

Constructing a Green Marketing Model for Tourism and Amusement Industry Development

Chien Chung Yu¹ and Chun Chu Liu²

Abstract

Environmental sustainability has become an important international political issue and is considered a key driving force of innovation. Therefore, the consumers are paying more and more attention to the sustainably managing and environmentally friendly enterprises, and the enterprises are paying more and more attention to the importance of the green environmental management strategies. Relatively they must pay attention to the issue of "sustainable management" which is an important consideration direction for the development strategy of business management. This study uses fuzzy analytic hierarchy process to conduct empirical analysis on tourism industry operators. In order to cope with changes in the market environment, it is necessary to promote the development strategy of "green marketing" to achieve sustainable management. When considering "sustainable operation", we should explore the development model of procurement, operation, and marketing. Therefore, this study suggests that the development of "green marketing" in the tourism industry should take "brand loyalty" and "corporate image" as the most important indicators.

Keywords: Green Marketing, Sustainable Management, GHRM, GSCM

INTRODUCTION

Over the past few decades, environmental sustainability has become an important international political issue and is considered a key driver of innovation (Dangelico and Vocellelli, 2017). Environmental issues have led to changes in consumer lifestyles, the masses are actively participating in green lifestyles, and people are working hard to reduce their impact on the environment (Jabeen and Kavitha, 2019). Therefore, in recent years, many consumers have paid more and more attention to sustainable management and environmental protection companies, and companies have also paid more and more attention to the importance of green environmental management strategies, and are trying to develop the potential of the green market field in the era of globalization. Gain advantages in the competitive market, use green marketing strategies to stabilize the development of enterprises and meet the dynamic needs of consumers (Jabeen and Kavitha, 2019).

Groening, Sarkis and Zhu (2018) pointed out that most studies show that few consumers will pay higher prices for green products, and another important finding is the huge disconnect between consumers' green purchasing intentions and actual green purchasing behaviors. Bruce and Abhijit (2002) pointed out that when consumers' perceived value is high, their purchase intention is relatively high, and perceived value is affected by perceived price. Laroche et al. (2001) found that green consumer groups believe that security and maintaining close relationships with others are important.

It can be seen from the above that perceived quality, perceived price, perceived risk, and perceived value are important factors that affect consumer attitudes. The higher the perceived value that consumers hold for a product, the higher their value judgments, feelings and purchasing behavior tendencies for this product (Zhou Xiurong, 2017). Therefore, when exploring the willingness of enterprises to develop green marketing, one of the motivations for this study is whether consumers' perceived quality, perceived price, and perceived risk have a positive impact on consumer attitudes.

Senior experts participating in this study were limited to senior executives currently working in Taiwan's tourism and entertainment industry. The senior executives invited for this survey are all well-known figures in the industry, with more than 15 years of industry experience, and provide very practical information. The list of

¹ Department of Tourism and Recreation Management, Fooyin University, Taiwan

² College of Continuing Education Chang Jung Christian University, Taiwan. E-mail: lcc@mail.cjcu.edu.tw

senior executives of 12 Taiwanese tourism and entertainment companies surveyed by experts is shown in the table below.

The senior experts who participated in this study were limited to the senior executives who are currently working in the Sightseeing and entertainment industry in Taiwan. The senior executives invited for the questionnaire survey are well-known in the industry and have more than 15 years of experience in the industry, providing very practical information. The list of 12 senior executives of leisure hotels who were surveyed by experts is listed in the table below.

Table 1 List of industry experts invited for this study

Number	Name	Job title	Service Units
1	Mr. Liao	General Manager	Yehliu Ocean World
2	Ms. Ye	General Manager	Unzen Land
3	Mr. Wu	General Manager	Lilliputian Theme Park
4	Ms. Zhuang	Chairman	Leofoo Village Theme Park
5	Mr. Guo	Deputy General Manager	Tinker Bell Science Play Area
6	Mr. Zheng	Chairman	West Lake Resort
7	Mr. Wang	Deputy General Manager	Lihpao Land
8	Mr. Zhang	Chairman	Formosan Aboriginal Culture Village
9	Mr. Li	General Manager	Atayal Resort
10	Mr. Yang	General Manager	Shanlinxi Ecological Resort Park
11	Mr. You	Chairman	Jianhu Mountain World
12	Mr. Gao	General Manager	E-DA World

Source: compiled by this research

LITERATURE REVIEW

According to the collection of international journals published by Kumar (2016), the international journals that discussed green marketing-related issues between 1990 and 2014 are mainly Marketing, Operations Management and Sustainability. Yusoff, Ramayah and Othman (2015) also emphasized the use of "green marketing" to enhance corporate social responsibility. If the tourism and entertainment industry can adopt green service marketing methods when developing "green marketing", it will also improve the overall performance of the company. There will be significant effects.

