

# Green Ethic Behavior, Balinese Culture, and Green Marketing for Sustainable Tourism in Bali

I Made Widiantera<sup>1\*</sup>, I Made Deddy Sandrawan<sup>2</sup>, I Gusti Agung Alit Suryawati<sup>3</sup>

<sup>1</sup>Business Administration Department, Politeknik Negeri Bali, Denpasar, Indonesia

<sup>2</sup>Doctoral Program in Hindu Communication Science, Universitas Hindu Negeri I Gusti Bagus Sugriwa, Denpasar, Indonesia

<sup>3</sup>Communication Science Department of FISIP, Universitas Udayana, Denpasar, Indonesia

\*Corresponding Author: [madewidiantera@pnb.ac.id](mailto:madewidiantera@pnb.ac.id)

**Abstract:** This study explores the integration of green ethical behavior, Balinese culture, and green marketing strategies in sustainable tourism development in Bali through a comprehensive literature review. Employing a qualitative research design, the study analyzed 23 peer-reviewed journal articles published between 2019 and 2024, retrieved from reputable academic databases. The selected literature centered around three key themes: the role of environmental ethical behavior in tourism, incorporating Balinese cultural values in sustainable practices, and applying green marketing within the tourism sector. A systematic search was conducted using targeted keywords such as “green tourism,” “ethical behavior,” and “cultural preservation in Bali,” ensuring the relevance and quality of the sources. A narrative synthesis approach was applied to examine and interpret the data, allowing for the identification of recurring patterns, relationships, and inconsistencies. The results were organized into five overarching themes: implementation models, strengths and benefits, challenges and weaknesses, future opportunities, and policy implications. The findings suggest that Bali has cultivated a unique model of sustainable tourism by harmonizing traditional cultural philosophies with contemporary environmental initiatives. While this integration has yielded positive outcomes in promoting responsible tourism and community involvement, several obstacles remain, particularly in resource management, stakeholder coordination, and policy enforcement. This study offers valuable insights into the potential of culturally grounded strategies for advancing sustainable tourism and underscores the need for continued improvement in regulation, education, and cross-sector collaboration.

**Keywords:** Balinese culture, environmental management, green ethical behavior, green marketing, sustainable tourism.

**Article History:** Submitted 1 July 2024 | Revised 23 December 2024 | Accepted 1 March 2025

**How to Cite:** Widiantera, I. M., Sandrawan, I. M. D., & Suryawati, I. G. A. A. (2025). Green Ethic Behavior, Balinese Culture, and Green Marketing for Sustainable Tourism in Bali. *International Journal of Green Tourism Research and Applications*, 7(1), 1–15. <https://doi.org/10.31940/ijogtra.v7i1.1-15>.

## Introduction

As one of the world’s leading tourism destinations, Bali is renowned for its breathtaking natural beauty, rich culture, and deep-rooted traditions. The island not only attracts tourists from all corners of the globe but also faces significant challenges related to the environmental impact of mass tourism. In recent years, attention to sustainability and environmentally friendly tourism practices has increased substantially, driving the development of green tourism concepts aimed at protecting the environment while delivering satisfying experiences for visitors (Magfiroh, 2024; Rachmawati, 2023).

Green tourism in Bali focuses on reducing negative environmental impacts, preserving local culture, and empowering communities. With growing awareness of environmental issues, tourists increasingly prefer to participate in practices that support

sustainability, such as choosing eco-friendly accommodations and supporting local products (Tan et al., 2022; Majeed et al., 2022). Therefore, stakeholders in Bali must adopt a more sustainable approach to tourism management, encompassing the implementation of green ethical behavior and green marketing.

The need for green tourism is becoming increasingly urgent, particularly amid global challenges such as climate change, biodiversity loss, and pollution. As a destination heavily dependent on tourism, Bali must adapt to these changes to ensure its long-term sustainability (Pancić, 2023). Green marketing has emerged as a crucial tool in achieving this goal, as it can help raise consumer awareness about environmentally friendly products and services while encouraging more responsible consumer behavior (Asyhari & Yuwalliatin, 2021).

Green marketing not only attracts environmentally conscious tourists but also builds a positive image for tourism brands and destinations. By promoting sustainability values and green ethics, Bali can attract a broader market segment, which in turn can increase revenue and support the local economy (Wang, 2023; Kurnia et al., 2022). Furthermore, the effective implementation of green marketing can provide long-term benefits for both the environment and society, creating synergy between tourism and cultural preservation (Jonathan, 2023).

In the context of Balinese culture, applying the Tri Hita Karana principle, which emphasizes balance between humans, nature, and God, can serve as a strong foundation for green marketing strategies. By integrating these cultural values into marketing practices, Bali can create authentic and sustainable tourism experiences (Ćalasan et al., 2021). Previous research indicates that green marketing aligned with local values can enhance consumer trust and promote more environmentally friendly purchasing behavior (Denisenko et al., 2021).

Although extensive research has been conducted on green marketing, there remains a gap in the literature examining specific applications within the context of Balinese tourism. This research aims to fill this gap by exploring how green ethical behavior, Balinese culture, and green marketing can interact to support sustainable tourism. Thus, the research question proposed is: "How can green ethical behavior and Balinese culture be integrated into green marketing strategies to support sustainable tourism in Bali?"

