



## Understanding Forest Tourism Business Marketing in the Perspective of Governance and Nature Protection

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### ABSTRACT

This study was conducted to answer the problem of marketing the forest business from a nature protection perspective following the government's commitment. Various efforts were made to promote tourism but maintain environmental balance, especially forest tourism—protection of nature and marketing of businesses and forests in various regions. Our search was done electronically, and we discussed efforts to find understanding under the phenomenological approach, where we want to answer a well-known problem from all the available data. After the discussion that was then, we could be concluded, among other things, that the marketing of eco-based tourism business is a commitment of all countries where on the one hand, the country wants to earn income to advance the country, on the other hand, it must also consider the protection of nature following the weakness of the command where forest It must be profitable as well as sustainable for the next generation. Thus, these findings should get meaningful input.

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## INTRODUCTION

The marketing of the forest tourism business from environmental management and protection perspective is an important issue to continue to be studied in many countries. This is because any business related to tourism should be a sustainable system in tourism governance, both local and foreign. Efforts to market tourism oriented towards sustainability and being profitable must be carried out so that each country's condition of forests and tourism can continue to be sustainable. The marketing of green tourism in question is one way of marketing with indicators of sustainable development based on environmentally friendly and still paying attention to the local community's social, economic, and cultural aspects. Green tourism marketing can mean Tourism that focuses on

visits to locations where wildlife is located (e.g., national parks and nature reserves). So this Green Tourism could include hiking activities (walking and climbing), trekking, birding or birdwatching (bird watching), snorkeling, and diving. The green tourism marketing program begins with sustainable tourism destinations (STD), namely the application of the concept of sustainable tourism in tourist destinations in collaboration with the local government.

One of the uses of green forest ecosystems as ecotourism is as an ecotourism area; all aspects of tourism carried out at the Ministry of Tourism must consider the environmental conditions that exist in the area, as well as in the marketing process (Ren et al., 2021). Marketing is carried out if it is marketing a tourist destination to attract many tourists and minimize negative environmental impacts (Pugra et al., 2021). Green Tourism Marketing (GTM) is used to identify the marketing process carried out by the Minister of Tourism Indonesia. The choice of the concept of GTM is due to the similarities between GTM and the principle of ecotourism, namely both paying attention to the ecological conditions of tourism activities so that business activities continue to have a good impact on natural sustainability and human health around protected forests (Kirilenko et al., 2018).

According to Font & McCabe, (2017) green tourism marketing is a marketing strategy that promotes travel industry services like lodging, transportation, and objection management through specific advertising strategies. Tourism marketing aims to promote a company, set it apart from rivals, draw in customers, and make people more aware of the brand. Tourism marketing aims to promote a company, set it apart from rivals, draw in customers, and make people more aware of the brand. Many modern tourism marketing strategies use the Internet, with online advertising, email, social media, and websites frequently playing a significant role (Pomering et al., 2011). It also uses the same channel for advertising. Examples of digital channels include affiliate marketing, search engine marketing, and social media; traditional channels include print, radio, television, and board promotions. So, what sets tourism marketing apart from other industries? The following is the marketing mix: the phrases "place," "price," "product," and "promotion." Product, price, location, promotion, and people make up the marketing mix. An emerging tourism product must meet three fundamental requirements: the things to see and do, the services and facilities, and how easily they can be reached (Sarker et al., 2012).

Building a brand to influence the entire tourism industry before entering the marketing mix is one of the green tourism marketing strategies (Lee et al., 2010). This is done to highlight the significance of tourism marketing in the context of the tourism sector. As an illustration, let us look at this to see how much impact building a brand has on tourism. Let us say a group has never traveled abroad but is planning a trip. They have a wish list of places they have always wanted to visit. They will have to choose one of many things to narrow it down. Budgets, activities in the country, travel stories from friends, online reviews, flight conditions, visa requirements, and many other factors (Crooks et al., 2010).

Marketing in the tourism industry is not just for businesses in the industry (Labanauskaitė et al., 2020) but also for environmentally friendly tourism and mountainous regions. Countries compete with one another at the state level each other to attract the majority of visitors. They create "country brands" through tourism marketing. People associate a country's name with intangible characteristics and associations known as country brands. According to Kayumovich, (2019) Paris is a city of light, entertainment, fashion, and nightlife. Thailand is renowned for its idyllic islands, the ideal honeymoon destination. Renowned for its exquisite cuisine and rich art collection. The States of America? Living the American dream in places like Hollywood, Vegas, and New York is possible with the help of tourism marketing, which can be broken down into two stages that are connected: a. According to Gustavo (2013), tourism marketing aims to attract tourists to a destination on various levels, including local, regional, national, and even international.

