

THE TRIPLE WIN: HOW GREEN TOURISM MARKETING BENEFITS BUSINESS, PEOPLE AND THE PLANET

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Abstract. The rapid growth of the tourism industry has intensified environmental degradation and sociocultural pressures, highlighting the need for more sustainable development models. This study examines the role of green tourism marketing as a strategic mechanism to achieve a “triple win” for businesses, communities, and the environment. Using a qualitative approach based on an extensive review of academic literature, policy documents, and selected case studies, the research explores how sustainability-oriented marketing practices enhance business competitiveness, support community well-being, and promote environmental conservation. The findings suggest that authentic and transparent green marketing enhances brand differentiation, promotes consumer trust, and promotes responsible travel behavior. Moreover, when aligned with genuine sustainable practices, green tourism marketing contributes to local empowerment, cultural preservation, and the protection of biodiversity. The study concludes that green tourism marketing is not merely a promotional tool but a critical driver for integrating economic performance with social and environmental responsibility in the tourism sector.

Keywords: Green Tourism Marketing, Sustainable Tourism Marketing, Eco-friendly Tourism, Sustainable Tourism Development, Triple bottom line Tourism

Abstrak. Pertumbuhan pesat industri pariwisata telah memperparah degradasi lingkungan dan tekanan sosial-budaya, sehingga menyoroti perlunya model pembangunan yang lebih berkelanjutan. Studi ini mengkaji peran pemasaran pariwisata hijau sebagai mekanisme strategis untuk mencapai “tiga keuntungan” (triple win) bagi bisnis, masyarakat, dan lingkungan. Dengan menggunakan pendekatan kualitatif berbasis tinjauan ekstensif terhadap literatur akademik, dokumen kebijakan, dan studi kasus terpilih, penelitian ini mengeksplorasi bagaimana praktik pemasaran yang berorientasi pada keberlanjutan dapat meningkatkan daya saing bisnis, mendukung kesejahteraan masyarakat, dan mendorong pelestarian lingkungan. Temuan penelitian menunjukkan bahwa pemasaran hijau yang autentik dan transparan meningkatkan diferensiasi merek, membangun kepercayaan konsumen, serta mendorong perilaku perjalanan yang bertanggung jawab. Selain itu, ketika selaras dengan praktik keberlanjutan yang nyata, pemasaran pariwisata hijau berkontribusi pada pemberdayaan lokal, pelestarian budaya, dan perlindungan keanekaragaman hayati. Studi ini menyimpulkan bahwa pemasaran pariwisata hijau bukan sekadar alat promosi, melainkan pendorong penting untuk

mengintegrasikan kinerja ekonomi dengan tanggung jawab sosial dan lingkungan dalam sektor pariwisata.

Kata Kunci: Pemasaran Pariwisata Hijau, Pemasaran Pariwisata Berkelanjutan, Pariwisata Ramah Lingkungan, Pembangunan Pariwisata Berkelanjutan, Pariwisata Berbasis Triple Bottom Line.

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INTRODUCTION

Tourism is recognized as one of the most dynamic sectors in the global economy, contributing significantly to GDP, employment, and cross-cultural exchange (Gegung, 2025). However, its rapid expansion has also been accompanied by a range of environmental and socio-cultural challenges, including habitat degradation, excessive carbon emissions, and the commodification of local traditions (Liu & Chen, 2024; Gegung, 2021; Gegung & Panggabean, 2025; Gnanapala & Sandaruwani, 2016; Mishra, 2025). In light of the United Nations' Sustainable Development Goals (SDGs) (Hak et al., 2016), and mounting public concern regarding climate change, the imperative for a transition toward more sustainable forms of tourism has become increasingly urgent (Gegung, 2023; Inmor et al., 2025; Rehman & Chopra, 2025). The introduction of responsible tourism, also known as sustainable or green tourism, has added a new dimension to the tourism industry. Green tourism, defined as tourism that minimizes negative environmental impacts while maximizing socio-economic and cultural benefits, has emerged as a viable response to these challenges (Ibnou-Laaroussi et al., 2020; Meler & Ham, 2012). Nevertheless, the success of green tourism initiatives depends not only on the implementation of environmentally responsible practices but also on their effective communication to target markets (Akram et al., 2024; Yudawisastra et al., 2023). This is where the concept of *green marketing* becomes essential. In the tourism context, green marketing involves the strategic promotion of products, services, and experiences that highlight verifiable environmental and social benefits, thereby fostering both consumer awareness and behavioral change (Akram et al., 2024).