## Methodology

This research employs a literature review approach to explore the dynamics of green ethics behavior, Balinese culture, and green marketing strategies in the context of sustainable tourism businesses in Bali. Literature Review is a method used to identify, evaluate, and synthesize findings from studies relevant to the research topic (Snyder, 2019). This approach was chosen for its ability to provide a comprehensive overview of existing literature, allowing for conclusions to be drawn and gaps in current research to be identified.

The literature review examined scholarly works published between 2019 and 2024, focusing on the most recent developments in the field. Through a systematic search of academic databases, 23 relevant peer-reviewed journal articles were identified and selected for analysis. These articles were chosen based on specific criteria, including a focus on Green Ethic behavior, Balinese culture, or Green Marketing strategies in the context of sustainable tourism, and publication within the specified four-year timeframe.

The selected articles were then thoroughly analyzed to extract important information such as research objectives, methodology, key findings, and conclusions. The analysis process involved carefully reading and documenting each article's

contributions to understanding the research topic. Findings from the analyzed studies were then synthesized using a narrative approach. Results are presented based on key themes or concepts from the analysis, emphasizing patterns, relationships, and new insights relevant to the research question.

Finally, limitations and implications of the findings are discussed, along with recommendations for future research. This Literature Review approach allows researchers to provide a comprehensive overview of the state-of-the-art research on Green Ethics, Balinese culture, and Green Marketing in the context of sustainable tourism in Bali.”

## Results and discussions

### Results

The analysis of 23 research articles published between 2019 and 2024 yielded significant findings regarding the dynamics between Green Ethic behavior, Balinese culture, and Green Marketing strategies in the context of sustainable tourism businesses in Bali. The analyzed articles encompass various research methodologies, ranging from surveys, interviews, and focus group discussions to quantitative analysis, providing a comprehensive perspective on the studied topics. The key findings from each study are summarized in Table 1.

**Table 1.** Key Findings From Reviewed Research Studies

Authors (Year)	Methodology	Main Findings
Adyatma et al. (2022)	Qualitative	This study found that the understanding of green accounting among business actors in Bali is related to local culture, where the concept of <i>punia</i> (giving) is part of green accounting practices.
Alam et al. (2023)	Quantitative	The research shows that consumer environmental ethics significantly influence the intention to use green products, with green self-identity acting as a mediator.
Khan et al. (2022)	Quantitative	The findings highlight that ethical leadership positively impacts employees' green behavior in the hospitality industry, with green HR practices serving as a mediator.
Majeed (2024)	Quantitative	This study emphasizes the importance of green branding in the tourism industry, indicating that employees' green behavior contributes to engagement and workforce sustainability.
Ali & Hassan (2023)	Quantitative	The research found that green management practices and ethical leadership significantly influence employees' green behavioral intentions in the tourism sector, with organizational trust as a mediator.
Dewi et al. (2021)	Qualitative	This study examines how the philosophy of <i>Tri Kaya Parisudha</i> influences individual ethical behavior in the context of tourism in Bali, showing that local cultural values support sustainable practices.
Kurnia et al. (2022)	Quantitative	The research indicates that green marketing communication positively impacts brand image and consumer purchase intentions, which is crucial for sustainable tourism.

Saleem et al. (2021)	Quantitative	The findings show that ethical leadership can enhance employees' green behavior through a positive influence on organizational culture that supports sustainability.
Jalees et al. (2021)	Quantitative	The study reveals that ethical green advertising contributes to consumer satisfaction and green purchase behavior
Ahmad et al. (2021)	Quantitative	The research demonstrates that ethical leadership has a significant positive impact on employees' green behavior, with environmental knowledge acting as a mediator
Cahigas et al. (2022)	Structural Equation Modeling	Factors affecting visiting behavior during the COVID-19 pandemic were analyzed, revealing that tourism stakeholders are enhancing services and leisure activities despite negative sentiments.
Putra et al. (2022)	Qualitative	This study discusses sustainable and spiritual tourism aspects at Pura Luhur Tamba Waras, emphasizing Bali's commitment to green tourism development
Yamamoto et al. (2021)	Environmental Science	The impact of rapid tourism growth on water scarcity in Bali is discussed, emphasizing the need for sustainable water management in tourism development.
Dwiatmadja et al. (2019)	Qualitative	The views of tourism village managers on the green event concept in Bali are explored, emphasizing the cultural roots of tourism and the role of Tri Hita Karana.
Nurjaya (2022)	Qualitative	The study discusses global principles of sustainable tourism development, emphasizing the preservation of local cultural traditions in Bali
Adyatma et al. (2023)	Quantitative	The effect of community empowerment on the sustainability of ecotourism in Bongkasa Village is studied, highlighting the importance of local wisdom.
Rahmawati et al., (2019)	Qualitative	The investigation of soil erosion in agro-tourism areas provides guidelines for environmental conservation planning in Bali
Budarma et al. (2020)	Qualitative	The study highlights that five-star hotels in Bali are integrating sustainable initiatives and green marketing as core values to enhance their competitive advantage in response to increasing public interest in green products
Pakpahan et al. (2022)	Qualitative	The research explores the implementation of green hotel practices at Novotel Bali Ngurah Rai Airport, emphasizing the importance of sustainable operations in attracting environmentally conscious tourists.
Prawitasari & Suardana (2019)	Qualitative	This study investigates the impact of green marketing strategies on resort spas in Bali, highlighting how these strategies can reduce negative environmental impacts and promote sustainable tourism.
Widhiarini et al. (2023)	Quantitative	The research examines the impact of green marketing on stay decisions in Bali, finding that green consumer behavior mediates the relationship between marketing strategies and customer choices
Gede (2023)	Quantitative	This study explores the indirect correlation between hotel environmental policies and performance, emphasizing the role of employees' environmental abilities in enhancing sustainability in Bali's hospitality sector