Promotion and marketing of protected area tourism destinations is an essential component of being a vital component of the environmental conservation marketing strategy. In order to establish a protected area tourism system that is more efficient, conservation managers in each

nation need to strike a balance between the needs of all parties and collaborate actively with other sectors (Vaughan & Agardy, 2020). Tourism, recreation, and sports are among the demands. Since their inception, many protected areas and national parks have had close ties to them, making them an invaluable and one-of-a-kind means of fostering a connection between tourists and the principles of nature preservation. Work schedules that do not make tourists into beneficiaries and supporters of nature conservation as cultural heritage while maintaining a balance. According to Prince & Ioannides, (2017) tourists can satisfy their intellectual, spiritual, and material aspirations while also being aware of environmental conservation promoted by various forms of tourism and recreation. Additionally, tourism is widely regarded as a significant contributor to locals' economic reasons for conserving nature and its surroundings.

Despite the many benefits of tourism in the area, successful tourism management requires extraordinary skills to control its adverse effects. Many conservation tourism managers need help to achieve various goals, including profit reasons that sometimes conflict with nature conservation's spirit. For example, many national parks and protected forests have the dual mission of offering opportunities for revenue generation to reap conservation benefits for communities and preserve native ecosystems (Reimer & Walter, 2013). Nature conservation visited by many is also expected to create business opportunities and increase national resilience by attracting more tourists and even foreign countries.

According to Jamal & Dredge, (2014) conservation agencies and managers face significant technical and political challenges to provide a high-quality experience to a wide range of tourists, benefit local communities, and minimize adverse environmental and ecosystem health effects. Conservation managers and other stakeholders must balance their interests to achieve multiple objectives. As a result, protected forest management necessitates an inclusive approach to listening to the voices of multiple stakeholders (Nash et al., 2020).

The growth of nature-based tourism over the past half-century has coincided with the diversification of management goals for protected forests. Similar studies have shown that tourists are increasingly concerned about protecting nature, particularly their attitudes and actions regarding sustainability and tourism management. According to Wittmayer & Loorbach, (2016) scientific evidence has focused on developing ecotourism, sustainable tourism, and green tourism to promote compatibility between tourism and nature conservation.

However, the role of tourists in decision-making for direct destinations is rarely mentioned in a broader governance perspective that goes beyond treating protected areas as merely tourist destinations. Instead, direct actors like communities, the government, and private parties are the primary focus or indirect effects on functions of nature protection (Han et al., 2019). This is partly understandable due to their brief stay in the nature reserve's forest reserves and limited time spent there. However, numerous studies have demonstrated that tourist decisions and behaviors, such as responsible tourism, loyalty to a destination, and attachments to a locality, can also influence the structure and efficiency of protected area governance with state and natural responsibility. Therefore, the participation of tourists and the policies of each nation must be incorporated into tourism governance and the promotion of a protected area (Meng & Han, 2016).

## RESEARCH METHOD

Many studies have been reported on tourism marketing strategies and others related to tourism marketing. However, only some have discussed it from the perspective of natural protection in the view of the government with regulations that want to create mobility for environmental sustainability in the area. To complete this discussion, we have conducted a series of data searches on tourism and marketing literature sources and nature protection (Patten, 2017). Various books and scientific works were released in the past, considering the changes in studies that discussed business marketing and tourism protection issues.

In studying to gain understanding, we use a phenomenological approach that involves a data coding system, data interpretation, and conclusion to get answers to the questions of this study comprehensively and with high validity (Rogers & Goodrick, 2010). We previously searched for data electronically in several journals and literature sources related to the issue we are describing. Furthermore, our report design reports given the literature review project reporting model. This study begins with problem formulation and electronic data search, then analysis and discussion end with study reporting that chooses a descriptive qualitative design where we gain understanding and would also like to convey what we have been able to take from a series of studies supported by scientific facts and studies. -previous studies (Kazdin, 2021).

## RESULTS AND DISCUSSIONS

### **Understanding the role of forest tourism in sustainability**

Because they provide ecosystem services like timber, food, fuel, fodder, non-wood products, and shelter, forests are essential to human well-being. They also contribute to clean air, soil and water preservation, and carbon storage. The three main effects of tourism are; pollution, discharges into the sea, soil erosion, loss of natural habitat, increased pressure on endangered species, and increased susceptibility to forest fires are all contributing factors (Yachin & Ioannides, 2020). Tourism can take many forms, including sustainable, responsible, and green. There are many different names for it, but all of them mean the same thing; Tourism with a low impact on the environment that values, improves, and preserves built and natural environments rather than destroying them. Sustainability is more than just taking care of our natural surroundings. Additionally, it requires considering the social and economic repercussions of our actions. The United Nations World Tourism Organization defines *sustainable tourism* as delivering positive economic, social, and environmental outcomes with consideration to the needs of the visitor, industry, community, and environment (Pereira & Mykletun, 2012).

