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Analysis of Green Marketing Trend Implementation at Tourist Accommodation in the Seminyak Area

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ABSTRACT

Growing tourist awareness of environmental issues has driven luxury hotel industries in Bali to adopt green marketing strategies to maintain competitiveness and sustainability. This study analyzes the implementation of green marketing at three tourist accommodations in Seminyak Desa Potato Head, The Samaya Seminyak, and Bale Gede Luxury, aiming to examine business performance, the application of the green marketing mix (green product, green price, green place, and green promotion), and the challenges encountered in its implementation. This research employs an interactive descriptive qualitative approach using the Miles and Huberman analysis model, comprising data reduction, data display, and conclusion drawing. Data were collected through observation, structured and in-depth interviews, and documentation involving management and tourists at the three locations. The results show that green marketing positively affects business performance, particularly in strengthening brand image, trust, and guest loyalty, although it does not always directly impact occupancy rates. The level of implementation varies: Desa Potato Head demonstrates the most mature and integrated approach, The Samaya Seminyak bases its practices on Tri Hita Karana principles, while Bale Gede Luxury remains in a developmental stage. The challenges identified are multidimensional, including the risk of greenwashing, high implementation costs, limited human resources and supply chains, and communication challenges. This study recommends integrating green marketing into operational aspects and guest experience, not merely promotion, supported by transparent communication to avoid greenwashing. Future research is advised to expand the study to other regions in Bali and employ quantitative or mixed-methods approaches.

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Introduction

Global environmental degradation and growing public awareness of environmental issues have driven changes in consumer behavior, including in the selection of tourist accommodations. Tourists are now increasingly attentive to sustainability aspects and the environmental impact of their activities, one manifestation of which is choosing to stay at environmentally friendly hotels. This has become a pressing issue given that the hospitality industry is a sector that contributes significantly to increased waste and carbon emissions [1]. In this context, green hotels are viewed as a strategic solution, as they are not only oriented toward environmental preservation but are also capable of improving operational efficiency through cost savings and optimized resource use. The success of international hotels such as Hilton and Ritz-Carlton in integrating environmentally friendly practices demonstrates that

sustainability has become a strategic necessity, rather than merely an option, for the hospitality industry [2].

Academic attention to the topic of green hotels has increased in recent years [3][1][2]. Nevertheless, most prior studies remain limited to conceptual discussions and the benefits of green hotels, while in-depth studies identifying how green marketing is actually implemented within the hospitality industry remain relatively scarce. According to [4], tourists have adopted environmentally friendly concepts and management as criteria in selecting accommodations, meaning that a hotel's failure to communicate its sustainability commitments may reduce its competitiveness. In this regard, green marketing is essential as a strategic tool for bridging environmentally friendly practices with consumer perceptions and decisions [5].

Although the concept of green marketing was first introduced in the early 1970s by Bell and Emery, as well as Feldman, its implementation continues to face significant challenges to this day [6], including consumer skepticism toward environmental claims, rising production costs, the complexity of sustainable supply chains, and increasingly stringent environmental regulations [7]. If these challenges are not properly managed, green marketing strategies risk becoming mere marketing jargon without producing tangible impacts on either the environment or company performance. Therefore, a deeper empirical understanding is needed regarding the implementation of green marketing in the hospitality industry and the challenges encountered in practice.

In the context of the luxury hospitality industry in Bali, Desa Potato Head, The Samaya Seminyak, and Bale Gede Luxury are accommodations that have operated for more than a decade and face growing pressure to adapt to sustainability trends. As an international tourism destination, Bali is highly dependent on the preservation of its environment and local culture, meaning that the hospitality industry's failure to respond to sustainability issues could directly affect the destination's image and the continuity of its tourism sector. Desa Potato Head and The Samaya Seminyak demonstrate relatively high levels of adaptation through sustainability narratives, experience-based marketing, and creative collaborations, whereas Bale Gede Luxury still exhibits a relatively conventional marketing approach. This disparity underscores the urgency of comparatively examining how green marketing strategies are implemented and the extent to which they support hotel competitiveness amid shifting tourist preferences.

