
APPLYING TOURIST GREEN MARKETING MIX STRATEGY: CHALLENGES AND OPPORTUNITIES (APPLIED IN LUXOR CITY)

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ABSTRACT

Green marketing activities include manufacturing, differentiating, pricing and promoting products and services that can satisfy consumers' environmental needs, these green marketing efforts enhance consumers' purchase intentions. The present study examines the challenges and opportunities of applying the tourist green marketing mix in Luxor. The study data is collected using questionnaires completed by 81 experts in the field of tourism. The questionnaires have A five-point Likert scale of agreement was used to measure the challenges and opportunities of applying the tourist green marketing mix which is the main objective of the study. The results of this study indicate a set of advantages that will appear as a result in the event of relying on the tourist green marketing mix, On the other hand, there are a number of challenges that could prevent achieving the tourist green marketing mix in Luxor. Finally, this study recommends taking advantage of the many advantages of applying the tourist green marketing mix in Luxor and relying on the solutions developed by the researcher to overcome the challenges that could prevent achieving the tourist green marketing mix in Luxor.

KEYWORDS: Green marketing mix, Challenges, Opportunities, Luxor.

INTRODUCTION

Environmental management is now at the top of many corporate agendas due to growing environmental concerns and demand to act responsibly. As a result, a lot of businesses are working to strengthen their environmental stances by making their environmental initiatives public. The Sustainable Development Goals of the United Nations (2017) contain a goal to "ensure sustainable consumption and production patterns," which supports this trend (Szabo & Webster, 2021). Iliescu (2020) mentioned that marketing green products and services requires different strategies than marketing non-green products and services, *ceteris paribus*, a majority of consumers will prefer an environmentally superior product over an inferior one. Groening et al. (2018) added that green marketing faces the challenge of creating and marketing innovative green products and services combined with persuading consumers to consider numerous other stakeholders (including non-human others), and intangible issues (e.g., the future), while paying more for goods and services that may not be efficacious, produced by a firm with possibly untrustworthy motivations. Firms might seek to sell green products to a diverse population for competitive reasons, if not for environmental ones, these competitive factors, governmental legislation, and the unique challenges of marketing green when compared with non-green goods, create significant needs to identify factors that can influence green consumption. In addition, the present research can be a foundation for drawing attention to the advantages of the tourist green marketing mix in Luxor and overcoming the obstacles to its application. The research gap in the current study is exploring the challenges and opportunities that may hinder the application of the tourist green marketing mix strategy in Luxor. Combined with future research, this study could have significant implications for replacing all traditional factors that negatively affect the environment during the management of tourism activity. With this aim in mind, this study attempts to:

- 1- Measuring the extent to which tourism in Luxor depends on the green marketing mix.
- 2- identifying the advantages that can accrue to the city of Luxor as a result of relying on the green marketing mix.
- 3- Determining the challenges of application of tourist green marketing mix in Luxor.

RESEARCH QUESTIONS

1. To what extent does Luxor City depend on the green marketing mix?
2. What are the advantages of relying on the green marketing mix at Luxor?
3. What are the Challenges of applying tourist green marketing mix in Luxor?

THEORETICAL BACKGROUND

TOURIST GREEN MARKETING MIX

A green marketing mix consists of marketing tools and elements that allow a firm to serve the target market and achieve organizational goals without harming the natural environment (Mukonza & Swarts, 2020). Green marketing mix is described as programs designed to accomplish the firm's strategic and financial goals in ways that minimize their negative impact on the natural environment (Nguyen-Viet, 2023). Green products, price, place and promotion are the components of the green marketing mix (Gustavo et al., 2021).

In the same context this means that each of the key four marketing mix programs (product, price, place and promotion) can be designed and executed in less harmful ways to the natural environment, green marketing programs describe environmentally friendly marketing activities (Karunarathna et al., 2020).

GREEN TOURISM AS A MARKETING STRATEGY

Green tourism as a marketing strategy Greenness is indeed a valued attribute in destination image and branding for every destination. Greenness is interpreted very differently by different stakeholders and includes aspects of health, food, architecture and cultural authenticity, as well as environmental aesthetics, quality and management. These individual attributes are used by individual tourism enterprises to target specific market segments (Cooper et al., 2017).

