

# Green Marketing Strategy for Sustainable Green Tourism Development (A Review for Tourism in Batu City)

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## Abstract:

Object Detection is a popular field of research for recent technologies. In recent years, profound learning performance attracts the researchers to use it in many applications. Number plate (NP) detection and classification is analyzed over decades however, it needs approaches which are more precise and state, language and design independent since cars are now moving from state to another easily. In this paper we suggest a new strategy to detect NP and comprehend the nation, language and layout of NPs. YOLOv2 sensor with ResNet attribute extractor heart is proposed for NP detection and a brand new convolutional neural network architecture is suggested to classify NPs. The detector achieves average precision of 99.57% and country, language and layout classification precision of 99.33%. The results outperforms the majority of the previous works and can move the area forward toward international NP detection and recognition.

## 1. INTRODUCTION

The progress of tourism can produce enormous opportunities for the welfare of the community and provide challenges as well as threats to the local community and the surrounding environment. A significant contribution has been given by the Indonesian tourism sector to the welfare of the community. (tourism) is nothing new in Indonesia. This activity has been placed as an object of national policy since Indonesia first determined development policy. Since the beginning the Indonesian government has been aware of the unique character and multidisciplinary nature of tourism activities, and therefore tourism policy is placed as a separate sub-policy, namely tourism policy, but under different

fields Tourism has always been a sector that the government continues to develop.

**Image 1.** Number of Foreign Tourists Coming to East Java through the Juanda Entrance 2016-2018

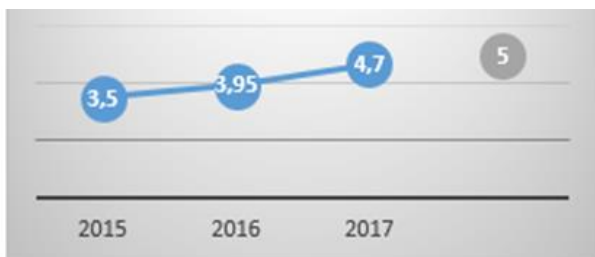


Source: BPS East Java, Until October 2018

The number of foreign tourists visiting East Java in October 2018 reached 25,845 visits. That

number increased by 4.06 percent compared to the previous month which reached 24,836 visits. Compared to the same month in 2017, the number of foreign tourists coming to East Java increased by 26.45 percent from 20,439 visits. Generally, the pattern of foreign tourists visiting East Java Province during January-October 2018 compared to the same period in 2016 and 2017 has increased. But in 2018, the pattern is slightly different because it experienced a decline in September, then increased again in October, the pattern is different compared to 2017, which has continued to decline since September. The top ten countries of origin of foreign tourists dominating visits to East Java Province in October 2018 were from Malaysia, Singapore, China, Thailand, Taiwan, India, Japan, the United States, South Korea and Hong Kong. Foreign tourists from these 10 (ten) countries accounted for 51.77 percent of the total foreign tourist arrivals to East Java in October 2018. Of the 10 (ten) countries, Malaysian national tourists were in the highest position, with a role of 19.79 percent, followed by Singapore in second place and China in third position respectively reached 7.50 percent and 7.33 percent.

While the number of tourists visiting Batu City from 2015-2017 are:



**Figure 2.** Number of Tourists Visiting Batu City in 2015-2017 Data from the Batu City Tourism

From the above it is explained that the last 3 years the number of tourists has always increased in 2015, the number of tourists visiting

Batu Tourism City was 3.5 million tourists or visitors, in 2016 3.95 million tourists have exceeded the target of 3.4 million visitors and in 2017 experienced a very significant increase of 4.7 million tourists or originally targeted only 4.2 million tourists. This means that the city of Batu is very productive and very suitable to be made as a location for a study of sustainability tourism.

The Indonesian Parliament has enacted Law No. 10 of 2009 concerning Tourism which replaces Law No. 9 of 1990. Regulatorily, the law aims to encourage small and medium-sized businesses to help create the Sustainable Tourism Industry. The previous law was deemed incapable of answering the challenges and hopes ahead for Indonesian tourism. The tourism sector can be said to be in direct contact with the people with the lowest economic level, because they are the ones who will make direct contact with foreign tourists. For this reason, Law No. 10 of 2009 was established, so that the craftsmen, tour guides, and small and medium tourism actors can be fostered and developed in accordance with applicable regulations.