As emphasized by Charter (1991), focuses of green marketing are that from raw materials obtainment, production, marketing, consumption and waste throughout the product life cycle, the impact of every aspect from cradle to recycling on the environment is reduced to a minimum of degree, applying environmental protection appeal concepts and practices to marketing strategies, and helping corporate culture effectively develop new markets.

Regarding direction for enterprises to promote sustainable development, the development of green marketing has become an important strategy. Chandran and Bhattacharya (2019) Sustainable development, also known as "green development", has quickly become the mainstream development of the travel and tourism industry.

Ecological environmental issues have led to changes in consumer lifestyles, and green trend marketing strategies have created a growing demand for dynamic competitive markets. Green marketing is a key and important strategic activity in the modern market, and since it represents the transition from developing countries to developed countries In the transformation stage, green marketing has become an important element of sustainable management (Jabeen and Kavitha, 2019).

Prashant Kumar (2016) finds that the three core axes of green marketing are marketing, operations management and sustainable development. "Operations management" must be focused on. The work planning and execution of each unit in the enterprise organization and the business development of each unit are the fundamental foundation of the "operational side" of the enterprise. "Sustainable operation" must focus on the "procuring aspects" of the enterprise's supply chain management, and control of operating costs and expenses, and the "green marketing" aspects include "brand equity" on the corporate side and "purchase awareness", "brand equity" on the consumer side.

Green human resources management (GHRM) is an emerging field of human resource management practice in recent years. It is extended from environmental thinking and focuses on making significant contributions to environmental sustainability (Opatha, 2013). Human resources are the backbone of any successful organization, and the concepts of green management incentives and intellectual asset protection of GRHM have a profound impact on social sustainability and organizational productivity (Tariq, Jan and Ahmad, 2016).

The current business environment requires integrated business strategies that combine the character and effectiveness of business objectives with environmental and social benefits. Parul & Amit (2022) once studied the relationship between "green human resource management" (GHRM) and "employee green creativity" (EGC) in the tourism and hotel industry. Hameed et al. (2022) The study explores the relationship between green human resource management (GHRM) practices and green transformational leadership to stimulate employees' green creativity. Specifically, the authors draw on capability, motivation, and opportunity theories to test how green perceived organizational support (green POS) moderates the link between GHRM practices and employee green creativity.

Kim et al. (2019) research shows that top managers and human resource managers should formulate green human resource management policies. Green human resource management can improve employees' environmental behavior and the organization's environmental performance. The survey results show that green human resource management enhances employees' The organization promises that due to economic growth and environmental problems, enterprises must face various pressures to solve environmental problems, and it is crucial to the future development of enterprises. The development of "green marketing" by enterprises can establish the competitive advantages of green markets and green consumers. (Zhu and Sarkis, 2016).

Green supply chain management (GSCM) refers to the environmentally friendly policies, strategies and tactical marketing activities of enterprises in their green marketing strategies (Peattie, 1992). Chater (1991) emphasized that the focus of green marketing lies in the entire product life cycle from the acquisition of raw materials, production, sales, consumption, and disposal, that is, from production to recycling, every step of the process should minimize the impact on the environment. Apply environmental protection concepts and practices into marketing strategies and help corporate culture effectively explore new markets.

Practitioners and academicians dedicate significant attention to tackling initiatives and executing mechanisms to address society's environmental concerns. Further, organizations and researchers recognize that there is a need to implement green supply chain management (GSCM) practices as a part of green strategy (Birasnav et al., 2022). Due to differences in the conceptualization of GSCM and the measurement of GSCM practices among researchers in the fields of environmental management and SCM, some measure it as a single-order construct (Novitasari & Agustia, 2021).

In recent years, the emerging concept of green supply chain has received more and more attention (Amirbagheri et al., 2019). In the process of developing green marketing, Gandhi and Vasudevan (2019) studied the impact of green supply chain management practices on corporate business, The result of the empirical study is the contribution that contributes to performance improvement.