These three research objects were selected because they represent variations in luxury tourist accommodation types (hotels and villas) operating in Seminyak, a leading tourism destination in Bali, while serving a relatively comparable market segment upper-middle to premium-class tourists [4][8]. The Samaya Seminyak is an international five-star hotel operating under the Marriott International network, with global service standards and a complex organizational structure. Desa Potato Head, although not always formally communicated through conventional star classifications, can operationally and in terms of market segmentation be considered comparable to upper-class luxury hotels. Meanwhile, Bale Gede Luxury is categorized as an exclusive luxury villa, offering a high degree of privacy, a limited number of units, and a personalized guest experience [9]. This classification distinction is important, as it influences the scale of operations, managerial flexibility, and the marketing approaches employed in implementing green marketing.

In terms of the level of implementation, Desa Potato Head demonstrates the most comprehensive and integrated green marketing approach, encompassing both operational aspects (zero-waste concepts, recycled materials, self-sufficient food gardens) and brand communication, such that sustainability forms the core of the brand's value proposition [10][11]. The Samaya Seminyak shows a high level of implementation, though it is more strategic-corporate in nature, with communication packaged through experiential and symbolic marketing [2][12]. In contrast, Bale Gede Luxury exhibits a relatively lower and still implicit level of implementation, reflected mainly in building design and the use of natural materials, but not yet structurally communicated as part of a marketing strategy [13].

Based on these conditions, this study is important to conduct in order to analyze marketing performance, the implementation of green marketing concepts, and the challenges faced in following green marketing trends at Desa Potato Head, The Samaya Seminyak, and Bale Gede Luxury. Using a phenomenological approach, this study is expected to provide an in-depth understanding of green marketing practices from the perspective of industry practitioners, as well as generate strategic recommendations relevant for hotel managers and stakeholders in enhancing the competitiveness and sustainability of Bali's hospitality industry.

Research on green marketing and sustainability in the hospitality industry has developed across multiple perspectives in recent literature. [14], conceptualized greenwashing phenomena in the hospitality industry through a multi-stage qualitative approach, drawing on the perceptions of 95 hotel employees in the UK and USA through open-ended essays analyzed via thematic analysis. This study offers a significant contribution to understanding greenwashing from an internal organizational lens, while also opening avenues for further research reaching developing-country contexts and deeper hotel management perspectives.

In a related vein, [15] developed an eco-labelling model for the hospitality industry in Kyrgyzstan through a mixed-methods approach, combining quantitative and qualitative data to comprehensively explain eco-hotel practice phenomena. This study underscores the strategic importance of environmental certification, while recommending an expanded scope encompassing various accommodation types and geographic regions. [3] further enrich this understanding by examining the influence of employee perceptions on hotels' green intellectual capital through a mediation-moderation model, identifying social media's strategic role as a promising direction for future research on strengthening corporate environmental communication.

More closely aligned with the present study, [16] investigated the implementation of Green Key principles in the marketing strategy of Novotel Makassar Grand Shayla using a qualitative approach and the Miles and Huberman interactive analysis model, examining the integration of Green Key into the 4P marketing mix. This study serves as an important methodological reference, while also indicating opportunities for further development regarding green marketing's impact on customer loyalty and overall business performance. Similarly, [17] analyzed the application of green marketing in efforts to increase room sales at Fame Hotel Gading Serpong through a descriptive qualitative approach, finding that investment in eco-friendly programs has the potential to build customer loyalty and long-term positive reputation for hotels.

More specifically within the Bali context, [18][19] examined green marketing implementation at Hotel Indigo Bali Seminyak Beach through interviews, observation, and documentation involving hotel/villa management, providing initial insights into green marketing practices within Bali's tourism sector. This study also opens opportunities for further research encompassing a broader range of locations and informants to obtain a more representative picture of green marketing's impact on business performance in similar tourism destinations.