Winata (2023)	Qualitative	The study highlights the importance of green purchasing practices in promoting environmental awareness and sustainability within the hospitality sector.
---------------	-------------	--

Source: (Widiantara, et al., 2025)

Analysis of 23 research article collections reveals several key findings categorized into significant aspects:

#### 1. Environmental Ethical Behavior in Tourism Business Practices

The tourism sector in Bali has significantly developed in adopting environmentally ethical behavior. Research reveals that environmentally oriented ethical leadership positively influences a green psychological climate and employees' eco-friendly behavior in the hospitality industry. This leadership style proves effective primarily when supported by green human resource management systems. Studies also found that when combined with the local Tri Kaya Parisudha philosophy, ethical sensitivity contributes positively to the ethical behavior of tourism business practitioners.

#### 2. Balinese Cultural Contribution to Sustainable Tourism

Balinese culture plays an integral role in supporting sustainable tourism practices. Research shows that cultural values embraced by Balinese society naturally encourage environmental conservation through the concept of harmony with nature, fellow humans, and God. The *punia* concept in Balinese culture strongly correlates with green accounting implementation. Furthermore, local wisdom effectively mediates between community empowerment efforts and sustainable tourism development.

#### 3. Green Marketing Strategies in the Tourism Industry

Green marketing implementation shows positive results in Bali's tourism industry. Studies confirm that green marketing communication positively contributes to brand image formation and increased consumer purchase interest. In the hotel sector, green marketing influences tourists' stay decisions, with green consumer behavior as a mediating variable. Five-star hotels in Bali have successfully integrated local cultural values and ecological aspects into their green marketing strategies.

#### 4. Challenges in Sustainable Tourism Implementation

Despite positive developments, sustainable tourism implementation in Bali still faces several serious challenges. Water scarcity due to rapid tourism sector growth remains a major issue. Operationally, green purchasing system implementation is still constrained by several factors, including the absence of clear implementation guidelines, high costs of environmentally friendly products, and limited availability of products meeting sustainability standards.

#### 5. Stakeholder Collaboration Aspects

Research reveals the importance of stakeholder collaboration in realizing sustainable tourism. Corporate social responsibility implemented through cooperation with various parties effectively enhances community adaptive capacity. Successful hotels that implement green hospitality practices in Bali demonstrate the ability to integrate local value systems with international standards, resulting in competitive advantages in the global market.

These research findings indicate a strong interconnection between green ethical behavior, Balinese culture, and green marketing strategies in shaping a sustainable tourism ecosystem in Bali. In the discussion section, these findings will be further discussed, as well as their implications for sustainable tourism development in Bali.

## Discussions

Based on the systematic review of 23 research studies conducted between 2019 and 2024, several interconnected themes and patterns emerge regarding sustainable tourism development in Bali. This discussion synthesizes these findings by examining their correlations, comparisons, and potential contradictions.

## Models of Implementation and Integration

The successful integration of local wisdom with modern sustainability practices in Bali's tourism sector represents a sophisticated approach that merges traditional values with contemporary environmental management. This integration manifests through several interconnected dimensions that create a unique sustainability framework.

The first dimension centers on environmental-specific ethical leadership, as demonstrated by Khan et al. (2022) and Ahmad et al. (2021). Their research reveals how leadership practices that explicitly incorporate environmental considerations create a favorable organizational climate that encourages sustainable behaviors. This leadership approach proves particularly effective because it aligns traditional Balinese hierarchical respect with modern environmental stewardship, creating a culturally resonant framework for sustainability initiatives.

The second dimension involves integrating traditional Balinese concepts with modern business practices. Adyatma et al. (2022) provide a compelling example through their analysis of how the traditional concept of *punia* (merit-making through good deeds) naturally aligns with green accounting principles. This alignment suggests that traditional Balinese values can be powerful cultural anchors for modern sustainability practices. When businesses frame environmental responsibility through the lens of *Punia*, they tap into deeply held cultural values that motivate sustainable behavior beyond mere regulatory compliance.