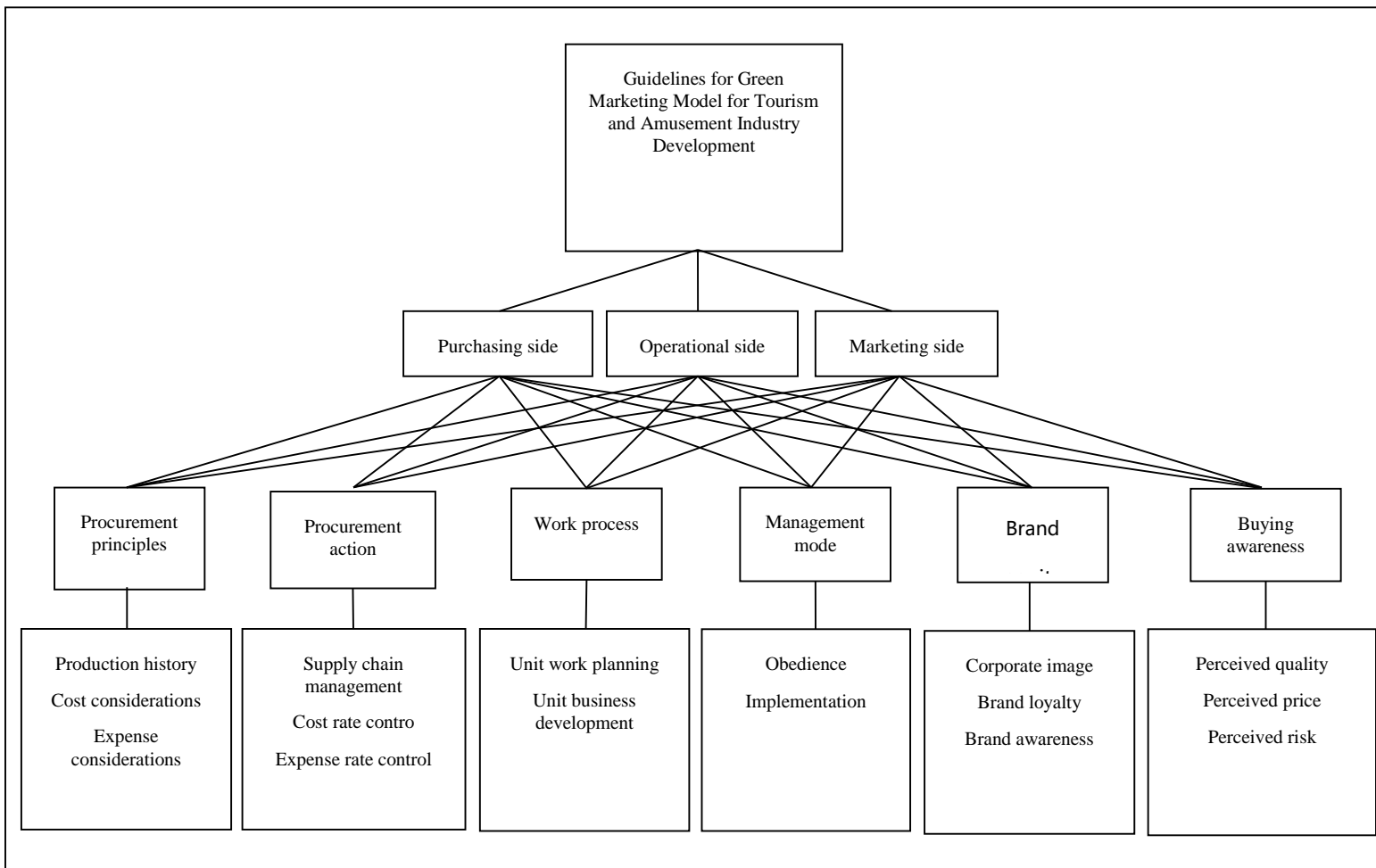
METHODOLOGY AND DESIGN

According to data collection, arrangement and analysis, the study presents the structure as figure 3-1.

Figure 3-1 the hierarchy (compiled by the study)

After sorting out the literature and selecting expert opinions, the key factors of the " Guidelines for Green Marketing Model for Tourism and Amusement Industry Development" were sorted out, and the research variables were divided into three levels according to the framework of the Analytical Hierarchy Process (AHP), which are explained as follows:

Table 2 comprehensive factor hierarchy



First phase	Second phase	Third phase
Purchasing side (A-1)	Procurement principles (B-1)	Production history - whether the purchased raw materials have production or source history. (C1-1)
		Cost consideration - whether there will be an increase in costs due to investment in green improvements. (C1-2)
		Expense considerations- whether there will be an increase in costs due to investment in green improvements. (C1-3)
Operational side (A-2)	Procurement action (B-2)	Supply chain management - whether it has the ability to plan and coordinate its supply chain operations. (C2-1)
		Cost rate control - whether there are control measures to reduce costs due to green improvements. (C2-2)
		Expense rate control - whether there are control measures to reduce expenses due to green improvements. (C2-3)
Operational side (A-2)	Work process (B-3)	Unit work planning - whether the process of unit operation is cumbersome due to green improvements. (C3-1)
		Unit business development - whether internal disputes arise during unit development due to green improvements. (C3-2)
	Management mode (B-4)	Compliance - whether employees comply with and support tasks assigned to green improvement. (C4-1)
		Implementation - Whether the company clearly implements and implements green improvement operations. (C4-2)

