

A Study of Green Marketing in Sustainable Touris: The Perspective of Penglipuran Village, Bali, with Emphasis on Local Products

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Received on 18 April 2025	Revised on 29 April 2025	Accepted on 28 May 2025
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ABSTRACT

Purpose: This study aims to evaluate acceptance of Green Marketing strategies in Penglipuran Village, Bali, which is known with draft ecotourism and conservation culture. The main focus of this study is to measure visitors' perception of four Green Marketing indicators: Green Product, Green Price, Green Place, and Green Promotion.

Research methods: Data obtained through questionnaire distributed to 57 respondents, with results analysis of validity and reliability that shows that all items in the instrument are valid and reliable.

Results and discussions: The results of the validity test show r value count more than 0,30 to all items, with Green Product indicators obtained highest scores, followed by Green Place, Green Price, and Green Promotion. The results of the reliability test using Cronbach's Alpha show consistent values between 0,754 and 0,899, with a total Cronbach's Alpha value of 0,818, indicating that the instrument is very reliable.

Implication: Although in a way overall, acceptance towards Green Marketing in Penglipuran Village is in the "Good" category, there are a number of aspects that still need to be improved, such as environmentally friendly packaging, promotion of sustainability, and determination of environmentally friendly product prices.

Keywords: Local Products, Green Marketing, Penglipuran Village, Promotion of Sustainability, Sustainable Tourism

INTRODUCTION

Tourism is a leading sector in Bali Province that supports regional economic growth. After being affected by the COVID-19 pandemic, this sector has begun to show significant recovery. BPS data noted that as of October 2024, as many as 5,3 million foreign tourists visited Bali, an increase of 20,98% from the previous year (Bali, 2024). This surge has an impact on increasing consumption of natural resources and pressure on the environment. Therefore, the issue of sustainability is a major concern in tourism development today. Several areas have begun to implement the principles of sustainable tourism to maintain a balance between the economy, society, and the environment. One of the strategies that is developing is the integration of green marketing in promoting tourist destinations. This is important to direct the behavior of tourists and business actors towards more environmentally friendly practices.

Green marketing is a marketing approach that emphasizes sustainability in products, processes, and communications. This strategy aims to reduce negative impacts on the environment through the promotion of environmentally friendly and ethical products. In the context of tourism, green marketing includes the promotion of destinations that preserve nature and culture. In addition, this approach increases the attractiveness of tourists who are increasingly concerned about environmental issues. Tourist preferences for environmentally friendly products have increased significantly post-pandemic (Ha & Trinh, 2021). This opens up great opportunities for destinations like Bali to implement green marketing more widely. With the right strategy, green marketing can support sustainable tourism development. Therefore, the integration of this principle into tourism products and services is very relevant.

Penglipuran Village is one of Bali's best known village tours for its cleanliness. This village becomes a symbol of implementation values wisdom local support tourist sustainability. Traditional architecture, preservation culture, and good trash management become power pull main. Penglipuran also implements a system Then cross free vehicles in the settlement area, making the village atmosphere still beautiful. In addition to the physical aspect, this village is known for living a harmonious society and commitment to preserving culture. Local products like bamboo crafts, typical food, and herbal drinks become part of the tourism offer. The most favored local foods in Penglipuran Village such as *Klepon* and *Loloh Cemcem*. All aspects show harmony between environmental preservation and local economic development.



Figure 1. Local products in Penglipuran Village
[Source: Author, 2025]

Penglipuran Village is one of the leading tourist villages in Bali which is known for its cleanliness. This village is a symbol of the implementation of local wisdom values that support sustainable tourism. Traditional architecture, cultural preservation, and good waste management are the main attractions. Penglipuran also implements a vehicle-free traffic system in residential areas, keeping the village atmosphere beautiful. In addition to the physical aspects, this village is known for its harmonious community life and commitment to cultural preservation. Local products such as bamboo crafts, traditional foods, and herbal drinks are part of the tourism offerings. All of these aspects show the harmony between environmental preservation and local economic development. This village is an ideal model for implementing community-based green marketing.