Dwiatmadja et al.'s (2019) research further strengthens this integration model by highlighting the fundamental harmony between Balinese cultural values and environmental stewardship. Their findings demonstrate how the Balinese philosophical concept of *Tri Hita Karana* (three causes of well-being), which emphasizes harmony between humans, nature, and the divine, provides a natural foundation for sustainable tourism practices. This cultural-environmental harmony creates a unique advantage for Bali in implementing sustainable tourism initiatives, as environmental protection is already embedded within the cultural worldview.

The integration model that emerges from these studies suggests a three-tiered approach to sustainable tourism:

- a. Cultural Foundation: Traditional values and concepts provide the philosophical underpinning for sustainability initiatives
- b. Leadership Implementation: Environmental-specific ethical leadership translates these cultural values into organizational practices
- c. Operational Integration: Modern business practices like green accounting are aligned with and reinforced by traditional concepts

This unique Balinese approach offers valuable lessons for other tourism destinations seeking to develop culturally appropriate sustainability frameworks. Bali's success demonstrates that effective sustainable tourism does not require choosing between tradition and modernity but rather can leverage cultural values to enhance the implementation of modern sustainability practices. This integration creates a more resilient and culturally authentic approach to sustainable tourism that other destinations with strong cultural traditions could adapt.

However, the effectiveness of this integration depends heavily on a deep understanding of local cultural values and careful attention to how these values can be authentically aligned with modern sustainability practices. The Balinese example suggests that successful integration requires superficial cultural references and genuine engagement with fundamental cultural principles and values.

This model also highlights the importance of viewing sustainability not as an imported concept, but as an extension of existing cultural values and practices. By recognizing and building upon these cultural foundations, destinations can develop more effective and culturally resonant approaches to sustainable tourism development.

### *Strengths and Benefits in Bali's Sustainable Tourism Approach*

The research synthesis reveals three interconnected strengths that characterize Bali's approach to sustainable tourism. Each contributes to a comprehensive framework for environmental stewardship in the tourism industry.

a. Cultural Foundation as a Competitive Advantage

Budarma et al.'s (2020) research demonstrates how integrating Balinese cultural elements into green hospitality practices creates a distinct competitive advantage. This advantage manifests in several ways. First, incorporating local cultural values into environmental practices creates authenticity that resonates with staff and guests. Second, cultural integration helps hotels differentiate themselves in the global market while maintaining environmental standards. The study shows that hotels successfully implementing this cultural-environmental integration have achieved local and international recognition for their green initiatives, leading to increased demand from environmentally conscious travelers seeking culturally authentic experiences.

b. Market Response and Consumer Behavior

The positive market response to green initiatives represents another significant strength of Bali's sustainable tourism approach. Kurnia et al. (2022) prove that green marketing communication positively influences brand image and consumer purchase intentions. This finding is further reinforced by Widhiarini et al.'s (2023) research, which identifies a direct relationship between green marketing practices and consumers' decisions to stay at eco-friendly accommodations. These studies build upon Prawitasari and Suardana's (2019) earlier work on green marketing effectiveness, creating robust evidence that suggests environmentally conscious practices benefit the environment and create measurable business value. The consistency across these studies, conducted over several years, indicates a sustained and growing consumer preference for environmentally responsible tourism offerings in Bali.

c. Stakeholder Engagement and Community Development

The third strength lies in Bali's approach to stakeholder engagement and community involvement. Rahmawati et al.'s (2019) research reveals how collaborative approaches to stakeholder engagement enhance community adaptive capacity, particularly in response to environmental challenges. This finding gains additional significance when considered alongside Gede and Sulistyaningsih's (2023) research on employee environmental abilities. Together, these studies demonstrate that effective stakeholder engagement creates a virtuous cycle: as communities become more environmentally aware and capable, they contribute more effectively to sustainable tourism initiatives, strengthening community resilience.

d. Synergistic Benefits



These three strengths work together to create synergistic benefits. The cultural foundation provides authenticity and distinctiveness to green initiatives, which enhances market appeal. Strong market response, in turn, encourages greater stakeholder engagement and investment in sustainable practices. Meanwhile, effective stakeholder engagement ensures that cultural values remain central to sustainability initiatives while building community capacity for environmental stewardship.

e. Long-term Implications

Combining these strengths suggests a sustainable competitive advantage for Bali's tourism industry. Integrating cultural values with environmental practices creates barriers to imitation that other destinations may find difficult to replicate. Additionally, the positive market response indicates that investments in sustainable practices can generate both environmental and economic returns, creating a business case for continued investment in green initiatives.

This analysis suggests that Bali's approach to sustainable tourism has created a robust framework that could serve as a model for other destinations seeking to develop environmentally responsible tourism practices while maintaining cultural authenticity and generating economic benefits. The success of this approach demonstrates that environmental sustainability, cultural preservation, and economic viability can be mutually reinforcing rather than competing objectives in tourism development.