The convergence of green tourism and green marketing offers a potentially *triple-win* outcome. The fact that green marketing is indispensable for the functioning of alternative tourism, such as green tourism (Meler & Ham, 2012; Yudawisastra et al., 2023). Indeed, green marketing provides a mechanism to enhance brand differentiation, build customer loyalty, and access emerging market segments characterized by eco-conscious consumer preferences (Ahmad et al., 2024; Cheng et al., 2022; Foroughi et al., 2022; Zhang et al.,

2025). For people, encompassing both host communities and travelers, it facilitates the equitable distribution of tourism's economic benefits, supports cultural preservation, and enriches visitor experiences through authentic engagement (Amin & Budilestari, 2025; Zhang et al., 2025). For the planet, it mobilizes tourism as a force for conservation, climate mitigation, and the protection of biodiversity. As travellers are more conscious of the impact of their actions on the environment (Zheng et al., 2025).

In previous studies, many researchers have explored the concept of green tourism marketing. The recent study was done by Zhang, Zhao, and Zaman (2025). This article is beneficial for green tourism marketing as it demonstrates, through the Stimulus–Organism–Response (S-O-R) framework, how eco-friendly marketing initiatives in hospitality can directly and indirectly encourage tourists' eco-conscious behaviors. It shows that such marketing works by strengthening travelers' green consumption values and pro-environmental self-identity, with “felt obligation” further boosting the likelihood of sustainable actions and insights that can guide tourism operators in designing value-based and identity-driven campaigns to foster responsible travel. However, its limitations include a focus solely on the Chinese hospitality sector, which may limit generalizability across different cultural and market contexts. Furthermore, the reliance on self-reported data could introduce bias.

The second one is research done by Othman, Osman, and Salahudin, and Abdullah (2016). The article highlights managerial awareness of green concepts and their implementation in the marketing mix, offering a framework (product, price, place, promotion) that tourism operators can adapt to promote eco-friendly services, sustainable pricing, green promotional strategies, and environmentally conscious operations. It also identifies practical barriers, such as high costs, limited government support, low consumer demand, and negative customer attitudes, that are equally relevant in tourism. It provides valuable insight for policymakers and industry stakeholders. However, this research is subject to several limitations. Its limitations include a narrow focus on personal care product manufacturers in Peninsular Malaysia, a small sample size, reliance on self-reported data, and the relatively new stage of green marketing in the studied context, which may limit generalizability to other industries or more mature markets.

Building on these insights and addressing some of the noted limitations, the present study extends the discussion into the tourism sector, seeking to examine the dynamics of this “triple win” by analyzing the interrelationship between sustainable tourism practices and marketing strategies. It will explore the market trends driving the adoption of green tourism,

assess the risks and opportunities associated with green marketing, and evaluate case studies that demonstrate measurable outcomes across business performance, community well-being, and environmental conservation. In doing so, it aims to contribute to the discourse on sustainable tourism development by highlighting the critical role of authentic, transparent, and strategically aligned marketing in advancing both commercial and sustainability objectives.

METHOD

This study employs a qualitative research approach to examine how green tourism marketing contributes to a “triple win” for businesses, local communities, and the environment. A qualitative approach is appropriate because it enables an in-depth understanding of relationships, contexts, and meanings embedded in sustainability-oriented tourism practices (Gegung, 2021).

The research is based on an extensive and structured review of academic literature and secondary data. Data were collected from peer-reviewed journal articles, industry and sustainability reports, policy documents, sustainability certification frameworks, and documented case studies of eco-tourism destinations. These sources were selected based on their relevance to green tourism marketing, clarity of methodology, and contribution to at least one dimension of the triple-win framework.

