

The Modeling Concept of the Sustainable Industry Performance for the Hospitality Industry Using the Pro-Environmental Behavior and Green Marketing Mix Indicators Approach

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Abstract

The increasing number of tourist destinations in the world causes an increase in the number of tourists and their supporting industries, such as the hotel industry. In some areas, the increase in the number of tourists and the number of hotels has a negative impact on the environment and socio-economic surroundings. The purpose of this research is to see the role of indicators of Pro-Environmental Behaviour and Green Marketing Mix in creating Sustainable Industrial Performance (SIP), especially for the hotel industry. Sustainable Industry Performance (SIP) is measured from three (3) factors, namely economy, natural environment, and socio-cultural. This research was carried out by conducting a literature review of the sources of papers that have been published in reputable scientific journals. More than 50 papers from reputable journals form the basis of this research. The results show that the Sustainable Industry Performance which consists of Economic, Environmental and Social is influenced by Pro-Environmental Behaviour and the application of Green Marketing Mix from the stakeholders of the hotel industry. The benefits of this research will be one model of the concept of green practice to create sustainable performance, namely the activity of creating and managing industries with sustainable business concepts, both sustainable from the economic side, sustainability from the natural environment, and sustainable for the social environment.

Keywords: Sustainable Industry Performance, Pro-Environmental Behavior, Green Marketing Mix, Hospitality Industry

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