### *Challenges and Weaknesses in Bali's Sustainable Tourism*

A comprehensive analysis of research findings reveals several significant challenges in implementing sustainable tourism in Bali while also highlighting promising opportunities for future development.

a. Resource Management Challenges

The most pressing challenge identified in the research concerns resource management, particularly water scarcity. Yamamoto et al.'s (2021) study presents concerning findings about water availability in Bali's tourism sector, revealing that tourism water demand increased by 295% over 25 years. This dramatic increase creates tension between tourism development and environmental sustainability. Interestingly, this challenge exists despite Budarma et al.'s (2020) documentation of successful green practices in luxury hotels, suggesting a disconnect between individual property initiatives and destination-wide resource management.

b. Implementation Barriers and Operational Challenges

Research reveals multiple barriers to implementing sustainable practices, particularly among smaller tourism businesses. Winata et al.'s (2023) investigation into green purchasing practices identifies three critical operational challenges: the absence of clear implementation guidelines, prohibitive costs of environmentally friendly products, and limited availability of sustainable supplies. These findings align with Adyatma et al.'s (2022) research, which highlights how small businesses, often operating with traditional management approaches, struggle to adopt green practices despite understanding their importance. This creates a two-tiered system where larger businesses can implement sustainable practices while smaller ones fall behind.

c. Standardization and Certification Issues

The lack of standardization is a significant weakness in Bali's sustainable tourism framework. Prawitasari and Suardana's (2019) research highlights the absence of comprehensive green certification standards, a concern that continues



to echo in more recent studies. This standardization gap creates challenges in quality assurance, market recognition, and implementation guidance, particularly for businesses seeking sustainable practices.

### *Future Directions and Opportunities*

#### a. Leadership Development and Cultural Integration

Building on the foundational work of Khan et al. (2022) and Saleem et al. (2021), a significant opportunity exists to develop leadership models that integrate environmental stewardship with Balinese cultural values. Such models could bridge the gap between traditional management practices and modern sustainability requirements, creating culturally appropriate pathways for implementing green initiatives. This approach could be particularly valuable for smaller businesses struggling with implementation.

#### b. Resource Innovation and Management Solutions

Addressing the water scarcity issues identified by Yamamoto et al. (2021) requires innovative approaches to resource management. Opportunities exist to develop integrated water management systems, implement water-efficient technologies, and create destination-wide resource management frameworks. These innovations could help balance tourism growth with environmental sustainability while creating new markets for sustainable technologies and services.

#### c. Market Development and Green Product Innovation

The positive consumer response to green initiatives, documented by Kurnia et al. (2022) and Widhiarini et al. (2023), suggests significant potential for market expansion in sustainable tourism products and services. This market opportunity could drive innovation in several areas:

- 1) Development of affordable, sustainable products for smaller businesses
- 2) Creation of standardized green certification programs
- 3) Expansion of eco-friendly accommodation options
- 4) Innovation in sustainable tour packages and experiences

#### d. Moving Forward: Integration of Challenges and Opportunities

The path forward requires addressing these challenges while capitalizing on emerging opportunities. This could involve:

- 1) Creating tiered implementation standards that accommodate businesses of different sizes and capabilities
- 2) Developing support systems for smaller businesses to adopt sustainable practices
- 3) Establishing destination-wide resource management frameworks
- 4) Investing in research and development for sustainable tourism innovations
- 5) Building capacity for cultural and environmental leadership

These findings suggest that while Bali faces significant challenges in implementing sustainable tourism, there are clear opportunities for addressing these challenges through innovative approaches that build on existing cultural strengths and market demands. Success will require coordinated effort across stakeholders and careful attention to both environmental and cultural sustainability.

### *Policy Implications and Strategic Direction for Sustainable Tourism in Bali*

The synthesis of research findings reveals several critical policy implications that must be addressed to ensure the successful development of sustainable tourism in Bali.

These implications span multiple areas of governance and implementation, requiring careful consideration and coordinated action from various stakeholders.

a. Standardization and Implementation Framework

Building upon Winata et al.'s (2023) research on implementation challenges, there is a pressing need for comprehensive standardization policies. The lack of standardized guidelines creates uncertainty and inconsistency in sustainable practice adoption across the tourism sector. A well-structured policy framework should address several key areas: First, policies must establish clear, measurable standards for sustainable tourism practices that can be applied across different types and sizes of tourism businesses. These standards should consider variations in business capacity while maintaining meaningful environmental impact. Second, implementation guidelines that provide step-by-step guidance for businesses transitioning to sustainable practices must be developed. Third, certification systems should be established to recognize and reward businesses that meet or exceed sustainability standards.

b. Resource Management and Environmental Protection

Yamamoto et al.'s (2021) findings on water scarcity highlight the urgent need for robust resource management policies. Effective resource management policies should encompass several critical elements: The priority should be developing comprehensive water management regulations that balance tourism development with environmental sustainability. This includes policies for water usage monitoring, conservation requirements, and allocation systems. Additionally, policies should address broader environmental impacts, including waste management, energy consumption, and ecosystem protection. These policies must be supported by enforcement mechanisms and incentive structures that encourage compliance and innovation in resource conservation.

c. Stakeholder Coordination and Collaborative Governance

Rahmawati et al.'s (2019) research on stakeholder collaboration provides a foundation for developing policies that promote effective coordination among tourism stakeholders. Policy frameworks should facilitate the following: First, the establishment of formal mechanisms for stakeholder engagement and collaboration, ensuring all voices are heard in tourism development decisions. Second, creating platforms for knowledge sharing and best practice exchange among tourism businesses, community organizations, and government agencies. Third, the development of incentive structures that encourage collaborative approaches to sustainable tourism development.