To strengthen the analysis, selected case studies were chosen purposively to represent different tourism contexts and business models, including community-based tourism, private-sector eco-lodges, and destination-level sustainability initiatives. Using multiple types of sources allows for cross-checking information and improves the credibility of the findings.

Data analysis was conducted using a thematic analysis approach. The process involved several stages: first, all collected materials were carefully read to gain a general understanding of the topic; second, key ideas and recurring issues related to green tourism marketing were identified and labeled; third, similar labels were grouped into broader themes; fourth, these themes were compared and refined across different sources to ensure consistency and reliability; and finally, the themes were interpreted and synthesized to explain how green tourism marketing creates benefits for business performance, community well-being, and environmental conservation. This approach enables the study to capture patterns and connections across diverse sources while maintaining a clear analytical structure (Simanjuntak et al., 2025).

The study relies on secondary data as a deliberate methodological choice aligned with the research objective of integrating insights from diverse contexts and disciplines. While primary data collection could provide deeper empirical detail, secondary analysis allows for a broader comparative perspective and a comprehensive understanding of existing practices and outcomes in green tourism marketing. Future studies may complement these findings with interviews, surveys, or field-based research.

RESULTS AND DISCUSSION

The Rise of Green Marketing and Green Tourism

The rise of green marketing and green tourism marks a transformative period in the global travel industry, reflecting a fundamental shift in how destinations, businesses, and travelers perceive the relationship between leisure and environmental responsibility (Vicente, 2024). Market trends and statistics reveal that the number of eco-conscious travelers has grown steadily over the past decade, with increasing demand for destinations, accommodations, and activities that minimize ecological footprints while maximizing positive social and cultural impacts (Kumar, 2022; Vicente, 2024). This surge demonstrates that sustainability is no longer confined to a niche market segment but has evolved into a mainstream priority influencing purchasing decisions and brand loyalty (Purcarea et al., 2022).

The term green marketing has been well recognized as a significant concept by the majority of scientific communities. This term is described as marketers' attempt to develop strategies that are well-suited to environmentally conscious consumers (Othman et al., 2016). This term is associated with a holistic management process that is responsible for identifying and anticipating the needs of consumers in profitable and eco-conscious ways (Othman et al., 2016). Similarly, as stated by the American Marketing Association (Thakkar, 2021), green marketing is the marketing of products that are perceived as environmentally safe. This means green marketing incorporates a broad range of activities. This includes product modification, altering the production process, packaging, and modifying advertising to be more effective and green in a manner that is less harmful to the environment (Rehman et al., 2024). The same concept applies in the tourism and hospitality industries. Many believe that the focus on sustainability in the tourism industry is essential. This is because this activity heavily impacts the environment through the energy and resource consumption, while at the same time producing waste in astronomical amounts (Rafi et al., 2025; Xu et al., 2022; Zhang et al., 2025). A key driver of this change lies in evolving consumer behavior and tourism

practice. Therefore, green tourism is introduced to shift the conventional way of travelling into a more sustainable one. Modern travelers are increasingly motivated by ethical considerations when planning their trips (Cheng et al., 2022; Foroughi et al., 2022). They tend to prefer brands that actively integrate eco-friendly measures into their operations, such as renewable energy usage, waste reduction programs, local community engagement, and biodiversity conservation initiatives (Cheng et al., 2022; Foroughi et al., 2022). Importantly, travelers also expect transparency and authenticity, rewarding businesses that not only adopt green practices but also communicate them clearly and credibly (Zhang et al., 2025).

Technology plays a critical role in enabling and accelerating this transition toward sustainable tourism (Loureiro & Nascimento, 2021). Digital platforms allow businesses to amplify their sustainability messages through targeted social media campaigns, storytelling that connects with consumers' values, and visually compelling content that illustrates the real-world impact of their initiatives (Channa et al., 2025; Gegung, 2023). Emerging tools such as virtual reality (VR) tours offer immersive previews of eco-friendly experiences, allowing potential visitors to explore nature reserves, cultural heritage sites, or eco-lodges from their own homes, while reinforcing the importance of preservation (Gegung, 2021). Meanwhile, mobile booking applications now integrate sustainability filters, certifications, and carbon offset options, empowering travelers to make informed, responsible choices with ease (Kaakandikar et al., 2025).