Tourism is a very potential industry. The tourism industry is the second industry after petroleum (Spillane, 1987: 40). Tourism can be said to be a catalyst in development because of its contribution to the economy in the country visited by tourists. The arrival of foreign tourists in a Tourist Destination Area (DTW) provides prosperity and welfare for local residents. Tourism is a very complex social phenomenon, which involves a whole person and has various aspects, sociological, psychological, economic, ecological and so on. The aspect that gets the most attention and is almost the only aspect that is considered important is the economic aspect (Soekadijo, 1997: 25). The national tourism sector has now become the new belle for national development. The contribution of foreign

exchange and employment in this sector is very significant for the country's foreign exchange. Foreign exchange from the tourism sector in 2016 amounted to US \$ 13.568 billion in the second position after CPO of US \$ 15.965 billion. In 2015, foreign exchange from the tourism sector was US \$ 12.225 billion, or was in the fourth position under the US \$ 18.574 billion oil, CPO US \$ 16.427 billion, and coal US \$ 14.717 billion. Bank orld noted investment in tourism of US \$ 1 million was able to drive 170% of GDP. This is the highest follow-up effect an industry has on its country. Therefore, the tourism industry is able to drive small and medium businesses such as culinary, souvenirs, transportation and others. Indonesia's Tourism Competitiveness Index according to the World Economy Forum (WEF) shows encouraging developments. Indonesia's ranking rose 8 points from 50 in 2015, to rank 42 in 2017 (Vibizmedia - National, 2017).

Green marketing approach (Green Marketing Ap-proach) in the product area is believed to increase integration of environmental issues in all aspects of the company's activities, starting from the formulation of strategy, planning, preparation, until production and distribution or distribution with customers. As by Pride and Ferrell, 1993 in Mangkono (2011), said that green marketing is described as an organizational effort or a company designing, promoting, pricing and distributing products that do not harm the environment. Pujari and Wright (1995) in Mangkono (2011) revealed that marketers need to view this phenomenon as one thing that has potential as a business opportunity. By paying attention to the green marketing strategy, it is expected to influence the decisions of tourists. Tourist decisions made involve tourists' confidence in a destination, so that self-confidence arises over the truth of the actions taken. The customer's confidence in the purchasing

decisions they make represents the extent to which the customer has confidence in his decision to choose a product. In consumer behavior, many factors are found that influence consumer purchasing decisions. These factors are price, brand, attribute, promotion and so on. According to Morris (2007: 64) tourist behavior is the process and activities involved when people search, select, use, evaluate, and dispose of products and services to satisfy their needs and desires. Batu City as an area with tourist objects relies more on resources natural resources, has the potential to face the problem of an imbalance between the economic value of tourism with the cultural value of the region that has grown and developed in the community. Therefore, in order for this imbalance not to occur, then a maximum effort is needed to prevent it. then responsible tourism marketing must really be a part that is continually encouraged and implemented.

Sustainability can be seen as a fundamental requirement for countries that are trying to develop their tourism industry. In the process of developing tourism products, planners must ensure harmony with the local environment. Sustainability needs to develop through effective planning with clear guidelines on the extent and depth of development. This goal can be achieved by educating and training people involved with tourism and by the actions of governments and organizations in sponsoring initiatives that discuss the relationship between tourism and the environment. Responding to the negative implications of mass tourism practices, the term sustainable tourism is increasingly being used today. However, many scholars state that there is no definitive definition of sustainable tourism, and that sustainable tourism has a strong character as an ideology rather than real tourism practices. In terms of aspects as an ideology, the idea of sustainable tourism comes

from the concept of sustainable development, which is an integrated concept towards development that involves three related dimensions: economic growth, social justice, and environmental protection. Thus, all three dimensions must be addressed to achieve sustainability.