One must meet the current generation's needs without sacrificing their abilities to be sustainable. The term "sustainable tourism" was coined in the 1990s to describe tourism development without adverse social or environmental effects in geographical debate. Idealized, it aims to maintain industry profits and targets all types of tourism, including mass and niche markets. Sustainable tourism development guidelines and management practices cover all types of tourism, including mass and niche tourism (Chan et al., 2018). Sustainability principles encompass tourism development's cultural, economic, and environmental aspects. In order to ensure the tourism industry's long-term viability, these three factors must be balanced satisfactorily. *Sustainable tourism* is a beneficial strategy that aims to lessen the tensions and conflicts brought on by the complex interactions between the tourism industry, visitors, the environment, and the communities that welcome vacationers. The quality and long-term viability of both natural and human resources are the primary goals of this strategy. It is not anti-growth, even though it acknowledges that growth has limits (Roxas et al., 2020).

Green tourism has been deemed one of the promising areas of development that can contribute to sustainable growth by fostering tolerance, reducing poverty, and creating many jobs. In a debate where terms are frequently used but rarely defined, we should first briefly define what we mean when we use the term "green." As a result, millions of people's lives continue to improve (Scheyvens & Hughes, 2019). Significantly the majority of definitions focus on the natural physical environment. Contrast this with the recent buzzword "sustainable," which typically refers to practices that aim to maintain a healthy balance between the environment, society, and the economy. Environmental or "green" issues have recently dominated public discourse in many nations. These include recycling waste products, organic food, "global warming," animal welfare and wildlife conservation, and pollution (Tuomisto et al., 2012).

The expression "green the travel industry" can depict any travel industry that saves a locale's regular habitat and social legacy or utilizes ecologically responsible practices. There are three ways in which a tourism company must demonstrate practices for preventing or minimizing environmental impacts in order to be considered a green operate (Pomeroy et al., 2011) such as making efficient use of resources like energy, water, and raw materials., keeping pollution out of the air, land, and water, the preservation of biodiversity and, whenever feasible, its enhancement (Nogueira, 2020). One thing is for sure: as the debate progressed, the term "green tourist" did not gain the same level of acceptance as the term "green consumer." With the use of several different terms, the entire discussion became complicated.

### **Tourism marketing country strategy**

The Return on Investment of Country Brands a successful country brand, like any other brand, can cultivate a large fan base of devoted customers. Naturally, the number of visitors shows a strong country brand (Fetscherin, 2010). France, Spain, and the United States are the world's most popular tourist destinations. Thailand is in eighth place, and Italy is in fifth place. With more than 210 billion dollars annually, the United States of America earns the most from tourism. With nearly 68 billion dollars annually, Spain is the world's second most thriving tourist destination. France ranks third on the list with annual tourism revenues of more than 60 billion dollars. These are not merely good numbers. The ten most promising nations stick to their plan and promise. They do so by capturing the most significant portion of global tourism revenue.

Beyond these numbers, the devil is in the details. How many satisfied customers a country brand has is a reliable and accurate indicator of its success. When a customer continues to purchase a product, this is referred to as retention in other industries. The brand kept saying that a tourist would return to the location. Word of mouth is another determinant of success. Travelogues are a frequently discussed topic. It must have been a positive experience for visitors to recommend the country to others, especially if the destination is exotic or far from home (Williams et al., 2014).

The Four P's of the Tourism Marketing Mix Tourism contributes 7% of all exports and 10.4% of the world's GDP. The company has a value of over 1.1 trillion dollars. The money expatriates spend is a critical factor in economic expansion and can be a significant source of foreign currency. Hotels, airlines, countries, and businesses want to make the most of it. Therefore, let us investigate how tourism marketing can benefit from the conventional marketing mix (Chaffey & Ellis-Chadwick, 2019).

### **Tourism Marketing in combination**

Product familiarity vs. Innovation In tourism marketing, the product is typically a service rather than a product. The product is the first letter of the Services (Camisón & Monfort-Mir, 2012), and tangible goods are not the same. With new concepts, products can survive. Manufacturers must develop novel flavors, innovative features, or inventive designs to increase their market share and encourage customers to purchase the same chips, iPhone, or automobile brand. On the other hand, services thrive because they are consistent, distinctive, and pertinent. Creativity is not required to book a hotel room or a rental car. Even though two hotels might be in the same neighborhood and provide the same facilities, one may make more money than the other. By creating a cozy, familiar atmosphere, service stands out. Visitors, users, and guests appreciate that sense of familiarity, the sensation of homecoming. They want the same warm waiter who knows how they like their coffee, a room that is bright and clean, and a car that is as comfortable as the one they tried previously.