Collectively, these studies demonstrate that research on green marketing in the hospitality industry has advanced substantially spanning the conceptualization of greenwashing, eco-labelling models, the role of green intellectual capital, and the direct application of hotel marketing strategies. Nevertheless, most of these studies remain focused on a single research object or geographic region, leaving comparative analysis of green marketing implementation across accommodation typologies (international chain hotels, independent hotels, and exclusive villas) within a single tourism destination as a promising area for further exploration. This study addresses that gap by comparatively analyzing green marketing implementation at Desa Potato Head, The Samaya Seminyak, and Bale Gede Luxury in the Seminyak area of Bali, offering a more comprehensive understanding of green marketing practices from the perspective of luxury hospitality industry practitioners.

Method

This study employed an interactive descriptive qualitative method to analyze the implementation of green marketing at three luxury tourist accommodations in the Seminyak area, Bali, namely Desa Potato Head, The Samaya Seminyak, and Bale Gede Luxury. Data collection was conducted from February to April 2026. The three locations were selected using purposive sampling, based on their high tourist appeal and focus on luxury accommodation services catering to upper-class market segments, making them relevant for examining green marketing trend implementation in the hospitality sector.

The informants consisted of the entire marketing team at each of the three locations, determined through a non-probability sampling technique known as saturated sampling (census), given the relatively small population size [20]. Data were collected through four techniques: direct observation of business performance conditions at each research site; structured interviews using an interview guide to explore data on business performance, green marketing implementation, and implementation challenges; in-depth interviews that were open-ended and iterative to obtain contextual understanding; and documentation consisting of internal company data and supporting literature.

The research variables were operationalized into three main concepts. Marketing business performance was measured through dimensions of sales growth, customer growth and loyalty, customer satisfaction, market segment, and brand equity and innovation. The green marketing concept was examined through four dimensions of the green marketing mix [21] : green product (eco-friendly materials, eco-design, eco-packaging, eco-labelling), green price (value added, price fairness, cost transparency), green place (eco-friendly distribution, location, green accessibility), and green promotion (education, claim honesty/anti-greenwashing, digital media, green image). Green marketing challenges were examined through financial, cultural, and technological dimensions.

Data analysis employed the Miles and Huberman (1984) interactive model, comprising three stages that occur cyclically throughout the research process: (1) data reduction the process of selecting, focusing, and simplifying raw data collected from the field; (2) data display the systematic organization of information to facilitate understanding of patterns and relationships among findings; and (3) conclusion drawing/verification the formulation of conclusions that are continuously verified as more data is gathered, until credible findings are obtained [22][23]. These three stages interact continuously with the data collection process, allowing the researcher to return to the field if the data obtained is not yet sufficiently robust to support the conclusions [24]. The stages of the Miles and Huberman interactive analysis method are presented in more detail in Figure 1.

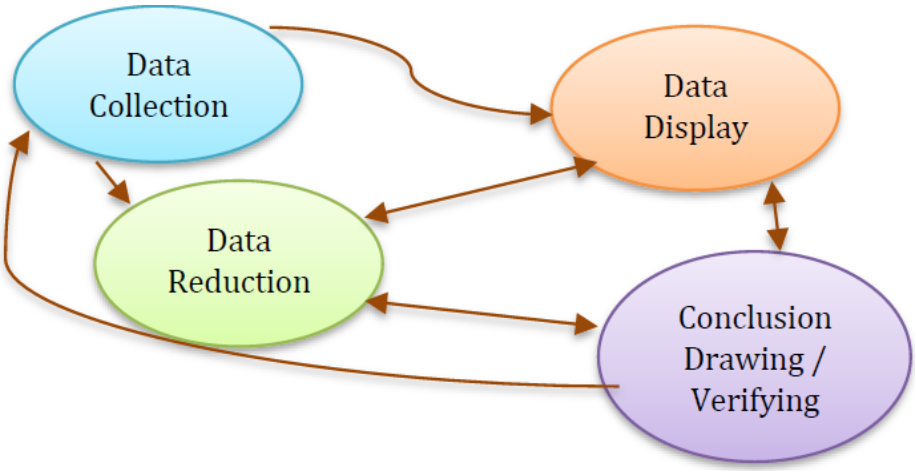

Figure 1. Stages of the Miles and Huberman
Interactive Analysis Method
Source : Primary data processed (2026)