d. Integration of Cultural Values in Policy Framework

A unique aspect of Bali's policy needs is the integration of cultural values into formal regulatory frameworks. Policies should:

- 1) Recognize and protect traditional environmental management practices
- 2) Support the integration of cultural elements in sustainable tourism initiatives
- 3) Ensure that standardization efforts respect and incorporate local wisdom
- 4) Promote cultural preservation alongside environmental protection

e. Implementation and Enforcement Considerations

To be effective, policies must address practical implementation challenges:

- 1) Creating tiered compliance requirements that accommodate businesses of different sizes
- 2) Establishing precise monitoring and enforcement mechanisms
- 3) Providing support systems for businesses transitioning to sustainable practices
- 4) Developing funding mechanisms for sustainability initiatives

#### f. Future Direction and Strategic Priorities

The success of sustainable tourism in Bali will depend on how effectively these policy implications are addressed. Priority areas for action include:

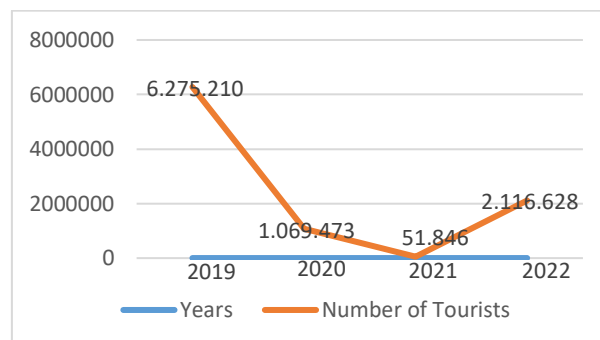
- 1) Developing a comprehensive sustainable tourism policy framework that integrates environmental, cultural, and economic considerations
- 2) Establishing clear implementation guidelines and support systems
- 3) Creating effective mechanisms for stakeholder coordination and collaboration
- 4) Ensuring robust resource management and environmental protection measures
- 5) Building capacity for policy implementation and enforcement

The path forward requires careful balancing of various stakeholder interests while maintaining focus on long-term sustainability goals. Success will depend on the ability to create policies that are both ambitious in their environmental protection goals and practical in their implementation requirements. These policies must build upon Bali's existing strengths in cultural integration and stakeholder engagement while addressing current challenges in standardization, resource management, and implementation.

The development of such comprehensive policy frameworks represents a critical step in ensuring that Bali's tourism industry can continue to grow while maintaining environmental sustainability and cultural authenticity. This balanced approach will be essential for preserving Bali's unique cultural and natural heritage for future generations while supporting current economic development needs.

The research also reveals several critical gaps that warrant further investigation. While current studies provide valuable insights into specific aspects of sustainable tourism in Bali, there remains a need for: Longitudinal studies examining the long-term effectiveness of cultural integration in sustainable tourism practices. Comprehensive economic impact assessments of green initiatives across different scales of tourism operations. Comparative analyses of sustainable tourism implementation across different regions in Bali. Investigation of technology's role in promoting and supporting sustainable tourism practices.

The importance of developing sustainable tourism in Bali is increasingly relevant given the vital role of the tourism industry in the regional economy. Bali has become a leading tourist destination attracting millions of visitors annually. However, the COVID-19 pandemic has had a significant impact on the number of tourist visits to Bali, as shown in the following figure:



Source: Bali Province Statistics Agency (2021, 2022, 2023)

**Figure 1.** Number of Tourist Visits to Bali

From this data, it is evident that the number of tourist visits to Bali experienced a drastic decline in 2020 and 2021 due to the COVID-19 pandemic. Although the number

of visits began to increase again in 2022, Bali's tourism industry still faces challenges in recovery and reaching pre-pandemic levels of tourist arrivals.

In this context, the implementation of Green Marketing strategies that align Green Ethic behavior and Balinese cultural values becomes increasingly important to ensure the long-term sustainability of the tourism industry. By adopting sustainable and responsible tourism practices, Bali can build resilience and competitiveness in facing future challenges, while preserving its environment and cultural heritage.

This literature review provides an important contribution to the development of sustainable tourism in Bali by highlighting the dynamics between Green Ethic behavior, Balinese culture, and Green Marketing strategies. These findings can inform the development of more effective policies and strategies that align cultural values, pro-environmental behavior, and marketing practices to achieve long-term sustainability. However, further research is needed to address the limitations of this review, including the narrow focus on the hospitality industry and the lack of exploration of other contextual factors that may influence the adoption of sustainable tourism practices in Bali.

## Conclusions

The research synthesis reveals that Bali has developed a distinctive approach to sustainable tourism by successfully integrating traditional cultural values with modern environmental practices. This integration manifests through environmental-specific ethical leadership, alignment of traditional concepts with green business practices, and effective stakeholder engagement, creating competitive advantages in the global tourism market. However, significant challenges persist, particularly in resource management, standardization of green practices, and implementation barriers for smaller businesses.