In practice, Penglipuran Village has integrated green marketing through the promotion of local products that emphasize sustainability values. The use of environmentally friendly packaging and information that emphasizes natural production processes are the main characteristics. The narrative used in the promotion also highlights local cultural stories and philosophies. This creates added value to the product while strengthening the village's identity. Tourists not only buy products, but also understand the meaning behind them. Local culture based storytelling increases tourists interest in green products (Lauwrensia & Ariestya, 2022). The development of a local branding system based on ecological values is an important part of the village marketing strategy.

However, the integration of green marketing is not without challenges. One of the main obstacles is the limited understanding of local business actors regarding this concept. Lack of training and access to information are obstacles in the development of green products. In addition, the lack of specific policy support on green marketing in the tourism sector has resulted in its implementation being less than optimal. Another challenge is the lack of supporting infrastructure, such as waste processing facilities and recycling packaging. Without comprehensive support, green marketing strategies will only be symbolic. Therefore, systemic efforts are needed to overcome these various obstacles.

The role of local governments and educational institutions is very important in supporting the success of green marketing in tourist villages. Education and training programs for local business actors can improve their understanding and skills. In addition, economic incentives such as subsidies for environmentally friendly materials can encourage wider participation. Collaboration between stakeholders is also needed to create a strong support system. For example, collaboration between villages, academics, and the private sector can create a sustainable green product supply chain. The Bali Provincial Government has launched Bali Clean Energy 2045 which can support similar initiatives (Reform, 2023). This strategy opens up space for integration between macro policies and micro practices in tourist villages. This synergy will strengthen Bali's position as a global destination that cares about the environment. Based on this background, this study aims to analyze the application of green marketing in sustainable tourism in Penglipuran Village. Special focus is given to the promotion of local products as part of an environmentally friendly marketing strategy.

This research is important because it can provide a real picture of the potential and challenges faced. In addition, the results are expected to be a reference for other tourist villages in Bali and Indonesia. The approach used will include qualitative analysis and empirical data from local business actors. The findings of this study can be used as a basis for strategic recommendations for regional policies. Furthermore, this study will also strengthen the literature on community-based green marketing practices. This research is expected to contribute to the development of sustainable tourism in Bali holistically.

RESEARCH METHODS

This study is an empirical study using descriptive statistical methods and data obtained through surveys. The population in this study were consumers of Penglipuran Village products. This study used a non-probability sampling technique, namely purposive sampling, with a total of 57 respondents. The respondent criteria were someone who had visited Penglipuran Village and

consumed Penglipuran Village products. Data collection was carried out through observation by filling in the questions contained in the questionnaire. The data was then tested for validity, reliability and normality using SPSS 21.0 software.

RESULTS AND DISCUSSION

Table 1 presents the distribution of respondents who participated in this study, totaling 57 individuals. The selection of respondents was conducted using purposive sampling, targeting tourists and visitors who had direct interaction with local products in Penglipuran Village. The data were categorized based on relevant demographic characteristics, including age, gender, education level, and frequency of visits. This demographic overview provides context for interpreting perceptions and responses related to the application of green marketing principles in the local tourism setting.

Table 1: Distribution Respondents

Variables	Amount Respondents	Percentage (%)
Gender		
Male	24	42,11
Female	33	57,89
Age (Years)		
< 25	11	19,30
25 – 34	19	33,33
35 – 44	15	26,32
≥ 45	12	21,05
Visit to The Revelation		
1 time	21	36,84
2 – 3 times	26	45,62
> 3 times	10	17,54

[Source: Author, 2025]

The distribution of respondents by gender shows that the majority of respondents are female (57,9%), while males are 42,1%. This proportion is in line with previous research findings which state that women tend to have a higher level of concern for environmental issues, including in preferences for consuming environmentally friendly products (Reddy et al., 2023). This can have a positive impact on the acceptance of Green Marketing strategies because women are more responsive to sustainability values in products and promotions. In terms of age, the majority of respondents are in the productive age range, namely 25–34 years (33,3%) and 35 - 44 years (26,3%). This age group is an economically active group and has an increasing awareness of the importance of sustainability (Dimitrova et al., 2021). This generation is also known as critical consumers in choosing products based on their social and environmental impacts. Meanwhile, the age groups under 25 years (19,3%) and over 45 years (21,1%) remain important because they show cross-generational involvement in environmental sustainability, especially in the context of local tourism and consumption of green products.