Collectively, these forces are reshaping the tourism landscape into an ecosystem where environmental stewardship, technological innovation, and economic viability reinforce each other. Green tourism and green marketing are no longer peripheral trends. They are central to the industry's future, offering a pathway where protecting the planet aligns seamlessly with delivering authentic and memorable travel experiences (John, 2025).

The Triple Win Frameworks

Win for Business

The first dimension of the Triple Win Framework emphasizes how sustainability initiatives generate strategic value for firms. From a theoretical perspective, sustainability can be understood as a source of competitive advantage (El Daly, 2020; Gegung, 2021). Companies that integrate sustainability into their business models, whether through eco-efficient operations, renewable energy adoption, or circular economy practices, differentiate themselves in ways that are difficult for competitors to replicate (Awan & Sroufe, 2022; El Daly, 2020). This differentiation strengthens a firm's market positioning and aligns it with evolving consumer expectations (Awan & Sroufe, 2022; El Daly, 2020). For example,

Patagonia, an outdoor apparel company, has successfully leveraged sustainability as a differentiator by committing to recycled materials, repair programs, and transparent supply chains (Shehata, 2024). This approach has allowed the brand to occupy a unique competitive niche in the global retail market (Shehata, 2024).

Beyond market differentiation, sustainability also enhances brand loyalty and corporate reputation. Research demonstrates that environmentally responsible practices foster trust and credibility among consumers, particularly those who identify as eco-conscious (Rashid et al., 2025). Such reputational capital serves as an intangible asset that not only attracts and retains customers but also shields firms from reputational crises related to environmental negligence (Peterson, 2025; Rashid et al., 2025). For instance, Unilever's Sustainable Living Plan, which emphasizes reducing environmental footprints while increasing social impact, has strengthened the reputation of its brands. It is reported that there were higher growth rates compared to less sustainability-oriented counterparts (Unilever, 2025).

In addition, sustainability initiatives open up novel revenue opportunities across industries. For instance, the tourism sector has witnessed the emergence of eco-tour packages, carbon offset programs, and eco-lodging facilities, which cater to a growing segment of consumers seeking environmentally responsible experiences (Dorfman, 2010; Rusanen, 2023). A concrete case is Six Senses Hotels and Resorts, a luxury hospitality group that incorporates renewable energy, water conservation, and zero-waste initiatives into its operations (Thawornwijit, 2024). These practices not only reduce costs but also attract high-end travelers willing to pay a premium for environmentally conscious lodging (Thawornwijit, 2024). Similarly, Delta Airlines has introduced voluntary carbon offset programs that allow passengers to mitigate emissions, creating a new revenue stream while aligning with global climate objectives (Lemon, 2023).

Empirical evidence further illustrates these dynamics. Costa Rica's national parks provide a striking example of how sustainability and profitability can coexist (Schultis, 2018). By promoting eco-tourism models that emphasize biodiversity conservation and community involvement, Costa Rica has transformed conservation areas into significant revenue generators, contributing to a high GDP (Schultis, 2018; Honey, 2008). These insights show that the business dimension of the Triple Win Framework highlights sustainability not as a constraint on profitability but as a strategic driver. By strengthening brand reputation, fostering competitive advantage, and unlocking new revenue opportunities, sustainability initiatives promote business growth with ecological and social responsibility

(Lemon, 2023; Thawornwijit, 2024). This highlights the evolving paradigm where the success of business and environmental conservation is significantly interdependent.

Win for People (Communities & Tourists)

The second dimension of the Triple Win Framework emphasizes the social benefits of sustainability, focusing on both host communities and tourists (Wood et al., 2018; Yeap & Liow, 2024). Sustainable business models in tourism and hospitality extend beyond profit generation to create shared value for local communities (Yeap & Liow, 2024). This approach underscores that business strategies that enhance community well-being simultaneously strengthen long-term market viability.