According to the World Commission for Environment and Development, 3 sustainable development is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The term, "sustainable tourism" appeared in the geography of the debate in the 1990s to describe the development of tourism without negative environmental or social impacts. In its ideal form, it handles all forms of tourism, both mass markets and niche markets, and also aims to provide sustainable benefits for the industry. A guide to the development and practice of sustainable tourism management applies to all forms of tourism in all types of destinations, including mass tourism and various niche tourism segments. The principle of sustainability refers to environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure its long-term sustainability.

The development of the tourism industry is not difficult to do, because the main capital, namely natural beauty, is already owned. One of the regions in Indonesia that is able to develop its tourism industry is Batu City. Beautiful natural conditions and tours that are served by Batu City are able to become a tourist city in East Java. The city was originally part of Malang Regency. In 2001 Batu City Administration (KO-TATIF Batu) changed its status to City Government based on Law Number 11 Year 2001 concerning the Formation of Batu City which was approved by the President of the Republic of Indonesia on June 21, 2001. On October 17, 2001 Batu City

was inaugurated became an autonomous region separated from Malang Regency.

Batu City covers three Subdistricts (Ba-tu District, Bumiaji District and Junrejo District) consisting of 19 villages and 5 villages. As one of the autonomous regions with leading tourist destinations in East Java as well as being positioned as a cold and cool city (Suk-mana, 2009; Martaleni 2011), Kota Batu continues to build tourism competitiveness to increase regional income (PAD). natural and beautiful natural support, Batu City government opens opportunities for investors to participate in building several new tourist attractions, including: Batu Sreet Zoo, Eco Green Park, Animal Museum, Museum of Transport and the latest Jatim Park 3. Development of objects- the new tourist attraction is expected to meet the needs and satisfaction of tourists, as well as to make a positive contribution in increasing the number of tourists (Kotler, 2012; Martaleni, 2010,2011) which results in the welfare of the surrounding community.

This research is one of the efforts to introduce the concepts and applications of responsible tourism marketing in Batu City, both to tourists and those related to tourism development. Of course tourists need to get a good understanding of the marketing strategy so that it can be a part of controlling the development of sustainable tourism in Batu City.

## **2. THEORETICAL FRAMEWORK AND HYPOTHESES**

### **2.1. Green Tourism**

The notion of "Green", or tourism ecology, where people are encouraged to pursue rural recreational activities in ways that will benefit, rather than harm, rural areas are increasingly popular. The phenomenon of people far from their usual habitats in pursuing recreational

activities in the countryside, not including areas such as urban beaches and ski resorts. As far as the tourism industry is concerned, it is the industry segment and government agencies that respond to the needs of tourists in these areas. It also includes the impact that the tourism industry and public sector organizations have had on the host rural communities and their social, cultural, economic and physical environment. The reasons are positive and negative as part of the response to new agricultural policies, to meet the changing economic needs of rural communities, to promote better rural conservation to entertain and inform urban dwellers about the countryside and to respond to market demands for products and products. new tourist galaman. If carried out carefully, green tourism can represent an important step forward in terms of coherent land management and ecological sanity, and contribute to a healthy economic base for rural areas. It should be noted that the term is widely used but is loose and is arguably disputed, green tourism is rarely defined and can be used to refer to any tourism activity carried out in natural areas where the main focus is natural resources or tourism considered "environmentally friendly" responsibility. This means that the vital function of green tourism is to ensure conservation of the area, large and small, and related wildlife for future generations.

The attractiveness of the country side, a quiet holiday with content, with attention to the environment, health and the city of art is the dominant trend. In the United Kingdom, the term "Hi-jau Tourism" is a perfectly integrated concept, which goes beyond rural tourism. Rooted in Europe, green tourism is often used interchangeably with rural tourism in general. Green tourism shares the same features as rural tourism, however, it combines different behaviors from tourists, when considering Jones's definition. While green tourism takes place in rural

areas, the destination of tourists involved in green tourism goes beyond simply enjoying the natural environment. Green tourists have a critical attitude towards unhealthy environmental consumption practices and want to incorporate this awareness into the way they travel. The term "Green" implies "Environmentally Friendly" behavior, as used in terms like green parties or green consumers. The term green tourism, therefore, can be understood as a form of tourism which places a strong emphasis on tourism practices in environmentally friendly behavior.