The frequency of visits to Penglipuran Village shows that most respondents have visited this location more than once, with 45,6% having visited

2–3 times and 17,5% even more than 3 times. This data indicates a fairly strong loyalty and interest in the visiting experience, which can be associated with the village's image that consistently maintains the principles of ecotourism and cultural preservation (Umbu & Listyorini, 2025). The more often someone visits, the more likely they are to be exposed to green marketing values, so that understanding and appreciation of sustainable local products also tend to be higher (Jaiswal et al., 2022).

The following table presents the results of the validity test conducted to assess whether each item in the green marketing questionnaire accurately measures the intended constructs.

Table 2: Validity Test Results

Instrument	r Count	Description
Products sold in Penglipuran Village use friendly ingredients environment .	0,511	Valid
Product local in Penglipuran Village own good and sustainable quality .	0,476	Valid
Products sold in Penglipuran Village own friendly packaging environment .	0,394	Valid
Product local products sold in Penglipuran Village support sustainability environment .	0,367	Valid
Price is right quality and sustainability	0,452	Valid
Price reflects mark sustainability	0,384	Valid
Affordable prices with quality friendly environment	0,345	Valid
Willing pay more For product friendly environment	0,401	Valid
Facility support management environment	0,493	Valid
Place show commitment sustainability	0,428	Valid
Place sell support product local sustainable	0,412	Valid
Comfortable shopping Because environment awake	0,443	Valid
Campaign reflect commitment environment	0,376	Valid
Promotion emphasize preservation environment	0,391	Valid
Interested buy Because promotion sustainability	0,427	Valid

[Source: Author, 2025]

The results of the validity test show that all items in the Green Marketing instrument are declared valid with a calculated r value of > 0,30. In the Green Product indicator, statements such as "Products use environmentally friendly materials" get an r value of 0,511, the highest among other items. Consumer perceptions of product sustainability are strongly correlated with purchasing preferences (Chikosha & Potwana, 2021). Other items such as product quality and environmentally friendly packaging also get valid values (0,476 and 0,394 respectively), indicating that the public is already aware of the importance of product sustainability. Supports that consumers tend to trust products that explicitly show environmental commitments (Rusyani et al., 2021). Overall, the Green Product indicator has been successfully measured accurately and reliably.

The Green Price indicator also shows all items are valid, with values between 0,345 and 0,452. Items such as "Price according to quality and sustainability" get the highest value (0,452), indicating a strong understanding of

consumers towards the concept of added value in environmentally friendly products. This is reinforced by the results of research by Wijaya and Ningsih (2020) which states that consumers are currently willing to pay higher for products that pay attention to social and ecological aspects. Even for items with the lowest value (0,345), such as "Affordable prices with environmentally friendly quality," the results still show consistency in perception.

Furthermore, the Green Place indicator includes items with validity values between 0,412 and 0,493. The highest is the statement "Facilities support environmental management" (0,493), indicating that the existence of green facilities in a tourist destination is an important concern for visitors. This is in line with the findings effect of product innovation, consumer awareness, environmental policy, tourist satisfaction, and social culture on sustainable tourism in the tourism industry (Kurniawan, 2025). Other statements such as "The place shows a commitment to sustainability" and "Comfortable shopping because the environment is maintained" also show good validity. Clean, organized, and environmentally friendly spatial arrangements are an added value in destination marketing strategies (Angelo, 2021). Thus, this indicator is proven to be relevant in measuring perceptions of location or place aspects.

