, business people and the local tourism community in building human engagement through the sustainability of environmental resources. The tourism industry needs the paradigm of "new technovironment centric" which emphasizes the ability of environmentally friendly technology as a basis for decisions. It encourages the environment to support the dominant socioeconomic potential through a zero-waste and zero-discharge approach. Preventing waste, recovering and reusing it to reduce costs is an essential goal of business management. Therefore, the government should ensure that the concepts of green marketing and personal and organizational values are built on the following principles a) Developing ecosystems as a physical limiting factors in the marketing, business and economy of the community; b) Making the product life cycle system as the right decision framework in marketing, business and community economics; c) Conduct pollution prevention and resource recovery as an appropriate strategy to achieve sustainability; d) Awareness of the multiplier effect could exist even if small in case environmental improvements are carried out by companies, customers and the community at the micro-level into considerable improvements at the macro-government level; e) Sustainable marketing is not an exercise but should be a corporate culture and a community activity f) The green marketing and environmental paradigms needs to be in unisome by taking steps to improve the quality of the environment and avoid the risk of skimming off.

Table 1: Supporting and Inhibiting Aspects of Green Marketing

Aspect	Positive impact	Negative impact
Economy	1. Creating employment, economic resources and income from taxes.	1. The tourism industry is seasonal
	2. The emergence of new investments both from inside and outside the country.	2. The tourism industry has risks
	3. Growing local industries such as handicrafts and souvenirs managed by local people,	3. The tourism industry might result in an increase in product prices for residents
	4. The community benefit directly or indirectly.	
	5. Strengthening and developing parts of the industry not related to tourism due to regional attractions.	

Aspect	Positive impact	Negative impact
	6. Tourism creates employment for unskilled labor. 7. Reducing rural community dependence on agriculture and single economic aspects in the long run. 8. Building a tourism industry requires less cost compared to other industries. 9. Building a market for natural products or local work as one of the superior products. 10. Creating economic security for the whole village community that automatically makes sustainable environmental quality.	
Social	1. Assistance in the development of tourism and local wisdom strengthen pride in the region and country, 2. Rural tourism leads to recognition of the national, cultural and historical heritage of a country. 3. The existence of activities to preserve natural resources and the ecological environment by rural communities and residents.	Tourists who come with different cultures and ideologies might damage the local culture.
Physical	1. Organizing and renovating local cultural sites, and making improvements to the existing facilities. 2. Through infrastructure investment in roads, water and health, local people get the benefit from stable development.	1. The exploitation of resources in rural areas might cause pollution and environmental damage. 2. Degradation of soil quality

Source: Prepared by the authors (2022)

An ongoing campaign to raise environmental awareness helps to solve many problems. Dependence on changes in construction indicators determines the quality of the environmental. Therefore, the government, entrepreneurs and local communities as providers of tourism services need to link tourists to environmental quality sustainability in the long term and diagnose quality, personal value and organization. This is a crucial decision in improving environmental quality and profits for companies and the tourism community. Moreover, identifying strengths is also improves the quality of life, profits for companies and the tourism community. Likewise, identification of weaknesses in the quality component, the relative value and behavior of the company can be used to overcome critical issues that hinder efforts to improve the quality of the environment, profits for companies and the tourism community.

Table 2: SWOT Matrix

INTERNAL ANALYSIS (<i>Internal Factor Analysis Strategy</i>)	
STRENGTH (S)	WEAKNESS (W)
It has a landscape and natural appeal, a peaceful and quiet atmosphere, historical interests, educational sites, vacation spots, culture, architecture, entertainment and recreation facilities and religious sites.	Events, Ecotourism, Hospitality and Friendliness of the local population have not been an attraction. Also, cultural interest, cuisine, education, training, and sports have not been the main factors for visiting.

It has various activities such as cycling, off-road (motorbike and car), hot spring baths, enjoying the view on the lake by boat, jogging, tracking to the mountain, camping, researching plants and rocks. Visitors may take advantage of the benefits of the destination to enjoy leisure, vacation and recreation, avoiding the hustle & bustle of daily life, transit and religious / pilgrimage activities.
 Has natural tourism that supports the Museum of Geology and Volcano in specialised knowledge for Geological Expertise.
 The role and customs regulations are still thick and involved in the community.
 "Lingkar Selorejo" has a unique local community and traditional lifestyles with many historical backgrounds and religious uniqueness.