One key contribution is the empowerment of local communities through job creation in eco-tourism (Das & Chatterjee, 2015). By integrating community members into the tourism value chain as guides, artisans, or service providers, local businesses providing local food and crafts may foster community economic development. A case in point is the community-based tourism initiatives in Komodo National Park, Indonesia, which have generated employment opportunities for residents, enabling them to benefit directly from conservation-oriented tourism (Suryawan et al., 2025). Another example can be found in Seloliman Trawas, Mojokerto Regency, Indonesia, where ecotourism contributes significantly to improving local livelihoods by creating alternative income sources beyond traditional agriculture. In Seloliman Village, community members, particularly farmers, gain higher and more stable earnings through organic farming linked to ecotourism activities, as organic products are valued more highly than conventional ones (Wiyono et al., 2023). Similarly, in the Maasai Mara, Kenya, community-owned conservancies offer employment opportunities in guiding, hospitality, and wildlife protection, thereby creating livelihoods that are linked to biodiversity preservation (Babu, 2024).

Sustainability also supports cultural preservation by encouraging the responsible marketing of authentic cultural experiences rather than commodifying traditions, sustainable tourism models that emphasize respect, collaboration, and fair compensation (Chauhan, 2025). For example, New Zealand's Maori tourism enterprises integrate indigenous knowledge into eco-tours, offering visitors meaningful cultural encounters while preserving traditional practices and narratives (Howison & Higgins, 2019). These experiences not only protect cultural heritage but also create pride and identity reinforcement among host communities.

From the perspective of tourists, sustainability enhances the overall travel experience by fostering a deeper connection to place. Tourists who participate in activities such as

wildlife conservation, organic farming, or community homestays often report greater satisfaction and transformative learning outcomes compared to conventional mass tourism experiences (Hassan et al., 2024). Peru's community-based trekking initiatives in the Sacred Valley, for instance, allow travelers to engage directly with Andean communities, blending cultural immersion with environmental stewardship (Knight, 2015).

Finally, sustainable tourism can contribute to broader social impact campaigns, wherein tourism revenues are reinvested into community development projects such as education, healthcare, and infrastructure (Pahuja, & Chandel, 2025). In Bhutan, where tourism is managed under the principle of Gross National Happiness, a portion of visa fees and tourism taxes supports free healthcare and education for citizens (Teoh, 2015). Collectively, these practices demonstrate that the "win for people" dimension of the Triple Win Framework reflects tourism's potential to empower communities, preserve cultural heritage, enrich visitor experiences, and catalyze social development (Chauhan, 2025; Das & Chatterjee, 2015; Dorsey, et al., 2004; Hassan et al., 2024; Howison & Higgins, 2019; Knight, 2015; Pahuja, & Chandel, 2025; Teoh, 2015; Wood et al., 2018; Yeap & Liow, 2024). This points out the principle that sustainable tourism is not merely a business strategy but also a social contract between firms, host communities, and travelers.

Win for the Planet

The third dimension of the Triple Win Framework emphasizes sustainability's ecological benefits, demonstrating how business practices can actively support environmental protection while generating long-term value (Wolniak et al., 2023). This perspective aligns with the concept of the triple bottom line (TBL), which integrates economic, social, and environmental performance as interdependent outcomes of sustainable business strategies (Nogueira et al., 2025). Adopting environmentally responsible practices may improve organisations' environmental performances (Nogueira et al., 2025).

A central pillar of this dimension is environmental conservation, encompassing initiatives to reduce waste, conserve water, and protect wildlife (Selvakumar et al., 2025). Six Senses Resorts, for instance, have implemented zero-waste policies, on-site water bottling, and coral reef restoration projects, demonstrating how the hospitality sector can integrate conservation into daily operations (Urmila et al., 2022). Another example stems from Scandic Hotels, a Nordic chain, which pioneered large-scale waste reduction programs, including eliminating single-use plastics and redistributing surplus food, which both minimize environmental impacts and set industry benchmarks (Ahmed, 2024).