According to Jeon et al. (2015). mentioned that with positive marketing, the shareholders in the company will see greening as a way the company is doing well by their customers. This has an interesting effect, about hotels Many researchers have noted that an environmentally friendly hotel can achieve competitiveness in the lodging industry and otherwise benefit from cost savings, cultivating a positive image, and attracting and retaining customers .

While Green Tourism has been considered as one of the potent Elements for marketing of destinations. Compared destinations is green tourism within them with destinations just have tourism to specify which one is more successful. It makes sense to use the fact that ‘green’ sells for marketing purposes, but only when the product labelling conforms both consumer expectations and industry standards”, the ‘green’ concept allows the tourism industry to improve its image and practices while continuing a commercial profit strategy (Rokaya, 2021).

Moreover Repovienė (2017) added that from a marketing perspective, the primary goal of marketing is the creation of value for consumers (tourists). The formulation and implementation of the strategy must always be consumer oriented (consumer oriented), and the understanding of the tourists should be done as well as possible. Community grouping or market segmentation strategy, the creation of a positioning position is also done to manage and serve the group of tourist community. Stages of marketing development in the strategic.

FEATURES OF GREEN MARKETING

Green marketing must adapt to customers which affects not only the environmental impact but also the social and political reality, green marketing’s five I’s., It is a list of features that should be highlighted by the marketing people in enforcing GM.

According to Líšková *et al.* (2016) green marketing should be intuitive. basically, people do not like changing their shopping habits, buying organic or sustainable products appears more difficult compared to traditional products. Marketing people’s job is to make it accessible and easy as a second nature, common sense.

Green marketing should be integrative. While green marketing should combine commerce, technology, social effects, marketing and ecology. Unlike traditional marketing, it should link all the areas from production to sale, including environmental efforts in the same extent (Tien *et al.*, 2020).

Líšková *et al.* (2016) added that green marketing should be innovative. Marketing people should create new and innovative products in implementing efficient green marketing into business.

Moreover. Tan *et al.* (2022) mentioned that green marketing should be inviting, marketers using GM should invite consumers to buy environmentally friendly products. From a sales perspective it is vitally important to highlight the current benefits of these products –

beneficial health properties, greater efficiency, durability, affordability, etc.

Green marketing should be informed the brands of the modern world are there to inform people. People without knowledge of wineries prefer to buy a wine brand just because they see a well-known brand as a quality. GM should prefer the contrary. It should spread information – environmental education and awareness (Lišková *et al.*, 2016).

CHALLENGES OF GREEN MARKETING

Green marketing, as an important strategy, may face some challenges. The following paragraphs present some of them:

1. Need for Standardization

It is found that only 5% of the marketing messages from —Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing (Iannuzzi, 2024).

2. New Concept

The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. The Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects, the consumer is already aware and will be inclined to accept green products (Thakkar, 2021).

3. Patience And Perseverance

Investors and corporations need to view the environment as a major long-term investment opportunity; the marketers need to look at the long-term benefits of this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its acceptance period (Zhang & Berhe, 2022).

4. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Companies should do this right and motivate consumers to switch brands or even pay a premium for the greener alternative. It is

not going to help if a product is developed that is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also, if green products are priced very high then again, they will lose their market acceptability (Papadas et al., 2019).

METHODOLOGY

The current study's data collection for the questionnaire targets experts in the tourism sector.

QUESTIONNAIRE DESIGN

The data collection tool of the current study relies on designing a questionnaire directed to experts in the tourism sector. The questionnaire was designed in order to collect some statistical data about the characteristics of the respondents, the level of the applied tourist green marketing mix in Luxor and the advantages and challenges of the tourist green marketing mix.

The expert's questionnaire consists of four sections:

Section A: Demographic and Functional Information

The questions included four items which are gender, age, level of experience and employer.

Section B: Tourist Green Marketing Mix

This section assesses the extent of applying the green marketing mix in Luxor, section consists of 7 items.

Section C: Advantages Of Tourist Green Marketing Mix

This section assesses the advantages of relying on the tourist green marketing mix in Luxor, section consists of 5 items which were developed based on Nistoreanu et al. (2020) and Polonsky and Rosenberger (2001).

Section D: Challenges of application tourist green marketing mix in Luxor

This section explores the challenges of applying a tourist green marketing mix in Luxor, section consists of 7 items which were developed based on Lee et al. (2010) and Chan et al. (2018).

SAMPLE SIZE AND DATA COLLECTION

The researcher created a pilot study for the study questionnaires, which consisted of 37 experts.