Results and Discussion

This study analyzes the implementation of green marketing trends in tourist accommodations in the Seminyak area. The data collection technique in this study used a questionnaire with an interview technique involving three informants at each research object, with varying identities in terms of gender, age, most recent education, position, and length of employment at the company. A more detailed description of the informants' identities in this study is presented in Table 1.

Table 1. Informant Profile at Tourist Accommodations in the Seminyak Area

No	Responden Name	Age/ Gender	Company	Most Recent Education	Position	Lenght of Employment
1	Dewa Gede	38/Male	Desa Potato Head	Bachelor's Degree	Sustainability Manager	15 years
2	Ade	35/Female	Desa Potato Head	Diploma	Marketing Communication	8 years
3	Sesandy	39/Male	Desa Potato Head	Bachelor's Degree	Sales & Marketing Senior	4 years
4	Karmaya	46/Male	The Samaya	Diploma	Resort Manager	25 years
5	Made	43/Male	The Samaya	Diploma	Garden Supervisor	19 years
6	Novia Ika	46/Female	The Samaya	Bachelor's Degree	Marketing Communication	15 years
7	Ayu Indah	29/Female	Bale Gede Luxury	Bachelor's Degree	Manager	4 years
8	Savira	25/Female	Bale Gede Luxury	Bachelor's Degree	Marketing Communication	4 years
9	Lucia	48/Female	Bale Gede Luxury	Bachelor's Degree	Sales Manager	6 years

Based on Table 1., the respondents in this study numbered 3 individuals at each resort location, resulting in a total of 9 respondents used in this study. The respondents consisted mostly of males, totaling 6 individuals, while the remaining 3 were female. In terms of work experience, 5 respondents had 3–8 years of experience, 3 respondents had 15–19 years of experience, and 1 respondent had the longest tenure of 25 years. This indicates that the majority of respondents had prior experience in the hospitality field, although some were just beginning their careers without any prior experience. The absence of prior experience does not necessarily prevent someone from starting their career; rather, this lack of knowledge motivates individuals to learn diligently to achieve their long-standing goals. This is consistent with the study by [25], which states that in today's era of technological advancement, everything can be learned and made easier with the help of technology, thereby encouraging greater effort in pursuing a career in hospitality.

The positions held by each respondent varied, including Sustainability Manager, Marketing Communication, Sales Marketing Senior, Resort Manager, Garden Supervisor, and Sales Manager. In this regard, these positions are highly relevant for obtaining data related to green marketing at each resort, as managerial and operational roles contribute directly to the implementation of sustainability in the hospitality industry. This aligns with research stating that the success of green marketing implementation is strongly influenced by cross-functional organizational involvement, including management, marketing, and operations [26].

Regarding respondents' educational background, the majority held a Bachelor's or Diploma degree, indicating that the hospitality industry has certain competency standards, particularly in terms of formal education and professional skills. This is supported by research stating that the hospitality workforce generally has an educational background ranging from at least secondary to higher

education to support service competency and the implementation of sustainability practices [27]. Furthermore, education in the field of hospitality also plays an important role in shaping understanding and attitudes toward sustainability, although a gap between knowledge and implementation in the field may still occur [28][29].

Furthermore, the results and discussion of interviews with informants in the field, the following research findings and discussion were obtained, which will be explained one by one in accordance with the objectives of the research below.