Sustainability efforts also play a critical role in climate action, particularly through the promotion of low-carbon travel options (Ciura, 2019; Kufeoglu, 2024). The transportation sector, responsible for a significant share of global emissions, has seen innovations such as Eurostar's high-speed rail services, marketed as a low-carbon alternative to short-haul flights between European cities (Ciura 2019). Airlines such as KLM Royal Dutch have also introduced biofuel programs and "fly responsibly" campaigns, encouraging travelers to offset emissions or opt for alternative transport modes where feasible (Pietreanu et al., 2020).

Another key aspect is biodiversity preservation, wherein eco-friendly tours and experiences are designed to protect habitats while offering meaningful encounters with nature (John, 2025). For instance, Costa Rica's eco-tourism model channels tourism revenue into the protection of rainforests and wildlife corridors, enabling the country to achieve one of the highest biodiversity protection rates globally (Jones et al., 2017). Similarly, Galapagos Islands tourism regulations, which limit visitor numbers and enforce strict conservation protocols, illustrate how biodiversity preservation can be central to a destination's value proposition (Burbano et al., 2022).

Finally, the use of green certifications and eco-labels enhances both credibility and consumer awareness. Certification systems such as EarthCheck, Green Globe, and the Global Sustainable Tourism Council (GSTC) standards provide recognized benchmarks that guide businesses toward sustainability while signaling trustworthiness to consumers (Cembruch-Nowakowski, 2020). For example, the biggest hotel company, such as Marriott International Inc. has set sustainable policies for transforming its hotel operations. This includes implementing solar panels, low-flow toilets, and planting trees across the U.S. (Hoang, 2023).

Collectively, these initiatives demonstrate that the "win for the planet" dimension of the Triple Win Framework positions environmental stewardship as integral to sustainable business practice (El Daly, 2020). By reducing ecological footprints, advancing climate action, protecting biodiversity, and leveraging certification systems, businesses align their operations with global sustainability agendas (Cembruch-Nowakowski, 2020). This reinforces the principle that ecological responsibility is not peripheral but central to long-term competitiveness and resilience (John, 2025).

Challenges in Green Tourism Marketing

While green tourism marketing offers significant opportunities for businesses, communities, and the environment, it is not without challenges (Astuti et al., 2024). Firms seeking to position themselves as sustainable actors must navigate reputational risks,

economic trade-offs, and consumer perceptions (Zakaria, 2025). These challenges underscore the complexity of aligning marketing strategies with genuine environmental and social outcomes (Zakaria, 2025).

A primary concern is the risk of greenwashing, wherein companies exaggerate or misrepresent their sustainability efforts. Greenwashing undermines consumer trust, erodes brand credibility, and can lead to regulatory penalties (Malmlund, 2024). In tourism, this problem is particularly pronounced, as the intangible nature of services makes it difficult for consumers to verify environmental claims (Kundi & Ernszt, 2024; Pou Truyols, 2022). For example, some hotel chains have been criticized for advertising “eco-friendly” practices such as towel reuse programs, while neglecting more impactful measures such as reducing carbon emissions or eliminating single-use plastics (Alyahia et al., 2024). When exposed, such practices not only damage reputations but also fuel broader skepticism toward green marketing claims.

Another major challenge lies in the tension between costs and profits. Implementing eco-friendly practices often requires substantial upfront investment, including renewable energy infrastructure, advanced waste management systems, and certification fees (Celestin et al., 2024). Small and medium-sized tourism enterprises (SMEs), which dominate the global tourism industry, frequently struggle to balance these costs against uncertain financial returns (Akinmusuyi & Nnonyelu, 2024). For example, eco-lodges in developing countries may find it difficult to maintain profitability while complying with stringent sustainability standards, particularly in highly competitive and price-sensitive markets (Maharjan, 2025). This situation creates a persistent dilemma for tourism firms: whether to prioritize short-term financial viability or long-term ecological responsibility (Maharjan, 2025).

A related case can be observed in Mojokerto, Indonesia, where the success of ecotourism implementation in Seloliman depended heavily on the long-term presence and commitment of partner organizations. The study highlights that without mature institutions, skilled facilitators, and sustained funding, similar ecotourism initiatives are likely to struggle and may ultimately fail to empower local communities effectively (Wiyono et al., 2023).