QUESTIONNAIRE SAMPLE SIZE

As for the expert sample, the researcher relied on selecting a **Purposive sample** from the research community, which includes members of: Travel Agencies, Authority of Tourism Activation, Ministry of Tourism and Antiquities, Academics and others. where the research sample consisted of (81), which was available to the researcher. The questionnaire was sent for initial arbitration by distributing it to a sample of experts and faculty members to ensure the correctness of the wording of the statements, the validity of the questionnaire and its suitability for the purpose which it was created for. Questionnaires were distributed electronically and in hard copy to experts by the researcher during the period from January 2024 to April 2024. A five-point Likert scale of the agreement was used, where 1 means “Strongly Disagree”, 2 means “Disagree”, 3 means “Neutral”, 4 means “Agree” and 5 means “Strongly Agree”.

RELIABILITY

Table (1) Reliability Analysis of the questionnaire.

The Axes	No. of statements	Alpha Coefficient
Green marketing mix	7	.789
Advantages of Green marketing mix	5	.635
Challenges of Green marketing mix	7	.747
The Overall Cronbach's Alpha	19	.693

The Cronbach’s alpha for the variables of experts' questionnaire rang from (0.635) to (.789). This Cronbach’s alpha is good and above the advocated threshold of (0.6) (Gliem & Gliem, 2003). Thus, it can be concluded that the variables of experts' questionnaire in this study have sufficient reliability. Thus, it can be concluded that the all variables of experts' questionnaire in this study have sufficient reliability.

VALIDITY

Table (2): Factor Analysis of the questionnaire

The Axes	No. of statements	Extraction
Green marketing mix	7	.809
Advantages of Green marketing mix	5	.603
Challenges of Green marketing mix	7	.616
The Overall	19	.88

Factor analysis for the variables of the experts' questionnaire ranges from (0.603) to (.809), as the factor analysis shown in the previous table states that all variables of the study achieved a percentage bigger than (60%) Hence, it is statistically valid.

DATA ANALYSIS

To analyze the study data, the researcher used a statistical program, namely SPSS(Statistical Package for Social Sciences)V. 25. The following statistical tests were used:

1- Reliability Test: It was used to measure the reliability of the study tool.

2- validity Test.

3- Frequencies, percentages, means and standard deviation: to describe the characteristics of the sample, and to determine the responses of the sample members towards all the axes of the study tool..

RESULTS AND DISCUSSION

DEMOGRAPHIC DATA

Table (3) Demographic Data

Variable	Response	Frequency	Percent	Rank
Gender	Male	46	57.5	1
	Female	34	42.5	2
	Total	80	100	
Age	Less than 30 years	12	15	3
	30 to 45 years	25	31.25	2
	More than 45 years	43	53.75	1
	Total	80	100	
Level of experience	General Manager	20	25.0	2
	Executive Director	22	27.5	1
	Marketing Manager	16	20.0	3
	Others	22	27.5	1
	Total	80	100	
Employer	Travel Agency	25	32.2	1

	Egyptian General Authority for Tourism Activation	19	23.8	3
	Ministry of Tourism and Antiquities	10	12.5	4
	Academics	26	31.5	2
	Total	80	100	

The percent of male (57.5%) was more than female (42.5%). According to the Age, (53.75%) of the sample respondents were more than 45 years and (31.25%) of them were 30 to 45 years and (15%) of them were less than 30 years.

According to respondents' Level of experience, the majority of the respondents had Executive Director (27.5%) and Others had the same percentage such as academics and other sorts of experts, followed by General Manager (25%), and finally Marketing manager (20%).

According to respondents' Employer, the majority of the respondents were Travel Agencies (32.2%), while the Academics were(31.5%), and Authority of Tourism Activation(23.8%), finally the Ministry of Tourism and Antiquities(12.5%).

DESCRIPTIVE ANALYSIS OF STUDY VARIABLES

LEVEL OF APPLYING THE TOURIST GREEN MARKETING MIX

Table (4) clarifies the mean and standard deviation of the level of applying the elements of the tourist green marketing mix in Luxor.