Business performance across the three properties was assessed through occupancy, guest satisfaction, and market segment, based on interviews with the Sales Marketing Manager at Desa Potato Head, the Resort Manager at The Samaya Seminyak, and the General Manager at Bale Gede Luxury.

At Desa Potato Head, green marketing has a strong influence across the entire business, not merely on occupancy, consistent with [30], who note that hospitality consumers are increasingly critical of sustainability issues. Green marketing here is embedded in the company's core business model through a regenerative approach since its founding, in line with the sustainable business model concept [31], and reinforced by its B Corp Certification, consistent with the view that B Corp companies typically maintain a long-term social and environmental orientation [32][33]. No significant occupancy difference was found before and after implementation, as the property already holds a consumer base intrinsically aligned with its sustainability values, consistent with value-based loyalty [27] [34], market stability was thus considered more relevant than occupancy change. The Waste Tour program enhanced guest satisfaction through direct educational engagement, in line with research on environmentally educational experiences[35] [36], while market segment shifts were attributed more to the company's Art, Music, and Community pillars than sustainability alone [37][38]. Guests confirmed that sustainability information obtained pre-booking strengthened their trust in the hotel's credibility [39] and their willingness to pay, consistent with findings on premium willingness-to-pay among environmentally conscious tourists [40].

At The Samaya Seminyak, green marketing yields a positive but not yet significant effect on occupancy. The paperless system and towel-reuse program encourage guest engagement in sustainability, consistent with studies showing such initiatives raise pro-environmental behavior [41][42], though the effect on purchasing decisions remains indirect, in line with the attitude–behaviour gap in sustainable tourism [43]. Sustainability is important in reaching European and Australian segments with high environmental concern, consistent with [34], and is reinforced by Tri Hita Karana (THK) principles and sustainability awards [44]. Operationally, reduced linen-washing frequency delivered real cost savings, consistent with research linking eco-friendly practices to efficiency and profitability [45][46][47], though the more dominant effect remained guest satisfaction rather than occupancy [40][48][49]. A market shift toward European and Australian guests was observed, consistent with studies on culturally shaped sustainability preference [37][38], while guests confirmed sustainability functions as an added value strengthening trust rather than the primary booking motive, in line with the role of green image in building trust and loyalty [27].

At Bale Gede Luxury, green marketing has positively affected performance without drastically boosting occupancy, consistent with [40] on sustainability as a differentiator amid intense competition. It builds long-term brand image and trust by allowing the villa to sell value and experience rather than product alone, consistent with [27], reflected in a rising repeat-guest rate [50][48]. Financial impact is indirect, evident more in revenue stability and longer guest stays among eco-conscious travelers, consistent with [26] and [36], with gains more pronounced during low season, consistent with sustainability-based differentiation strategy [46]. A shift toward eco-conscious travelers, digital nomads, and mindful-experience seekers was also observed, consistent with research on shifting modern tourist preferences [38], while guests confirmed that local products and nature-integrated design enhanced perceived value, consistent with findings on sustainability intensity among luxury accommodations [36].

Desa Potato Head embeds green marketing as part of a regenerative approach rather than mere promotion, consistent with [51] on sustainability integration yielding stronger competitive advantage. Its green product initiatives include repurposing styrofoam and shell waste into room amenities and replacing white tissue with biodegradable brown tissue, reflecting circular economy practice [52], alongside a single-use plastic ban since 2019 supported by security checks and free water tokens, consistent with research on plastic-reduction policies reducing waste volume[53][54], this commitment is further reinforced by B Corp and Eco Mantra certification for near-zero landfill waste, in line with the long-term orientation typical of B Corp companies [32]. Regarding green price, substantial investment is required, yet the company's sustained commitment even under suboptimal conditions reflects a long-term strategic orientation, consistent with research linking sustainability investment to firm value and reputation [46][45], with guests emphasizing experience and value over price. For green place, the Follow the Waste Tour and food-donation activities reflect the social dimension of sustainability [55], reinforced by the Take What You Eat, Eat What You Take program, kitchen waste monitoring [56], and partnerships with local organic farmers and community groups, in line with sustainable tourism development principles [44]. As for green promotion, the company favors education and transparency over explicit promotion to avoid greenwashing, consistent with [57] on transparency as key to credibility an approach guests confirmed experiencing directly through the Waste Tour, consistent with the view that effective green marketing combines communication with real operational action [58].