However, many authors state that there is no mutually agreed definition of green tourism. However, it is clear that green tourism emphasizes environmental preservation, which is intended for the type of tourists who have a strong sense of responsibility from the environment in which they visit. However, as already stated, the term green tourism is not necessarily consistently used throughout the world when referring to such forms of tourism. The main features of green tourism are similar to eco tourism, as it is based on nature. However, while eco tourism seems to be targeted at specific population groups interested in learning about the natural environment through travel experiences, green tourism seems to be targeted specifically at urban dwellers by suggesting the style of spending one's vacation on the country side, placing emphasis on recovery from stress daily by staying close to nature. In addition, it is important to note the difference between green tourism and rural tourism. Shows that in addition to the fact that rurality is the main characteristic of rural tourism; Green tourism requires small scale, individually owned tourism facilities and interaction between visitors and the host population. Such features are different from resort tourism, which is also a form of rural tourism. However, resort tourism requires great physical

development and modern tourism facilities such as ski resorts and golf courses. The more important issue is whether or not to introduce tourism green will increase the number of tourists enough to ultimately contribute to increasing income for rural households. One way to overcome this problem is to apply marketing techniques.

However, because potential tourists have different needs, they all cannot be met simultaneously. It is important to group them into the target market and match their needs with the skills and resources of green tourism operators. The latter must then offer the level of attributes in the goals expected by this potential target market to attract and increase the possibility of repeat visits. If green tourism providers, that is, various tourism operators, local, regional and city governments, want to maintain the name "Green Tourism", it needs to integrate environmental aspects. To realize true 'Green' tourism, it is important that the concept of sustainable development be included in tourism policy, and cases in Europe must provide practical inspiration to develop more environmentally friendly tourism practices.

## 2.2 Supply Change Management

### a. Market based Performance

The overall market-based performance would be affected when the market obtains information about the company's operations that are not included in the financial result (Carton, 2004). The measurement of market-based performance includes: the rate of return on shareholders, market value added, and annual profit (Carton, 2004). Best (2005) defined market-based performance as a measurement of marketing performance with reference to external conditions and market where it operates, for example, by including market growth factors, competitive pricing, relative product quality, and customer

satisfaction. The basis of market-based performance is a commitment for measuring the parameters that indicate the development of marketing performance and profitability

### b. Profesional based performance

The operational performance is the result of a series of corporate activities in terms of operations, starting from speed and accuracy in entering the market, introducing a new product/service into the market response to customer changes, and ability to reduce delivery time cycle (Liu, 2013; Murat et. al., 2013; Nyaga et. al., 2013). This opinion is in accordance with the opinion of Golicic and Smith (2013) which stated that the operating performance focuses on aspects related with operational efficiency, such as: cost, quality, flexibility and speed.

## 2.3. Sustainable Tourism

Sustainability can be seen as a fundamental requirement for countries that are trying to develop their tourism industry. In the process of developing tourism products, planners must ensure harmony with the local environment. Sustainability needs to develop through effective planning with clear guidelines on the extent and depth of development. This goal can be achieved by educating and training people involved with tourism and by the actions of governments and organizations in sponsoring initiatives that discuss the relationship between tourism and the environment. Responding to the negative implications of mass tourism practices, the term sustainable tourism is increasingly being used today. However, there is no definitive definition of sustainable tourism that exists, and sustainable tourism has a stronger character as an ideology than real tourism practices. Two in terms of aspects as an ideology, the idea of sustainable tourism originates from the concept of sustainable development, which is an integrated concept towards development that involves

three interrelated dimensions: economic growth, social justice, and environmental protection. Thus, all three dimensions must be addressed to achieve sustainability.