In the Green Promotion indicator, all items were also declared valid with the highest calculated *r* value in the item "Interested in buying because of sustainability promotion" (0,427). This shows that messages that emphasize sustainability in promotions have their own appeal to consumers. Millennial and Gen Z consumers are more responsive to promotions that involve environmental issues (Ewe & Tjiptono, 2023). Promotions that are educational and informative have proven effective in forming a positive image and encouraging responsible consumer actions (Jia et al., 2023). Green Promotion indicator can also be trusted to measure the influence of green campaigns in the context of local marketing.

The following table displays the reliability test results, which evaluate the internal consistency of the questionnaire items related to green marketing indicators. A high reliability score indicates that the items consistently reflect the measured constructs.

Table 3: Reliability Test

Indicator	Cronbach's Alpha	Description
Green Products	0,812	Reliable
Green Price	0,754	Reliable
Green Place	0,899	Reliable
Green Promotion	0,765	Reliable
Total Green Marketing	0,818	Reliable

[Source: Author, 2025]

The Green Place indicator recorded the highest reliability value of 0,899, indicating a very high level of internal consistency. This shows that respondents' perceptions of aspects of place or location, such as the availability of sustainable facilities and environmental comfort, are very strong and uniform. A well-managed physical environment in the context of sustainable tourism has a significant influence on visitors' positive perceptions (Manihuruk & Sari, 2024). Therefore, this indicator is very reliable in assessing a destination's commitment to sustainability.

Meanwhile, the Green Promotion indicator obtained a Cronbach's Alpha value of 0,765, indicating a good level of reliability. The consistency of respondents' answers to questions regarding sustainable promotional campaigns, promotional messages, and the appeal of green promotions shows that the communication strategies implemented by business actors in Penglipuran Village are fairly evenly accepted by the community. Sustainability based promotions are effective in shaping consumer preferences, especially among the younger generation (Brand et al., 2022).

Overall, the total Cronbach's Alpha value of the Green Marketing instrument is 0,818, indicating that the entire questionnaire is classified as highly reliable. This shows that the instrument is able to measure the dimensions of green marketing consistently between items and between respondents. With high reliability, this instrument has the potential to be reused in further research in other tourist destinations, both in Bali and outside the region. These results can also be a reference for tourism actors and local governments in evaluating the green marketing strategies that have been implemented. Valid and reliable instruments can help compile environmentally-based performance indicators systematically. Therefore, the reliability of this instrument is an important contribution to the development of sustainable tourism based on accurate and consistent data.

Table 4: Description Evaluation Respondents

Instrument	Answer Score Respondents					Average Score	Category
	1	2	3	4	5		
Green Product							
Products sold in Penglipuran Village use friendly ingredients environment .	0	1	6	25	25	4,32	Very good
Product local in Penglipuran Village own good and sustainable quality .	1	2	8	20	26	4,21	Very good
Products sold in Penglipuran Village own friendly packaging environment .	2	3	18	22	12	3,89	Good
I feel that product local products sold in Penglipuran Village support sustainability environment .	1	3	16	21	16	4,05	Good
Green Price							
Product price local in Penglipuran Village in accordance with	2	4	20	18	13	4,00	Good

Instrument	Answer Score Respondents					Average Score	Category
	1	2	3	4	5		
quality and sustainability .							
I feel price product local products sold in Penglipuran Village reflect mark its sustainability .	1	6	19	20	11	3,92	Good
Product price local in Penglipuran Village affordable although own quality and friendly production environment .	3	5	22	18	9	3,75	Good
I am willing pay more For product friendly local environment from Penglipuran Village .	2	4	23	16	12	3,88	Good
Green Place							
Penglipuran Village own supporting facilities management good environment (for example , management waste , energy renewable).	1	2	12	28	14	4,15	Good
Places in Penglipuran Village show commitment to sustainability with notice aspect friendly environment .	2	3	18	24	10	4,05	Good
Penglipuran Village support use product sustainable local through arrangement place sales and distribution .	1	4	21	22	9	3,98	Good
I feel comfortable shopping in Penglipuran Village Because a safe and supportive environment product friendly environment .	0	2	17	27	11	4,07	Good
Green Promotion							