However, this is different in product marketing, where customers constantly seek new experiences (Crawford & Di Benedetto, 2011). The assertion that tourists take these fundamentals for granted is false. On the other hand, customers find it revolting when businesses spend millions on marketing and advertising but fail to provide for their most basic requirements. Visitors are eager to know what to expect (Parker et al., 2016). The tiniest of details can mean a lot. A hotel or resort might say, for instance, "pet friendly" or "adults only." In tourism marketing, the brand

promise must be crystal clear and specific. Tweaked versus one-size-fits-all another challenging aspect of the travel industry is that every customer has a different expectation of the company. One tourist seeks peace and comfort while the guest next door is looking for something to do. Although it is lovely to feel at home, customers and guests want to "feel special." They want to believe that everything is made just for them. With products, this expectation is only occasionally present. It is possible to sell the exact vehicle to multiple individuals. Most people use toothpaste.

Customers expect a bespoke experience from something other than a mass-produced product, even though a single product may satisfy the requirements of multiple customer profiles (Schrage, 2014). This suggests that in a tourism marketing strategy, marketers can deal with customers with low expectations and expect the company to offer them individualized packages, benefits, and deals. In the future, people will see that a hotel, restaurant, or transportation service always meets the needs of a hugely diverse group of people when people look at the various categories of tourism marketing (Pine & Gilmore, 2011).

Products vs. Services and Quality Assurance Products are made by machines, whereas Humans offer assistance. A manufacturer needs the best machinery, engineers, and a research and development team to maintain quality (Longo et al., 2019). Consistency with services is much more challenging to maintain than with products. Providers of services must prioritize staff training to guarantee the highest quality of their services because there is human interaction at every touchpoint. Employees must be at the center of any tourism-related business's marketing strategy. The product is the workforce. Human resources and the tourism marketing mix cannot be separated for this reason. The brand's values should be communicated by the service providers as well. The staff at a business must be on the same level if the brand is to fulfill its promise of professionalism to business travelers. The staff must be adaptable and approachable if it promises a pleasant stay. Take, for instance, Uber. Their captains carry their brand marketing. If these captains disappoint Uber's customers, advertising or promotions can only improve their image and increase conversion rates (Bingener et al., 2003).

### **A mix of Tourism Marketing**

Tourism marketing professionals are not to be compared regarding pricing strategies. Unlike IKEA, there is neither a price list nor a single price display. Most businesses in the industry use either a price-discrimination or a time-based pricing strategy; Both cannot be changed. Consequently, the market is highly dynamic and always in a price war. That is hugely confusing for the customer and occasionally frustrating. A price discrimination strategy involves offering a different price for the same product depending on the buyer's position in the market. For instance, a hotel or travel agency might provide the same service for less money to locals, seniors, or students than it does to tourists from other countries. Travelers on business will pay more than those on vacation (Kimpel & Friedrich, 2015).

On the other hand, companies typically employ a time-based pricing strategy when their product or service is highly seasonal or when customers make last-minute purchases. Naturally, airlines are examples of this: If people travel during the off-season, booking flights is less expensive than during the holiday season. Additionally, the ticket price will increase depending on how close people are to the travel date. For time-based pricing to work, people need a system that keeps track of the variables at play and adjusts prices accordingly. This is especially important if customers can buy without speaking with a salesperson (Mauri et al., 2019).

Additionally, airlines charge more for business class travel than economy travel as part of a pricing strategy known as "skimming." Tourism marketers recently used a value-based pricing strategy when small travel agencies started customizing cheaper packages for young travelers, which became a global trend among explorers of Generation Y and Generation Z. The tourism industry faces fierce price competition above all else. To keep up, tourism marketers are constantly juggling multiple pricing strategies. They must constantly adjust and test new strategies based on

multiple simultaneous factors. Accordingly, people want to consider the adversaries, the time factor, every client, and the most current estimating strategies and patterns (Camilleri, 2016).