Table (4) Mean and standard deviation of level of applying the tourist green marketing mix

Level of applying the tourist green marketing mix	Mean	SD	Rank
Tourist green product	2.55	1.16	3
Tourist green price	2.52	1.19	4
Tourist green place	3.48	1.13	1
Tourist green promotion	2.38	.94	5
Tourist green people	2.28	1.20	6
Tourist green process	2.21	1.01	7

Tourist green physical evidence	3.23	0.97	2
Overall	2.66	.69	

Table (4) discusses the descriptive statistics (means and standard deviations) of the variable "Level of applying the tourist green marketing mix". As displayed, the total mean value for it is (2.66) with standard deviation (0.69). Therefore, it is inferred that the level of applying the elements of the tourist green marketing mix reflects low degree among experts.

Moreover, the results illustrate that "Tourist green place" has achieved the highest mean (3.48) with standard deviation (1.13). On the other hand, "Tourist green people" has achieved the lowest mean (2.28) with standard deviation (1.20).

Additionally, the previous results show the extent to which Luxor relies on the tourist green marketing mix (low level), which confirms the problem of the study. Despite the importance of the green tourism mix, it is not applied in Luxor.

ADVANTAGES OF THE TOURIST GREEN MARKETING MIX

Table (5): Mean and standard deviation of the advantages of the tourist green marketing mix

Advantages of the tourist green marketing mix	Mean	SD	Rank
Stimulating purchase intention.	3.73	.92	5
Increasing tourist destination sales and improving the economy.	4.11	.98	1
Preserving the natural environment and achieving sustainability.	4.05	1.12	3
Developing the tourist destination.	4.07	.96	2
Preserving the tourism product in Luxor.	3.88	1.24	4
Overall	3.97	.66	

Table (5) elucidates the descriptive statistics (means and standard deviations) of the variable "Advantages of the tourist green marketing

mix". As presented in Table (5), the total mean value for this variable is (3.97) with standard deviation (0.66). This result expresses the importance of the green marketing mix in improving destination marketing and achieving more sustainability.

In addition, results show that the statement "Increasing tourist destination sales and Improving the economy." has achieved the highest mean (4.11) with standard deviation (0.98). On the other hand, "Stimulating purchasing intention" has achieved the lowest mean (3.73) with standard deviation (0.92).

The results presented in the previous table are consistent with those of earlier studies conducted by Mukonza and Swarts (2020), Chung (2020), and Chandran and Bhattacharya (2021) about the advantages of the green marketing mix. They reported that there are many advantages of relying on the green marketing mix.

Based on the answers provided by the experts participating in this study, it is clear that they support the existence of a set of advantages that will appear as a result in the event of relying on the Tourist Green Marketing Mix.

CHALLENGES TO THE TOURIST GREEN MARKETING MIX

Table (6) illustrates the mean and standard deviation of the Challenges to applying the Tourist Green Marketing Mix

Table (6) Mean and standard deviation of challenges to applying the tourist green marketing mix

Challenges to applying the tourist green marketing mix	Mean	SD	Rank
The application of TGMM results in higher prices in Luxor.	3.26	1.32	5
The high prices of applying TGMM could lead to tourists' reluctance to visit Luxor.	2.28	1.25	7
Tourists struggle to raise their awareness of the importance of green products in Luxor.	3.30	1.15	3
It is difficult to change your behavior in order to respond to the requirements of TGMM.	2.31	1.24	6

Lack of knowledge and awareness of green technologies.	3.96	1.08	1
Tourists' lack of motivation towards demanding TGMM.	3.28	1.31	4
Conflicts of interest among various stakeholders regarding using green measures.	3.43	1.31	2
Overall	3.12	0.68	

Table (6) clarifies the descriptive statistics (means and standard deviations) of the variable "Challenges to applying the tourist green marketing mix". As demonstrated in Table (6), the total mean value for this variable is (3.12) with standard deviation (0.68). These results explain why experts face difficulties with regard to adopting the green marketing mix strategies in promoting Luxor city.

Furthermore, the results display that the item "Lack of knowledge and awareness of green technologies" has achieved the highest mean (3.96) with standard deviation (1.08). On the other hand, "The high prices of applying TGMM could lead to tourists' reluctance to visit Luxor" has achieved the lowest mean (2.28) with standard deviation (1.25).

Briefly, experts believe that there are some challenges to applying the tourist green marketing mix strategies in Luxor. The most important of them are the "lack of knowledge and awareness of green technologies" and "conflicts of interest among various stakeholders regarding using green measures".

According to what has been presented and discussed in this chapter, it is clear that the tourist green marketing mix has great importance for tourists, specifically with regard to making the travel decision. In addition, the Tourist Green Marketing Mix is not applied in Luxor. Finally, there are some challenges that can hinder the application of the tourist green marketing mix in Luxor.