Finally, businesses face the challenge of consumer skepticism. Even as demand for sustainable tourism grows, many travelers remain doubtful about the authenticity of “eco” claims, partly due to the prevalence of greenwashing (Mkono, 2020). Overcoming this skepticism requires transparency, credible third-party certifications, and clear communication of measurable impacts (Alyahia et al., 2024). For example, companies such

as Intrepid Travel and G Adventures have sought to address this challenge by publishing annual impact reports that disclose carbon emissions, community contributions, and conservation outcomes (Tuppen, 2021). These efforts not only enhance credibility but also help educate consumers about the complexities of sustainability in tourism (Mkono, 2020).

Green tourism marketing is constrained by the risks of misrepresentation (Zakaria, 2025). The financial burdens of eco-investments, and consumer doubts about credibility. Addressing these challenges requires businesses to move beyond superficial claims, adopt transparent practices, and develop marketing strategies grounded in measurable sustainability outcomes (Maharjan, 2025). By doing so, firms can safeguard trust and ensure that green marketing serves as a driver of both ecological and economic resilience.

Strategies for Effective Green Tourism Marketing

To address the challenges inherent in green tourism marketing and fully realize the potential of the Triple Win Framework, businesses must adopt strategies that emphasize authenticity, collaboration, transparency, and technological innovation. These strategies not only strengthen consumer trust but also align marketing with measurable sustainability outcomes.

One effective approach is authentic storytelling, which conveys the tangible impacts of sustainability initiatives on communities and ecosystems. Storytelling goes beyond abstract claims to humanize and contextualize sustainable practices, thereby enhancing emotional engagement and consumer loyalty (Mehta, 2024). For example, Intrepid Travel incorporates narratives of women's cooperatives, wildlife conservation projects, and carbon-neutral initiatives into its promotional materials (Tuppen, 2021). By highlighting these real-life stories, Intrepid demonstrates that sustainability is embedded in its operations rather than an afterthought (Tuppen, 2021).

Another strategy involves building partnerships with non-governmental organizations (NGOs), local governments, and institutions focused on sustainability. Partnerships provide credibility, access to expertise, and alignment with broader conservation goals (Wang et al., 2023). For instance, TUI Group, one of the world's largest tourism companies, collaborates with the Travel Foundation to implement community-based tourism projects, ensuring that local communities benefit economically and socially from tourism activities (Runte, 2019). Such collaborations also reduce the risk of greenwashing by involving independent actors who can verify and support sustainability claims (Wang et al., 2023).

Transparency is equally essential, particularly in overcoming consumer skepticism. Firms that communicate measurable results, such as carbon emissions reduced, waste

diverted, or funds invested in community projects, enhance credibility and differentiate themselves from competitors (Alamandi, 2025). Certifications and eco-labels further strengthen this transparency by providing third-party validation (Kothiyal & Mehta, 2025). For example, Six Senses Hotels and Resorts publishes annual sustainability reports that track progress against targets for energy, water, and waste reduction, while also displaying its EarthCheck certification prominently in marketing materials (Thawornwijit, 2024).

Finally, the integration of technology offers innovative tools for engaging consumers in sustainability. Digital platforms can increase accessibility, personalization, and immersion in eco-tourism experiences (Gegung, 2021; Kaakandikar et al., 2025). For example, augmented reality (AR) and virtual reality (VR) applications allow travelers to experience natural or cultural heritage sites remotely, reducing physical impact on fragile environments while promoting awareness (Gegung, 2021). Likewise, artificial intelligence (AI)-powered apps can provide personalized recommendations for low-carbon travel routes or sustainable accommodation options (Vijai, 2025). An example is Visit Norway's digital platform, which integrates AI to recommend eco-certified hotels and green travel itineraries, aligning consumer behavior with sustainability goals (Fayzullina, 2021).

Taken together, these strategies highlight that effective green tourism marketing requires a shift from superficial promotion to evidence-based, collaborative, and technology-enabled communication. By embedding authentic narratives, fostering partnerships, embracing transparency, and leveraging digital tools, tourism businesses can strengthen credibility, engage consumers, and amplify their contribution to sustainable development (Kaakandikar et al., 2025; Kothiyal & Mehta, 2025; Tuppen, 2021).