According to the world Commission on environment and development, sustainable development is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The term, "sustainable tourism" emerged in the geography of the debate in the 1990s to describe the development of tourism without negative environmental or social impacts. In its ideal form, it handles all forms of tourism, both mass markets and niche markets, and also aims to provide sustainable benefits for the industry. A guide to the development and practice of sustainable tourism management applies to all forms of tourism in all types of destinations, including mass tourism and various niche tourism segments. The principle of sustainability refers to environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure its long-term sustainability. As such, sustainable tourism must:

1. Make optimal use of environmental resources which are a key element in tourism development, maintain important ecological processes and help preserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of the host community, preserve the culture built and live their heritage and traditional values, and contribute to intercultural understanding and tolerance.
3. Ensure viable long-term economic operations, provide socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income

opportunities and social services for host communities, and contribute to poverty alleviation.

By looking at this definition, it is evident that the concept of sustainable tourism is a holistic concept that addresses all aspects of tourism. Therefore, sustainable tourism is not equivalent to a particular form of tourism or measure aimed at addressing only one of the three dimensions of the concept. The challenges faced by Croatian companies in tourism are undoubtedly mainly due to the fact that the existence of all companies, including those in the field of tourism, must find its foundation, among other things, also in establishing and maintaining their competitive advantage. It is clear that companies in the Kroatia tourism industry must also join in the process of creating their sustainable competitive advantage as a specific guarantee of their business future. It is our belief that sustainable competitive advantage in Croatian tourism can be achieved by developing green tourism, thanks to the objective comparative advantage of Croatia, which only needs to turn into competitive advantage. Therefore, the text will first consider alternative tourism, followed by eco-tourism, which will be the basis for explaining the role of green marketing in the overall function of green tourism.

### 2.3. Green Marketing

Green marketing is a concept of product marketing strategy by producers for the needs of consumers who care about the environment. It can also mean the concept of marketing strategies for products that care about the environment for consumers. Green marketing is a way of promoting environmental sensitivity to prospective buyers. Green marketing as one of the terms in marketing science has actually long appeared around the late 80s. The new leap in the marketing world was shocked by John

Grant's book "The Green Marketing Manifesto" making the business world more sensitive to the environment. The term Green Marketing also has similarities with the term Environmental Marketing and Ecological Marketing.

Green marketing is a holistic management process and is responsible for satisfying the needs of customers, the community, stakeholders, and the natural environment (Peattie 1995) besides according to the charter (1992) green marketing is an environmentally friendly promotion process by selling new lifestyle that contributes properly economically and ecologically feasible. While the term green tourism marketing or environmental marketing (Coddington, 1993) is also known as responsible tourism marketing. In the tourism industry the term is a translation of the concept of sustainable tourism development (sustainable tourism development), specifically related to aspects in the marketing of tourism. Sustainable tourism development extends as well as specifically coloring the concept of responsible tourism marketing. Green Marketing is marketing that uses environmental issues as a strategy for marketing products. Green marketing in the company includes several things such as the production process, the price determination process, the promotion process, and the distribution process. The same thing was expressed by Haryadi (2009) which stated that green marketing manipulated four elements of the marketing mix (products, prices, promotions, and distribution) to sell products and services offered from the benefits of environmental preservation excellence formed from reducing waste, increasing energy efficiency, and reducing toxic emissions.

According to Coddington (1993: 297-302) what is meant by green marketing is all marketing activities that are environmentally responsible, with the minimum possible negative impact on the environment. Mintu and Lozada (1993) in

Lozada (2000) define green marketing as "the application of marketing tools to facilitate changes that provide organizational satisfaction and individual goals in maintaining, protecting, and conserving the physical environment". Whereas Pride and Farrel (1993) defines green marketing as an effort to design, promote and distribute products that do not damage the environment. Charter (1992) provides the definition of green marketing (green marketing) is a holistic, strategic responsibility of the management process that identifies, anticipates, satisfies and satisfies the needs of stakeholders to give a fair appreciation, which does not add harm to humans or the health of the natural environment.