Marketing side (A-3)	Brand equity (B-5)	Corporate Image - Evaluate whether consumers support the company's social responsibility decisions. (C5-1)
		Brand loyalty - evaluates whether consumers support the services and goods provided by the company. (C5-2)
		Brand Awareness - Evaluate whether consumers support the company's reputation among peers. (C5-3)
	Buying awareness (B-6)	Perceived quality - assess whether consumers have a good perception of the company's service quality. (C6-1)
		Perceived price - assess whether consumers agree well with the price set by the company. (C6-2)
		Perceived risk - Evaluates whether the proportion of consumers' trust in the company is good. (C6-3)

Source: compiled by this research

RESULTS AND ANALYSIS

After 12 expert questionnaire evaluation and analysis, the weight value calculated by the AHP method can get the results in Table 4-1, including the evaluation results of the priority of each key factor and the priority order of each key factor.

Table 3 Result: the average of the sum from 12 experts

First phase(n=3)			Second phase(n=6)			Third phase(n=16)		
Factor	weight	rank	Factor	weight	rank	Factor	weight	rank
Purchasing side	0.387	1	Procurement principles	0.1586	4	Production history	0.0887	2
			Procurement action	0.1170	6	Cost considerations	0.0380	14
Operational side	0.324	2	Work process	0.1352	5	Expense considerations	0.0320	15
			Management mode	0.2001	2	Supply chain management	0.0478	12
Marketing side	0.289	3	Brand equity	0.2016	1	Cost rate control	0.0450	13
			Buying awareness	0.1875	3	Expense rate control	0.0242	16
						Unit work planning	0.0680	6
						Unit business development	0.0673	7
						Obedience	0.0765	4
Implementation	0.1235	1						
						Corporate image	0.0755	5
						Brand loyalty	0.0779	3
						Brand awareness	0.0482	11
						Perceived quality	0.0636	8
						Perceived price	0.0616	10
						Perceived risk	0.0624	9

Source: compiled by this research

Based on the opinions of 12 senior executives in Taiwan's tourism and amusement industry, the table survey: In the top three aspects of procurement, operations and marketing, the comparative weight of the influence of each factor was evaluated, and it was found that the "purchasing aspect" was the priority. Among factors, "operational aspect" is the second, and "marketing aspect" is the least considered.

Among the six key indicators that affect the selection and selection of criteria for the development of green marketing models in the tourism and amusement industry at the second level, it is still found that "brand equity" has the greatest impact on the selection of development decisions, being the first priority, followed by "management model". The factor with the least impact is the "procurement action" on the "purchasing side".

There are sixteen items in the third-level evaluation index. Through minimization of the data, it can be seen that "implementation" in the "management model" has the highest impact on the selection criteria for the development of green marketing models in the tourism and amusement industry, followed by "Production history" in "Procurement Principles", and "expense rate control" in "Procurement Actions" with the least impact.

CONCLUSION AND SUGGESTION

In today's era of heightened consumer awareness, the "corporate image" of the service industry and the "perceived risk" ethical impact of brands have put brands under increasing pressure to integrate ethical values

into corporate-level ethical commitments (Iglesias et al. al., 2019).

It is recommended that companies invest in low-carbon technology and R&D issues as potential goals in developing "green marketing" companies' future company vision and near- and mid-term business plans (Papadas, 2019).

Chinomona and Chivhungwa (2019) studied the results of green purchase indicators, and green image and green trust are the most important factors affecting green purchase intention. Therefore, this study focuses on the issue of whether to develop "green marketing" in the tourism and amusement industry, and concludes that the two factors of "brand equity" and "purchase awareness" are relatively important than other factors, because the "brand" has an important relationship with consumers. "Rights" and "Purchase Awareness" are important evaluation indicators for the development of green tourism.