Based on these findings, several key recommendations emerge for strengthening sustainable tourism in Bali. First, policymakers should develop comprehensive frameworks that standardize sustainable practices while accommodating businesses of different sizes and capabilities. Second, innovative solutions for resource management, particularly water conservation, should be prioritized through collaborative efforts between government, industry, and local communities. Finally, support systems should be established to help smaller businesses adopt sustainable practices, potentially through mentorship programs, financial incentives, and technical assistance.

These efforts should continue to build upon Bali's unique cultural foundation while addressing contemporary environmental challenges. The success of sustainable tourism in Bali can serve as a model for other destinations seeking to develop culturally authentic and environmentally responsible tourism practices, demonstrating that traditional values and modern sustainability can be mutually reinforcing rather than competing objectives.

## References

- Adyatma, et al. (2022). Factors affecting the application of green accounting in endek craft smes in Klungkung regency, Bali province. *Journal of Economics Finance and Management Studies*, 5(7), 1935-1941. <https://doi.org/10.47191/jefms/v5-i7-11>
- Adyatma, I. W. C., Nida, D. R. P. P., & Suariedewi, I. G. A. A. M. (2023). The effect of community empowerment on the sustainability of ecotourism based tourism through moderation of local wisdom variables in Bongkasa village, Abiansemla district. *International Journal of Current Science Research and Review*, 6(7), 4061-4067. <https://doi.org/10.47191/ijcsrr/v6-i7-21>

- Ahmad, S., Islam, T., Sadiq, M., & Kaleem, A. (2021). Promoting green behavior through ethical leadership: A model of green human resource management and environmental knowledge. *Leadership & Organization Development Journal*, 42(4), 531-547. <https://doi.org/10.1108/lodj-01-2020-0024>
- Alam, M. N., Ogiemwonyi, O., Hago, I. E., Azizan, N. A., Hashim, F., & Hossain, S. (2023). Understanding consumer environmental ethics and the willingness to use green products. *Sage Open*, 13(1). <https://doi.org/10.1177/21582440221149727>
- Ali, M. and Hassan, M. (2023). Green management practices and trust for green behavioral intentions and mediation of ethical leadership. an attribution theory perspective in tourism. *International Journal of Contemporary Hospitality Management*, 35(9), 3193-3215. <https://doi.org/10.1108/ijchm-04-2022-0506>
- Asyhari, A. and Yuwalliatin, S. (2021). The influence of green marketing strategy on purchasing decision with mediation role of brand image. *Jurnal Aplikasi Manajemen*, 19(3), 535-546. <https://doi.org/10.21776/ub.jam.2021.019.03.07>
- Budarma, I. K., Astawa, I. K., Widhari, C. I. S., & Erawati, N. M. R. (2020). Competitive advantage of green hospitality business practices in 5 star hotels in Bali. *Technium Social Sciences Journal*, 13(1), 420-431. <https://doi.org/10.47577/tssj.v13i1.1977>
- Cahigas, M. M. L., Prasetyo, Y. T., Alexander, J., Sutapa, P. L., Wiratama, S., Arvin, V., Nadlifatin, R., & Persada, S. F. (2022). Factors affecting visiting behavior to Bali during the covid-19 pandemic: An extended theory of planned behavior approach. *Sustainability*, 14(16), 10424. <https://doi.org/10.3390/su141610424>
- Ćalasan, V., Slavković, R., & Rajković, J. (2021). Application of green tools in green marketing. *Serbian Journal of Engineering Management*, 6(1), 72-77. <https://doi.org/10.5937/sjem2101073c>
- Denisenko, J., Lisitsin, V., & Fedosenko, A. (2021). Challenges and prospects of "green" marketing use by the russian agricultural producers. *E3S Web of Conferences*, 273, 08031. <https://doi.org/10.1051/e3sconf/202127308031>
- Dewi, M. S., Dewi, K. T. S., & Ferayani, M. D. (2021). Assessing the ethical behavior of accounting accounts through the application of the Tri Kaya Parisudha philosophy on equity sensitivity and ethical sensitivity. *International Journal of Social Science and Business*, 5(3), 361. <https://doi.org/10.23887/ijssb.v5i3.38070>
- Dwiatmadja, C., Astawa, I. P., & Sukawati, T. G. R. (2019). The views of the tourism village managers on the green event concept in bali. *Jurnal Manajemen Dan Kewirausahaan*, 21(1), 89-94. <https://doi.org/10.9744/jmk.21.1.89-94>
- Sukaadha, I K. G. and Sulistyaningsih, E. (2023). Indirect correlation between hotel's environmental policy and its performance through employee's environmental abilities. *Journal of Entrepreneurship and Business*, 5(1), 15-27. <https://doi.org/10.24123/jeb.v5i1.6073>
- Jalees, T., Qabool, S., Zaman, S. I., & Kazmi, S. H. A. (2021). Effect of spirituality and ethics on green advertising, and the multi- mediating roles of green buying and green satisfaction. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1920559>
- Jonathan, S. and Sari, W. N. (2023). The effect of green marketing on customer satisfaction. *Jurnal Syntax Transformation*, 4(12), 149-161. <https://doi.org/10.46799/jst.v4i12.881>
- Khan, N. U., Cheng, J., Yasir, M., Saufi, R. A., Nawli, N. C., & Bazkiaei, H. A. (2022). Antecedents of employee green behavior in the hospitality industry. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.836109>