Turning to The Samaya Seminyak, implementation centers on internal operational practice. Its green product measures the paperless system and towel-reuse program proved effective in encouraging pro-environmental behavior while reducing water and energy use [41] [54][59].The green place dimension positions sustainability as central to reaching the European and Australian markets [34][40][60], a positioning strengthened by the Tri Hita Karana (THK) Award [44][61]. Cost efficiency under green price was achieved primarily through reduced linen-washing frequency, in line with [45],[46]. Meanwhile, green promotion relies on staff explaining sustainability programs at check-in; guests confirmed this did not reduce comfort but instead enabled participation, consistent with findings that integrating environmental values into guest experience can increase stay intention without sacrificing comfort [36][40].

A different pattern emerges at Bale Gede Luxury, where implementation extends beyond promotion into operations and product design, consistent with [46]. Under green product, single-use plastic amenities have been replaced with a refillable system using natural, chemical-free products—reflecting a source-reduction approach [45][54], and complemented by eco-design elements such as natural lighting, open ventilation, and natural materials that enhance guest experience, in line with research on nature-based design [48][35], environmental certification further strengthens guest trust, consistent with [27][40]. For green price, higher operational costs are offset through value- and experience-based positioning, with most guests accepting the price once value is well communicated, consistent with willingness-to-pay research [62][63]. The green place dimension involves gradual efficiency measures—waste separation, LED lighting, water efficiency—supported by sustainability-oriented suppliers despite limited options [52], alongside a priority on local products and local SMEs, in line with sustainable tourism principles [44].

Finally, green promotion relies on storytelling rather than hard selling via website and Instagram, with internal checking to avoid greenwashing, consistent with Delmas and Burbano (2011); guests confirmed experiencing these practices directly through amenities, materials, and local products, in line with the view that comprehensive green marketing spans product, facility, and operations rather than communication alone [58].

The challenges identified are multidimensional. First, greenwashing risk is a central concern The Samaya Seminyak's management noted that the industry increasingly appears "all green," complicating the distinction between authentic and merely promotional sustainability claims, consistent with [57]. Second, cost Bale Gede Luxury reported that eco-friendly products are generally more expensive,

requiring a balance between operational cost and guest value, consistent with [45], on budget constraints as a major barrier. Third, human resources at Desa Potato Head, despite the plastic ban, some staff remained non-compliant or unaware of its environmental rationale, indicating an attitude behaviour gap [43], a similar mindset-alignment challenge among staff, suppliers, and guests was found at Bale Gede Luxury. Fourth, consumer resistance not all guests share the same awareness; at Desa Potato Head, some resisted the plastic-bottle restriction despite the token-exchange alternative, indicating that behavior change requires consistent education [49]. Fifth, supply chain limitations Bale Gede Luxury reported difficulty finding suppliers with aligned sustainability visions, on the need for cross-sector collaboration in circular economy transitions. Sixth, certification complexity The Samaya Seminyak shifted from the international Green Globe standard to the local Tri Hita Karana approach, though certification still demands considerable cost, time. Seventh, communication Desa Potato Head's preference for education over promotion helps avoid greenwashing but may limit market reach, requiring a balance between transparency and communication effectiveness [36].

Triangulation with the tourist perspective across all three properties indicates that implementation challenges do not fundamentally stem from tourist resistance to sustainability itself, but from the communication and information delivery provided by management. At Desa Potato Head, initial guest confusion over the plastic-bottle policy shifted to acceptance once staff explained its rationale and offered the free water alternative. At The Samaya Seminyak, guests reported no significant challenges, attributable to a persuasive, non-coercive communication approach. At Bale Gede Luxury, guests reported no comfort-related issues, though information delivery on sustainability programs was noted as needing further refinement. This consistent pattern suggests that education whether through verbal explanation at check-in or non-coercive communication is a determining factor in shaping guest acceptance, consistent with the view that unclear communication can trigger consumer skepticism toward sustainability claims [35].