Ottman (2006) argues that the dimension of green marketing, by integrating the environment into all aspects of marketing new product development (green product) and communication (green communication). The purpose of green marketing is to improve the relationship between industry and the environment, to monitor the impact of the economy, and as a response to government regulations on the environment. Kotler (2000: 34) says that "Marketing is the delivery of customer satisfaction at a profit". But Ottman (2006: 22-36) proposes a slightly different concept, stating that the first rule on green marketing is to focus on consumer profits, they will feel stimulated to make purchases. With this concept, environmental factors become a link for purchases. Charter (1992) gives the definition of green marketing as a holistic, strategic responsibility for the management process that identifies, anticipates, satisfies and satisfies the needs of stakeholders to provide reasonable appreciation, which does not cause harm to humans or the health of the natural environment. Concern for the environment is integrated in the strategies, policies and processes of the organization. This guides the effect of marketing



activities on the natural environment, also encourages practices that eliminate and minimize adverse effects. The philosophy of sustainable development provides an additional impetus for green marketing by emphasizing environmental protection. This is based on the argument that organizational actors can bring individuals who are committed to the values of work based on the environment, which transcends the economic interests of the company or the fulfillment of personal needs. The success of green marketing depends on internal and external factors which are popularly known as internal and external. Internal consists of products, promotions, prices, places, providing information, processes and policies while paying customers, providers, politicians, pressures, group issues, predictions and partners considered external (Tariq Ahmad Mir, 2016).

The above study shows that behavioral characteristics such as holistic thinking, green image vision, green branding considerations, segmentation, targeting, green product positioning and personal environmental values in the workplace have a positive influence on environmental and economic sustainability.

the main issues to be discussed are:

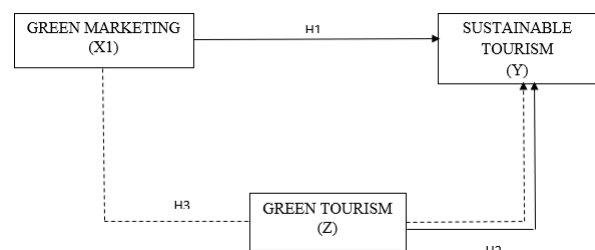
1. Does the Green Marketing Strategy have a significant influence on Green Tourism in Tourism Services in Batu City?
2. Does the Green Tourism Strategy have a significant influence on Sustainable Tourism in Tourism Services in Batu City?
3. Does the Green Marketing Strategy through Green Tourism have a significant effect on Sustainable Tourism in Tourism Services in Batu City?

### 3. RESEARCH METHOD

The type of research used in this study is the explanatory survey type. The selection of this type is based on the consideration that this

type not only explains or illustrates empirical facts in the field but will also explain the analysis of influence (Bryman, 2007; Barnham, 2015). The unit of analysis in this study is the Tourism Destination Manager and Manager, of which the number is 56 respondents, Batu Tourism City has 28 tourist destinations (tempatwisataseru.com, 2018) and each destination is 2 employees / person namely Eco Green Park, Apple Picking Agro Tourism, Coban Rais, Coban Talun, Coban Rondo, Kaliwatu Rafting, Kusuma Agro Wisata, Selecta Batu Park, Sreet Zoo, Omah Kayu, Paragliding, Rabbit Park, Pujon Kidul Cafe, Goa Pinus, Sky Park, Cangar Warm Water Baths, BNS (Batu Night Spectacular), Jatim Park 1, Jatim Park2, Jatim Park 3, Batu Wonderland, Museum Angkut, Predator Fun Park, D'Kingdom Mask Museum, The Onsen, Labirin Park, Soggoriti Baths, Donwill Track Bukit Klemuk Batu. Next to the respondents the statements in the questionnaire were presented which are the elaboration of indicators of training and development system variables, work productivity variables, and employee competency variables. Data collection techniques used include field studies, literature studies, and observational studies (Zikmund & William, 2002; Zyphur & Pierides, 2017).

This study uses quantitative analysis through the use of path analysis methods which are intended to determine the magnitude of the influence of Green marketing (X) variables on sustainable tourism (Y) through green tourism (Z)



### 4. DATA ANALYSIS

In This Study To Testing The Effect Of Intervening Variables, The Path Analysis Method Was Used. Path Analysis Is A Technique Used To Analyze The Pattern Of Relationships Between Variables In Order To Find Out The Direct And Indirect Role Of A Set Of Independent Variables On The Dependent. Table 8 Below Is The Result Of Hypothesis Testing Using Path Analysis Regarding The Effect Of Green Marketing Toward Sustainable Tourism On Manager Of Tourism Destinations. The Result Shows That Green Marketing Has Positive And Significant Effect On Green Tourism.