The tourist area is not well managed.
 The use of electronic and internet promotion media is less than 10%, which causes a lack of information on every tourist attraction.
 Lack of public transportation to tourist sites
 Lack of local ethics when welcoming tourists, such as local traders forcing tourists to buy merchandise.
 Local tourism practitioners have deficient skills and knowledge in managing tourist interest.

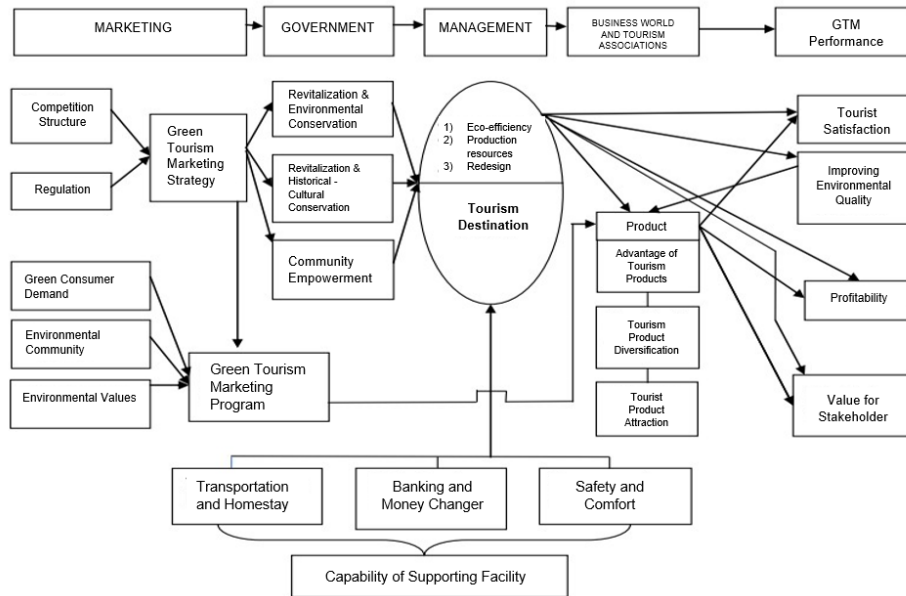
EXTERNAL ANALYSIS (External Factor Analysis Strategy)

OPPORTUNITY (O)	THREAT (T)
Part of Local Potential Development or Malang Regency Village Tourism network More than 50% of visitors are from outside Malang Regency Market potential of all the surrounding community networks Technological advances and ease.	The existence of various natural pollution around Lake Selorejo Bad image from the local community, especially hawkers and local guides. Development of tourism infrastructure (accommodation and restaurants) is under controlled Tourism resources, especially natural cannot be adequately managed.
4 Villages in "Lingkar Selorejo" have traditional culture and uniqueness to be developed as a Culture and Education-based Tourism Village. Conservation areas that protect ecosystems (flora, fauna, biodiversity) Has Geographic (<i>geosite</i>), Cultural, Agro Tourism and Lake Study Site as an investment in the Tourism Sector	Potential Nature is still in demand by private investors Lack of official support, such as forestry in sharing land for tourism

Source: Prepared by the authors (2022)

This following green marketing concepts can be applied for social success:

Figure 3: Overview of Green Marketing Concepts



Source: Prepared by the authors (2022)

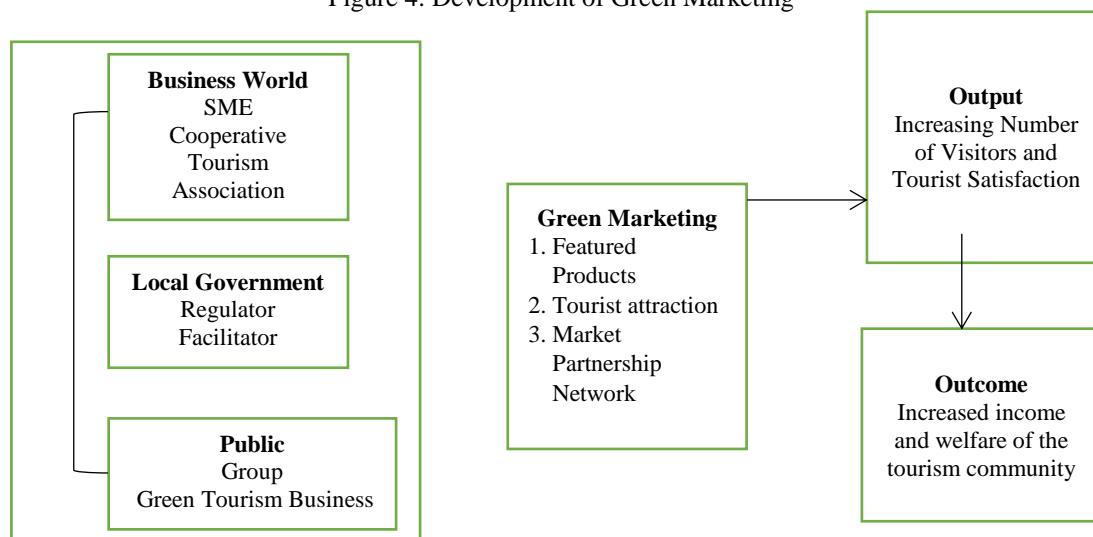
The synergy between the government, businesses and society is vital. The following figure shows the green tourism marketing model has the ability and potential to contribute to maximizing economic opportunities and eliminating/minimizing negative impacts on the environment. Therefore, green tourism develops in mutual interdependence with the economy, natural environment, and social and culture.