Instrument	Answer Score Respondents					Average Score	Category
	1	2	3	4	5		
Campaign promotion product local in Penglipuran Village reflect commitment to sustainability environment .	2	3	10	20	13	3,92	Very good
Promotion product local in Penglipuran Village emphasize importance sustainability and preservation environment .	2	3	19	20	13	3,86	Very good
I feel interested For buy product local from Penglipuran Village Because promotion that emphasizes sustainability environment .	1	2	18	24	12	4,01	Good
Green Marketing						4,00	Good

[Source: Author, 2025]

The implementation of green marketing in Penglipuran Village showed promising results across all four indicators, with an overall average score of 4,00 ("Good" category). The Green Product indicator received the highest average score, with two statements categorized as "Very Good" and two as "Good". Notably, the statement on the use of environmentally friendly materials scored 4,32, reflecting strong agreement among respondents. Eco-conscious product attributes enhance appeal in culture-based tourism (Ratna et al., 2024). However, the lowest score in this indicator was 3,89, related to eco-friendly packaging indicating room for improvement in producer practices and consumer education on sustainable packaging options.

In the Green Price indicator, all four statements fell into the "Good" category with average scores ranging from 3,75 to 4,00. The highest rating (4,00) was given to the perception that prices match the quality and sustainability value, suggesting that visitors recognize the worth of environmentally friendly local products. Conversely, the lowest score (3,75) was on the affordability of green products. The proportion of revenue shared by green product retailers is positively correlated with the initial market share of green products; the proposed coordination mechanism can improve the greenness and profits of enterprises in a GPSC, the consumer surplus of green products and the overall environment performance (Liu et al., 2022).

The Green Place indicator also showed favorable results, with scores between 3,98 and 4,15, and the highest score attributed to the availability of environmental facilities such as renewable energy and waste management

(4,15). In contrast, the Green Promotion indicator averaged 3,93, with the strongest point being the influence of promotion on purchase intention (4,01). Yet, scores related to the environmental commitment of campaigns remained below 4,00, indicating the need for clearer and more targeted messaging, as suggested. Collectively, these results emphasize Penglipuran's potential as a national green tourism model, especially when supported by ongoing visitor education, community based campaigns, and strategies tailored to repeat visitors.

Overall, these findings indicate that the green marketing strategy implemented in Penglipuran Village has been quite well received by visitors. Although still in the "Good" category, the positive response in the four main indicators provides a strong foundation for further development. Strengthening the aspects of packaging, promotion, and price education will be key to increasing consumer acceptance of sustainable products and experiences. Destinations that successfully implement green marketing principles can become agents of change in an environmentally friendly lifestyle (Gheorghe et al., 2023). Penglipuran Village, with its cultural base and high ecological awareness, is strategically positioned to realize this. Therefore, further research and training for local business actors are important so that the integration of green values can occur from upstream to downstream. With regular evaluation and adaptive strategies, green marketing becomes not only a marketing tool, but also a path to sustainable and inclusive tourism.

CONCLUSION

This study shows that the implementation of Green Marketing strategies in Penglipuran Village has made a positive contribution to the development of sustainable tourism through the promotion of environmentally friendly local products. Based on the results of the analysis, it is known that the Green Product, Green Price, Green Place, and Green Promotion indicators received high ratings, with an average score in the "good" to "very good" category. The Green Product indicator occupies the highest position, reflecting the quality of local products produced by considering environmental aspects, natural materials, and local traditions.

ACKNOWLEDGEMENT

The authors sincerely thank the visitors and local community of Penglipuran Village for their warm hospitality and active participation. Their support and insights were invaluable to the success of this research.

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