CONCLUSION

The green marketing mix (GMM) tries to push organizations to pledge for the production of harmless, biodegradable products and services through engaging recyclable and eco-certified packaging, sustainable manufacturing, and use of energy efficiently; these marketing practices

minimize the ecological impression of a product during its lifetime (Mehraj & Qureshi, 2020).

In the same context, Mahmoud (2019) mentioned that the main objective of the green marketing mix is consumer-oriented marketing practices, where customers want solutions to the problems arisen due to product-related actions, to protect or benefit the environment by conserving resources, and to reduce pollution and waste. Thus, we consider GMM a multidimensional construct and conceptualize its elements in line with prior definitions of green marketing.

Tourism industry is not far away from this concept. since ,this study contributes to measuring the extent to which tourism in Luxor depends on the green marketing mix and explore the challenges and opportunities of applying the tourist green marketing mix in Luxor.

In addition, the study aims to measure the extent to which tourism in Luxor depends on the tourist green marketing mix, determine its advantages to promoting Luxor city, and explore the barriers to its application in Luxor. Moreover, the findings of this study have useful and practical implications for the governmental bodies responsible for the tourism activity in Luxor, the owners of tourism products and services, and all tourism decision makers in Luxor, especially with regard to implementing the tourist green marketing mix in Luxor.

Moreover, the study has concluded that tourists' purchase intentions are positively influenced by the tourist green marketing mix; and tourists prefer it to the traditional mix. Thus, there is a positive effect of the green marketing mix on tourists' purchase intentions.

Despite the importance of the tourist green marketing mix, the study shows that there is a deficiency in its application in Luxor, which supports the problem of the study and confirms the gap of study.

The study also refers to the existence of a set of advantages that occur due to relying on the tourist green marketing mix such as increasing tourist destination sales, improving the economy, and developing tourist destinations. Accordingly, Luxor can benefit from TGMM to attract larger numbers of tourists and increase tourism revenues. On the other hand, there are a number of barriers to applying the tourist green marketing mix in Luxor; the most important of them are the "lack of knowledge and awareness of green technologies" and " conflicts of interest among various stakeholders regarding using green measures".

RECOMMENDATIONS

A- Recommendations for the Ministry of Tourism

The necessity of shifting to relying on the Tourist Green Marketing Mix strategies by reformulating strategies in an environmental way

and encouraging providers of tourism services and products to follow this approach.

Considering ensuring the sustainability of tourist destinations as much as possible in Luxor through applying the tourist green marketing mix in it.

All equipment and means in the tourist attractions must be environmentally friendly, and they should not negatively affect the value of the tourism product.

Promoting products and services in Luxor in a manner consistent with the nature of the city and in an environmental manner. This is in addition to considering not to use any promotion methods that negatively affect the environment.

Raising the level of environmental awareness among workers in the tourism sector about the importance of different environmental aspects. This may be done through training workers in the tourism sector on environmental management, according to the scope of their specialization.

B- Recommendations for Tourism Services and Products Suppliers

Encouraging all service and product providers to ensure that their services and products are environmentally friendly via developing them appropriately.

The producer must reconcile environmental and social considerations and contributions, on the one hand, and achieve economic goals, on the other hand.

Green products must be characterized by their minimal negative impact on the environment, as they are quick to biodegrade, do not leave negative effects during their decomposition, and are composed of renewable materials.

It is important that green products have "ecolabels" that enable the consumer to easily identify them. Places that sell products and services in Luxor must be suitable to the nature of the product and compatible with the nature of the ancient city.

Green distribution must provide products in safe ways, while encouraging the consumers to express their opinions and communicating with them about the quality of the products and their level of satisfaction.

What is promoted must be similar to what the tourists get; and the promotion process must show the extent to which Luxor relies on environmental products to attract environmental tourists.

Providing genuine information about the products in a way that does not harm the materialistic and moral consumers' interests.

It is necessary to use equipment and tools that do not negatively affect the tourist destination in the tourism production process.

FUTURE RESEARCH

This study dealt with applying tourist green marketing mix strategy: challenges and opportunities(applied on Luxor city). Future research can address focusing on studying each advantage of tourist green marketing mix separately, which this study referred to, and its role in developing the tourist destination in Luxor.

Finally, this study was applied on Luxor city. Future researches can be applied on other tourist destinations in Egypt .

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