Overall, challenges at Desa Potato Head center on behavioral consistency (staff compliance and guest resistance) despite a mature system and concept; at The Samaya Seminyak, they concern implementation cost and certification choice alongside communicating practices without appearing as greenwashing; and at Bale Gede Luxury, they concern the transitional stage of balancing cost with value, supplier limitations, and stakeholder mindset alignment. These findings, corroborated by both management and tourist perspectives, indicate that effective communication is the point where internal challenges (cost, human resources, supply chain, certification) and external challenges (consumer perception) intersect reinforcing the argument that the success of sustainability marketing in hospitality depends not only on the substance of the programs implemented but also on the communication strategy's capacity to bridge the understanding gap between management and guests [64].

Conclusions and Recomendation

Overall, the results indicate that green marketing implementation among the three tourist accommodations in Seminyak positively affects business performance, although not always directly through increased occupancy. Green marketing plays a stronger role in strengthening brand image, guest trust, and loyalty, particularly among the eco-conscious market segment, and is reflected in longer guest stays and higher repeat-guest rates. This suggests that green marketing contributes to the long-term stability and quality of business performance rather than to occupancy volume alone.

The implementation of green marketing varies according to each property’s characteristics. Desa Potato Head shows the most mature implementation, integrating sustainability into the core of its business through a regenerative approach. The Samaya Seminyak applies an integrated model adapted to the local Tri Hita Karana (THK) standard, while Bale Gede Luxury remains at a developmental stage moving toward full integration into its core business. Across all three properties, implementation spans operational practices, design, the use of eco-friendly products, collaboration with local communities, and storytelling-based communication that emphasizes transparency and education.

The challenges of implementing green marketing include the risk of greenwashing, high implementation costs, limited staff and consumer awareness and consistency, consumer resistance,

supply chain limitations, certification complexity, and communication difficulties. More specifically, Desa Potato Head faces challenges related to staff and guest behavior, The Samaya Seminyak to cost and communication, and Bale Gede Luxury to its transitional stage, supplier limitations, and aligning stakeholder mindsets. This indicates that implementing green marketing is a complex process that requires a holistic and sustained approach.

Theoretically, this study reinforces the view that green marketing influences business performance mainly through brand image, customer loyalty, and long-term performance quality rather than through direct occupancy gains, and it highlights varying levels of implementation maturity, from transitional to fully integrated, across the three properties. It further shows that the success of green marketing depends on both internal factors, such as human resources and organizational culture, and external factors, such as market conditions, suppliers, and regulation, and therefore needs to be viewed holistically rather than merely as a promotional strategy. Practically, the findings suggest that green marketing should be integrated into operations, design, and guest experience rather than promotion alone, supported by transparent, storytelling-based communication to build trust and loyalty, a careful balance between cost and value given that eco-friendly products tend to be more expensive, and ongoing staff training together with collaboration with suppliers and local communities to sustain implementation.

For policy, local government and tourism stakeholders in Seminyak could encourage sustainability practices, such as reducing single-use plastics and prioritizing local products, through supportive regulations and incentives, strengthen locally relevant certification standards such as Tri Hita Karana, support the development of eco-friendly supply chains, and promote public education on sustainable tourism for both industry practitioners and tourists.

Future research is encouraged to extend this study to other regions in Bali or other tourism destinations to enrich comparative insight into green marketing implementation, to apply quantitative or mixed-methods approaches for a more objective measurement of green marketing's effect on business performance indicators such as occupancy, revenue, and guest satisfaction, and to explore the role of technology and innovation in supporting sustainability implementation in the hospitality industry.

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