The government should be proactive towards environmental problems. It is responsible for environmental protection, and therefore problems cannot be handled without proactive policies. Its intervention is needed continuously in developing policies, implementation, including sanctions for anyone who damages the environment, and encouraging the green tourism movement to minimize damage. The community should show concern, commitment and active participation to prevent environmental damage.

The businesses need to play a proactive part and show concern for environmental preservation. Employers should be aware of the responsibility of environmental protection and provide a little investment for the real effort for conservation.

The Society has freedom of choice on individuals, groups or organizations rights to fulfill their desires. Mangunan area is the pioneer of the development of tourist destinations as micro-businesses. For instance, with fruit crop icons and other tourist attractions, tourism business development including homestay, culinary, guiding, and souvenir, as well as product diversification to fulfill market needs and satisfy tourist desires.

Figure 4: Development of Green Marketing



Source: Prepared by the authors (2022)

The most prominent benefits of the green marketing model include to encourage developments that benefit local communities and destination environments, new job opportunities, business and additional income, new markets for local markets; infrastructure improvements, community services, facilities; new skills and technology; increase cultural and environmental awareness, conservation and protection, and improve land use.

Table 3: Indicators of Green Marketing Success

Group	Indicator
Community	1) Create community participation and satisfaction related to green tourism management applications
	2) Create awareness and the desire to inherit clean environmental resources for children in the future,
	3) The emergence of a harmonious economic growth, environmental, social and cultural sustainability
	4) Improve welfare and employment opportunities
Tourist	1) Increase understanding of the role of tourists to conserve natural resources and the environment
	2) Increase awareness of tourists on willingness to pay more for green products and environmental conservation
	3) Improving the quality of tourist experiences in travelling
Government	1) Increasing local revenue
	2) The availability of optimal green marketing policy recommendations in the development of integrated green economic growth tourism sustainability
	3) Create a model of monitoring and evaluation in ensuring that tourism activities do not have adverse environmental implications
Local Tourism Enterprises	1) Establishment of local tourism businesses both as a supplier of tourists, tour leaders and guides, culinary businesses, homestays and souvenirs,
	2) Increasing the awareness of green tourism practices,
	3) Improve the awareness to reduce environmental damage, save energy and environmental sustainability

Source: Prepared by the authors (2022)

CONCLUSION

This study concludes that the SME in the "Lingkar Selorejo" is yet to adopt Green Marketing due to the lack of awareness and high costs needed for the implementation. Also, there is no support from the government related to this problem and failure by the public to consider green marketing as an alternative approach. The public still prioritizes low prices and quality products, regardless of the application of the concept of green marketing. In the future, it is necessary to conduct a more in-depth analysis of green marketing and its application to SMEs. This is because the environmental and health issues directly and indirectly caused by human activities in science and technology, agriculture, economics and business are quite problematic. Concern and awareness of the environment and health have changed the outlook and lifestyle of humans and business people. This is evidenced by the changing pattern of business approaches that directs entities with environmental sustainability based activity criteria. A green marketing approach in the product increases integration of environmental issues in all aspects of the company's activities, starting from strategy formulation, planning, and compilation, to production and distribution.

Further research needs to be studied more deeply in relation with the dimensions of economarketing model, especially on the development of productive and sustainable tourism area which needs to be studied if this variable is included in further research.

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