REFERENCES

- Amirbagheri, K., Carballoso, A.N., Tarrés, L.G., & Merigó, J.M. (2019). Research on green supply chain: a bibliometric analysis, *Clean Technologies and Environmental Policy*, January 2019, Volume 21, Issue 1, 3–22.
- Chandran, C., & Bhattacharya, P. (2019). Hotel's best practices as strategic drivers for environmental sustainability and green marketing. *Journal of Global Scholars of Marketing Science Bridging Asia and the World*, Volume 29, 2019 - Issue 2: Consumer Behavior in Hospitality and Tourism.
- Chinomona, E., Chivhungwa, T. (2019). The Retail and Marketing Review - The influence of green image, physical environment quality and green trust on green purchase intention. *The Retail and Marketing Review*, Volume 15, Number 1, 2019, 13 – 26.
- Dangelico, R.M., Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production* 165 (2017) 1263-1279. Retrieved from: <http://www.elsevier.com/locate/jclepro>
- Ellram, L.M., Murfield, M.L.U. (2019). Supply chain management in industrial marketing—Relationships matter. *Industrial Marketing Management* 79 (2019) 36-45. Retrieved from: <http://www.elsevier.com/locate/indmarman>
- Gandhi, M., Vasudevan, H. (2019). Green Supply Chain Management Practices and Its Impact on Business Performance. *Proceedings of International Conference on Intelligent Manufacturing and Automation*, 601-611.
- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production* 172 (2018) 1848-1866. Retrieved from: <http://www.elsevier.com/locate/jclepro>.
- Hameed, Z., Naeem, R.M., Hassan, M., Naeem, M., Nazim, M. and Maqbool, A. (2022), "How GHRM is related to green creativity? A moderated mediation model of green transformational leadership and green perceived organizational support", *International Journal of Manpower*, Vol. 43 No. 3, pp. 595-613. <https://doi.org/10.1108/IJM-05-2020-0244>
- Iglesias, O., Markovic, S., Singh, J.J., & Sierra, V. (2019). Do Customer Perceptions of Corporate Services Brand Ethicality Improve Brand Equity? Considering the Roles of Brand Heritage, Brand Image, and Recognition Benefits. *Journal of Business Ethics* January 2019, Volume 154, Issue 2, 441–459.
- Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research* 96 (2019) 343-354. Retrieved from: <http://www.elsevier.com/locate/jbusres>.
- Jabeen, S.S., Kavitha, M. (2019) A Study on Customer Preferences on Green Marketing. *Indian Journal of Public Health Research & Development*. Jan 2019, Vol. 10 Issue 1, 211-215. 5p.
- Kim, Y.J., Kim, W.G., Choi, H.M., & Phetvaroon, K. (2019). The effect of green human resource management on hotel employees' ecofriendly behavior and environmental performance. *International Journal of Hospitality Management* 76 (2019) 83-93. Retrieved from: <http://www.elsevier.com/locate/ijhm>
- Khan, M. T., Khan, T. I., & Ahmed, M. S. (2020). Halal Products: Not Restricted to Food and its Marketing Opportunity in the Muslim World. *Research Journal of Social Sciences and Economics Review*, 1(4), 101-112.
- Kumar, P. (2016). Green marketing consumer-level theory review: A compendium of applied theories and further research directions State of green marketing research over 25 years (1990-2014): Literature survey and classification. *Marketing Intelligence & Planning*, Vol. 34 No. 1, 2016, 137-158. DOI 10.1108/MIP-03-2015-0061
- Opatha, H.H.D.N.P. (2013). Green Human Resource Management A Simplified Introduction. *Proceedings of the HR Dialogue –2013*, Vol. 01, No. 01. Retrieved from: <http://dr.lib.sjp.ac.lk/handle/123456789/3734>
- Papadas, K.K., Avlonitis, G.J., Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research* 80 (2017) 236-246. Retrieved from: <http://www.elsevier.com/locate/jbusres>
- Papadas, K.K., Avlonitis, G.J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research* 104 (2019) 632-643. Retrieved from: <http://www.elsevier.com/locate/jbusres>

Constructing a Green Marketing Model for Tourism and Amusement Industry Development

- Tariq,S., Jan,F.A., & Ahmad,M.S. (2016). Green employee empowerment: a systematic literature review on state-of-art in green human resource management. *Qual Quant* 50 (2016), 237–269. <https://doi.org/10.1007/s11135-014-0146-0>
- Zhu,Q., Sarkis,J. (2016). Green marketing and consumerism as social change in China: Analyzing the literature. *Int. J. Production Economics* 181 (2016). 289-302. Retrieved from: <http://www.elsevier.com/locate/ijpe>
- Novitasari, Agustia (2021) Green supply chain management and firm performance: The mediating effect of green innovation. *Journal of Industrial Engineering and Management*, 14 (2) (2021), pp. 391-403