CONCLUSION

The discussion of the Triple Win Framework underscores that sustainable tourism marketing generates benefits for business, people, and the planet. For businesses, sustainability fosters competitive advantage, strengthens brand reputation, and opens new revenue streams. For communities and tourists, it creates opportunities for empowerment, cultural preservation, and enriched travel experiences. For the planet, it drives environmental conservation, climate action, and biodiversity protection. Together, these three dimensions highlight that sustainability in tourism is not merely an ethical imperative but also a strategic pathway to resilience and long-term success.

Looking ahead, the outlook for green tourism suggests that sustainability will become a necessity rather than a niche. Rising consumer awareness, tightening environmental

regulations, and escalating climate challenges are converging to make sustainable practices indispensable. The future of tourism depends on the industry's ability to integrate ecological responsibility and social inclusivity into its core business models. Green tourism will no longer be perceived as an optional value-add but as the baseline for competitiveness and legitimacy in the global market.

This trajectory calls for a proactive response from businesses. To achieve meaningful impact, firms must move beyond surface-level claims and embrace authentic, transparent, and collaborative marketing strategies that reflect measurable sustainability outcomes. By doing so, they can build trust, engage stakeholders, and contribute to the collective effort to safeguard destinations for future generations. In this sense, green tourism marketing is not just about selling experiences. It is about shaping a responsible and regenerative industry that delivers on the promise of a triple win for business, people, and the planet.

RECOMMENDATIONS

Based on the findings, several key recommendations are proposed to enhance the effectiveness of green tourism marketing while ensuring practical relevance for both industry actors and policymakers.

For tourism businesses, it is essential to move beyond symbolic environmental claims and adopt authentic, evidence-based sustainability practices that are clearly and consistently communicated to consumers. Transparency should be prioritized through the disclosure of measurable indicators, such as carbon emission reductions, waste management performance, water conservation outcomes, and levels of community investment. Openly sharing such data can strengthen credibility, reduce skepticism related to greenwashing, and build long-term consumer trust. Sustainability should be embedded within core business strategies and daily operations, rather than treated as a peripheral marketing tool. Integrating environmental and social responsibility into business models can enhance competitive advantage, strengthen brand reputation, and support long-term financial resilience. In addition, tourism operators are encouraged to deepen engagement with local communities by involving residents in decision-making processes, creating local employment opportunities, and promoting culturally respectful tourism experiences, thereby ensuring a more equitable distribution of economic benefits and stronger social cohesion.

For policymakers and government institutions, more targeted and actionable interventions are required to support the effective implementation of green tourism marketing. Governments should develop and enforce clear sustainability standards and

regulatory frameworks that reduce greenwashing and provide consistent guidance for tourism businesses. Financial incentives, such as tax reductions, subsidies, or low-interest green financing schemes, should be introduced to encourage investment in eco-friendly infrastructure, particularly for small and medium-sized tourism enterprises (SMEs). Policymakers are also encouraged to establish capacity-building programs, including training, technical assistance, and knowledge-sharing platforms, to help tourism operators adopt sustainable practices and credible green marketing strategies. Furthermore, simplifying access to recognized eco-certifications and supporting nationally or regionally standardized labeling systems can improve transparency and reduce certification costs for businesses.

In addition, governments and destination management organizations should leverage digital technologies and public communication platforms to promote sustainable travel behavior. This includes supporting the use of digital tools such as sustainability-focused booking platforms, destination-wide carbon tracking systems, and virtual or augmented reality experiences that reduce pressure on environmentally sensitive sites. Public-private partnerships with non-governmental organizations, academic institutions, and certification bodies should also be strengthened to enhance monitoring, evaluation, and independent verification of sustainability claims.

Finally, green tourism marketing should be positioned as an educational and behavioral change instrument at the policy level. Governments can integrate sustainability education into national tourism campaigns, visitor guidelines, and destination branding strategies to encourage responsible tourist behavior and environmental awareness. Collectively, these coordinated actions by businesses and policymakers can ensure that green tourism marketing delivers tangible and lasting benefits for businesses, communities, and the environment, in line with the triple win framework.

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