**Table 1.** the green marketing toward green tourism on manager of tourism destinations

Variable	t <sub>count</sub>	Significancy	Value on Path Coefficient	Form of Direction Effect
Green Marketing (X)	4,792	0,000	0,503	Positive

R-Square = 0,459

The path analysis results on the effect of green marketing system toward sustainable tourism through green tourism manager of Tourism Destinations are listed in the following Table 9. The results indicate that both green marketing and green tourism affect positively and significantly sustainable tourism

**Table 2.** The Effect of green marketing toward sustainable tourism through green tourism on manager of Tourism Destinations

Variable	t <sub>count</sub>	Significancy	Value on Path Coefficient	Form of Direction Effect
Green Marketing (X)	4,699	0,000	0,426	Positive
Green tourism (Z)	4,028	0,000	0,495	Positive

R-Square = 0,347

Reviewing the analysis of calculations related to the influence between research variables, it can be seen the form and value of the influence directly or indirectly is shown in Table

**Table 3.** The Value of Intra-Variable Direct Effect

Variable Direct Effect	Form of Direction Effect	Value of Effect
Green marketing (X) toward green tourism (Z)	Positive	0,503
Green marketing (X) toward sustainable tourism (Y)	Positive	0,426
Green tourism (Z) toward sustainable tourism (Y)	Positive	0,495

Based on table shows that there are three kinds of forms of direct effect between research variables that have a positive overall shape, among others: 1.) green marketing toward green tourism on manager of Tourism Destinations with value effect of 0,503; 2.) The green marketing toward sustainable tourism on manager of Tourism Destinations with value effect of 0,426; 3.) The green marketing toward sustainable tourism on manager of Tourism Destinations with value effect of 0,495.

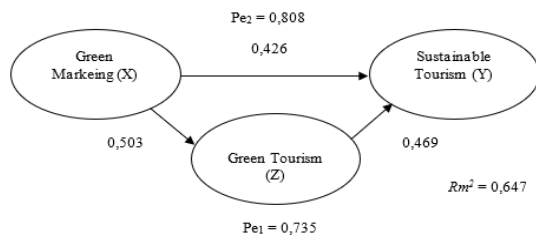
**Table 4.** The Value of Intra-Variable Indirect Effect

Variable Indirect Effect	Form of Direction Effect	Value of Effect
Green Marketing (X) toward sustainable tourism (Y) through green tourism (Z)	Positive	0,248

table shows that one type of indirect effect between research variables that has a positive overall shape, namely the effect of green marketing toward sustainable tourism through green tourism on manager of Tourism Destinations with value effect of 0,248. To calculating the error value on each variable effect (Pe)

## 5. CONCLUSION

The total value in the coefficient of determination (Rm2) of 0,647 indicating that 64,7% of all information contained in the research data can be explained by the model, while the remaining 35,3% is explained by other factors not used in the model in the result of hypothetical with path analysis. The hypothetical model through path analysis in this study is a combination of X variables that effect the Z variable directly and indirectly also affecting the variable Z through the intervening variable Y. In this hypothesis model can be explained in Figure as follows



Based on the results of the study it can be concluded several things. First is , including: 1.) The Green marketing affect positively and significantly toward Green tourism on manager of Tourism Destinations with value effect of 0,503; 2.) The effect of Second is green marketing has a positive effect on toward Sustainabel tourism on manager of Tourism Destinations with value effect of 0,426; 3.) Third is The effect of green tourism has positive and significant effect on toward sustainable tourism on manager of Tourism Destinations with value effect of 0,495; 4.) Last is green markting affect toward sustainable tourism through green tourism on manager of Tourism Destinations with value effect of 0,248. The implications of this study really bring benefits, especially for the implementation of green marketing, increasing sustainable tourism, and increasing green taourism for all tourism visit to Batu. The role of green marketing is very necessary, without this, it will affect the decline in sustainable tourism through green toursim on tourism visit.

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