### **Governmental Regulation for sustainability**

In this instance, "governmental pressure" refers to both support and pressure from the regional government to promote environmentally friendly tourism marketing (Furqan et al., 2010). Support and pressure can take the form of regional regulations or public policies. According to Warassih & Fatimah, (2018) policymakers, in this instance, local governments, utilize legal regulations to influence the actions of role players (communities and stakeholders). Therefore, Regional Regulations are authoritative instructions for local government actions under local jurisdiction or autonomy. However, one thing is sure; formulating public policy through Regional Regulations leads to a single objective; to serve the public interest. Following government regulation, the procedure for implementing green tourism marketing can be deduced from the following (Darroux & Xixiang, 2013). The following factors can be used to direct policy regarding the creation of eco-friendly destinations: a. Counting and restricting the number of tourists who can enter brackish mangrove forests, particularly in places with fragile ecosystems and Environmental Supporting Capacity (Brenner et al., 2018).

In shelters, provide places and facilities for composting organic waste that can be used in the area's reforestation and land rehabilitation projects. Policy regarding the growth of human resources, communities, tourists, and tourism institutions, by forming a task force (Task Force), creating chains of communication, collaboration, and coordination among the community, stakeholders or business actors, academics, and media. To reduce smoke pollution, regulate and prohibit waste burning. Among other things, develop policies and green-based tourism marketing. They are guiding a market-driven technique way to deal with the travel industry showcasing partners; District Administration as a proposal in this study, Cilacap develops City Branding as a city identity. Cilacap's City Branding logo design features the tagline or vision of "The Greenest Destinations" implying that regional development must be environmentally friendly. According to Halisçelik & Soytaş, (2019) four indicators can be used as benchmarks for the success of a region in implementing sustainable development processes, and their implementation is anticipated to have a sustainable impact on development. These indicators include: 1) welfare for the economy, (2) favor of environmental stewardship, 3) favor of social equity, and (4) favorable to the environment (Geng et al., 2012).

### **Green Tourism Commitment**

Research on the behavior and motivation of tourists, relaxation, and mental and physical rejuvenation are, on average, travelers' primary motivations for traveling (Abbas et al., 2021). However, according to Prayag & Ryan, (2011) tourism motivation is still the primary pull factor, while destination characteristics like natural beauty, local culture, lifestyle, and eco-activities are still predominant. Travelers who visit the Payu Mangrove Forest must adapt to changes in tourism trends by choosing activities that are better for the environment and experiences that can benefit them and the area they are visiting (Yiamjanya & Wongleedee, 2014).

At this point, tourists learn about the different kinds of mangroves surrounding the mangrove brackish forest area and how mangroves contribute to environmental sustainability. Destinations for mangrove forest tourism want to show that tourism management cares about the environment. Yadegaridehkordi et al., (2021) state that eco-friendly or green tourists undergo multiple stages. The greener stage aims to make tourists more aware of the environment, particularly mangrove forests, and is the first stage for green tourists (Camilleri, 2016). They offered activities like planting mangrove trees or spreading fish or bird seeds to attract tourists. Tourists who visit the brackish mangrove forest also change their habits and culture to care for the environment, which is the greenest phase (Agag et al., 2020). The objective is for tourists to prioritize environmental sustainability in their everyday activities. Green Promotions because educating, persuading, and

reminding customers or potential customers is the primary goal of promotions. They are a component of the company's efforts to market its goods or services to the intended audience. Because producers can influence how consumers want to be perceived by consumers and encourage them to buy their products or services, proper promotion is one of the most effective marketing strategies (Duarte et al., 2018).

On the other hand, green promotions emphasize bringing attention to and respect for a sustainable environment to generate a greater return than simply a positive image. Green marketing for mangrove brackish forest tourism is a long-term investment to get tourists to think about how bad the environment is. Green marketing campaigns are just as important as those for tourists and communities near brackish forest tourism as long-term investments (Pütter, 2017).

## CONCLUSION

Arriving at the end, we will summarize what we have obtained from a series of data source studies to answer the research problems; among others, we get an understanding of green forest tourism business marketing in the context of the government's perspective and protection efforts. What we have obtained, among others, is an understanding of forest tourism and its role in protecting the environment towards sustainability. Then we get an understanding of the country brand marketing strategy in the tourism business, meaning that each country has a strategy regulated by the government whose goal is to keep tourist tourists the goal is to continue to be profitable and also cloudy and sustainable for the environment and society as well as for tourism itself. Next, we found out how the tourism marketing combination strategy here is demanding to be innovative. The point is to keep the environment natural and profitable.

Ultimately, we also understand how marketing is based on mixed methods where professional marketing is concerned with profit and balance to get tourism that takes care of various interests. In the last part, we understand the atmosphere regulated by government regulations, such as the commitment to green tourism. Recently, many countries have needed to pay more attention to making profits, thus forgetting the commitment to keep the environment green. Thus the hope for input and constructive criticism so that this study can be improved following the provisions of formal studies and impact scientific input for future authors.

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