- Kurnia, P. R., Narda, L., & Sitio, R. P. (2022). Does green marketing communication affect brand image and customer's purchase desire?. *Jurnal Aplikasi Bisnis Dan Manajemen*, 8(3), 697-710. <https://doi.org/10.17358/jabm.8.3.697>
- Magfiroh, N. N. and Vania, A. (2024). We trust in green product: the impact of green marketing and packaging on purchase intention. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(6), 3093-3108. <https://doi.org/10.47467/elmal.v5i6.2085>
- Majeed, A. A. A., Hassan, A. H. A., Wahba, S. A. M., & Asrag, A. S. A. A., (2024). Internal branding, organizational culture and citizenship behavior in hotels and travel agencies: green perspective. *Minia Journal of Tourism and Hospitality Research*, 17(1), 173-189. <https://doi.org/10.21608/mjthr.2024.273489.1145>
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green marketing approaches and their impact on green purchase intentions: mediating role of green brand image and consumer beliefs towards the environment. *Sustainability*, 14(18), 11703. <https://doi.org/10.3390/su141811703>
- Nurjaya, I. N. (2022). Global principles of sustainable tourism development ecological, economic and cultural. *Sociological Jurisprudence Journal*, 5(2), 97-106. <https://doi.org/10.22225/scj.5.2.2022.97-106>
- Pakpahan, M. A., Utama, I. K., Suparta, I. K., & Anggraheni, R. R. R. (2022). Front office as a green hotel practice at novotel bali ngurah rai airport. *International Journal of Glocal Tourism*, 3(4), 245-256. <https://doi.org/10.58982/injogt.v3i4.268>
- Pancić, M., Serdarušić, H., & Čučić, D. (2023). Green marketing and repurchase intention: stewardship of green advertisement, brand awareness, brand equity, green innovativeness, and brand innovativeness. *Sustainability*, 15(16), 12534. <https://doi.org/10.3390/su151612534>
- Prawitasari, R. A. A. and Suardana, I. B. R. (2019). Measuring green marketing strategy for resort spa in Bali. *Jurnal Manajemen Bisnis*, 16(2), 99. <https://doi.org/10.38043/jmb.v16i2.2043>
- Putra, I. M. R. M. K., Mudana, I. G., Oka, I. M. D., & Nova, M. (2022). Pura luhur Tamba Waras: Aspects of sustainable tourism and spiritual tourism. *International Journal of Green Tourism Research and Applications*, 4(2), 108-114. <https://doi.org/10.31940/ijogtra.v4i2.108-114>
- Rachmawati, D., Wijaya, H., & Pambreni, Y. (2023). Analysis of digital marketing and green marketing strategies to maintain business sustainability on MSMEs bandung regency in digital era. *Journal of Applied Business Administration*, 7(2), 237-244. <https://doi.org/10.30871/jaba.v7i2.6345>
- Rahmawati, P. I., Jiang, M., & DeLacy, T. (2019). Framework for stakeholder collaboration in harnessing corporate social responsibility implementation in tourist destination to build community adaptive capacity to climate change. *Corporate Social Responsibility and Environmental Management*, 26(6), 1261-1271. <https://doi.org/10.1002/csr.1745>
- Saleem, M., Qadeer, F., Mahmood, F., Han, H., Giorgi, G., & Ariza-Montes, A. (2021). Inculcation of green behavior in employees: A multilevel moderated mediation approach. *International Journal of Environmental Research and Public Health*, 18(1), 331. <https://doi.org/10.3390/ijerph18010331>
- Snyder, H. (2019). *Literature review as a research methodology: An overview and guidelines*. *Journal of Business Research*, 104: 333-339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: the mediating role of brand

- image and brand trust. *Sustainability*, 14(10), 5939. <https://doi.org/10.3390/su14105939>
- Wang, H. (2023). An empirical study on the stock market reaction to corporate green bond issuance in china. *Highlights in Business, Economics and Management*, 10: 417-424. <https://doi.org/10.54097/hbem.v10i.8133>
- Widhiarini, N. M. A. N., Pradiani, T., & Fathorrahman, N. (2023). Investigating the impact of green marketing on stay decisions: the mediating role of green consumer behavior. *International Journal of Social Science and Business*, 7(2), 435-447. <https://doi.org/10.23887/ijssb.v7i2.53309>
- Winata, I. K. T. A., Bagiastuti, N. K., Wendri, I. G. M., & Septevany, E. (2023). Green purchasing of kitchen equipment at anantara uluwatu bali resort. *Journal of Applied Sciences in Travel and Hospitality*, 6(2), 72-83. <https://doi.org/10.31940/jasth.v6i2.72-83>
- Yamamoto, E. M. S., Sayama, T., & Takara, K. (2021). Impact of rapid tourism growth on water scarcity in bali, indonesia. *Indonesian Journal of Limnology*, 2(1), 1-16. <https://doi.org/10.51264/inajl.v2i1.14>