

The Brand Gestalt And Green Marketing As Part of Achieving Village Tourism Sustainability

*Brand Gestalt,
Green Marketing
and Tourism*

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ABSTRACT

Indonesia has many tourist villages that have the potential to be developed and have their characteristics. However, the COVID-19 pandemic has affected tourism, especially tourist villages. Therefore, tourist villages must rise again. As a form of support to create a sustainable tourism village and have a good business. How does the head of the tourism village manager in the developing category in the Java and Bali regions seek to develop a tourist village in their area by creating the establishment of a destination brand, doing green marketing, and, of course, becoming a sustainable tourism village? This research can be regarded as the contribution of a new model that uses other elements and aspects to form a brand destination for a tourist village destination.

Keywords: Brand Gestalt, Green Marketing, Village Tourism Sustainability

INTRODUCTION

Maybe you remember John Denver's song "Take Me Home," which describes the longing for a river and the beautiful atmosphere in the village. Village Tourism have long been recognized as a potential tool for socio economic development and rural regeneration. Tourism villages are a joint policy in developed countries and developing countries. The COVID-19 pandemic has significantly impacted the world of tourism, especially tourist villages. Java and Bali have a relatively stable trend in the number of visits when other regions are severely affected during the pandemic. Attractiveness and image are said to be quite substantial even though the paradigm of image and brand formation has changed, and their elements are not only focused on the name, tagline, and logo but more than that (Anholt, 2007; Robert et al., 2009). However, the image or brand is more about the characteristics and characteristics of the place itself (Kladou, 2017). Image and brand are formed into groups based on people and their goals. The visit time can be divided into three phases: before, during, and after visiting a tourist destination (Yılmaz, 2021). Tourism destinations can provide job opportunities and determine the improvement of the living standards of rural communities (Nair & Hussain, 2013). Currently, village tourism destinations are destinations that absorb quite a lot of tourists, both Indonesian and foreign. The mandate of the President of the Republic of Indonesia, Joko Widodo, is for the Indonesian tourism sector to continue to have the strength to be developed as a core business and a leading sector in national development. This aligns with community empowerment through the tourism sector with the National Community Empowerment Program (PNPM) Mandiri Tourism launched by the United Indonesia Cabinet Government (2009-2014). Local communities are asked to play an essential role in developing tourist villages in all stages of planning, monitoring, and implementation.

A comparison between the actual and forecasted growth of the tourism sector from 1995 to 2018 shows that, in general, the actual growth of tourism growth is above the

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plan (UNWTO World Tourism Barometer, 2019). This illustrates that the possibility of global tourism growth will develop in the future more than previously thought. Several tourist villages in Indonesia have also received recognition at the international level. This year there are four tourist villages, namely Nglanggeran Village, Taman District, Gunungkidul Regency (DIY), Importantsari, Umbulharjo Village, Cangkringan District, Sleman Regency (DIY), Pemuteran Village, Gerokgak District, Buleleng Regency (Bali) and Penglipuran Village, Bangli Regency (Bali) is included in the Top 100 Sustainable Destinations in the World version of Global Green Destinations Days (GGDD). (<https://hoteldesawisata.co.id/desa-wisata-potensi-andalan-pariwisata-di-indonesia/>).

There is a change in the category trend from mass tourism to alternative tourism (Guidelines for Tourism Villages of the Coordinating Ministry for Maritime Affairs and Investment 2021). *Destination branding* can be defined as a way of communicating the unique identity of a tourist destination by differentiating the destination from its competitors (Morisson & Anderson, 2002). Branding is essential in a tourist destination, and it is important to become an identity that is known by tourists so that it will be sustainable. For this reason, every tourist village must have a Unique Selling Point/Proposition (USP) identity. A purposeful brand can be considered a powerful tool that can create emotional appeal (Leisen, 2001). Then branding is not only related to the tourist village's logo, slogan, and tagline. However, how can the branding of a tourist village provide an image and reputation that is in line with the expectations of tourists when visiting so that they will return to visit on another occasion?. Thus, destination brands must go beyond image communication and make brand promises a reality (Noor, 2023). Various problems in tourist villages include poor management, a lack of understanding of tourism theory, private parties that do not involve the surrounding community, and even local governments that are reluctant to pay special attention to their development. So, the potential to create a national brand for tourist villages will not develop, and it will not be easy for other countries to recognize it. The image of Indonesian tourism received an award and was included in the Top 10 Asia 2019 from Bloom Consulting with Country Branding Wonderful Indonesia. This is based on 4 (four) variables including (Kemenparekraf-Bapekraf, 2014):

1. The economic performance of a country's tourism sector is calculated based on international tourism statistics from UNWTO, which consists of tourism receipts, namely the average annual total tourism receipts from foreign tourists in a country, and tourism revenue growth, which is the average total growth annual tourism receipts from foreign tourists in a country.
2. Digital Demand (D2) / Digital Demand measures the online search volume of tourism activities and attractions. The more online searches about tourism, the more attractive the brand from that country will be.
3. Country Brand Strategy (CBS Rating), which measures the accuracy of a country's tourism Branding strategy
4. Online performance of a country's brand.

According to (Bose et al., 2022), destination branding contributes to three disciplines, namely tourism marketing, regional identity studies, and branding theory. The literature and instruments that connect customer-based place brand equity and tourism still need to be improved. The author surveyed the importance of destination brands in tourist villages through a questionnaire (google form). Questionnaires were distributed to 906 respondents (consisting of students, academics, and tourism

practitioners) with the question "How important do you think branding is for tourism villages?. So 70% of respondents stated "very important", as attached in Figure 1.

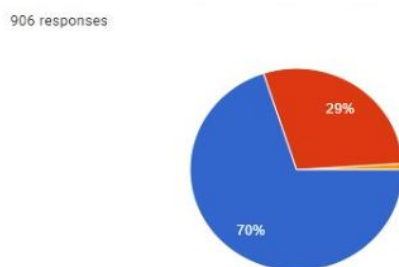


Figure 1

Tourism village has contributed to reducing the urbanization of people from villages to cities. This is because economic activities in villages can be created. Therefore, tourist villages can best preserve and empower the potential of cultural sites and the value of local village wisdom in the community. According to (Wirdayanti et al., 2021) Tourism villages are divided into 4 (four), namely:

1. Tourism villages are based on the uniqueness of natural resources, namely tourist villages that have main attractions such as mountains, valleys, beaches, rivers, lakes, and various forms of unique nature.
2. A tourist village is based on the uniqueness of local cultural resources, namely a tourist village that has unique customs and traditions in daily life (livelihood, religion, and other activities).
3. Creative tourism villages, which have the uniqueness of creative economic activities and home industry activities of local communities, can be in the form of handicrafts or artistic activities with characteristics as the main attraction.
4. Combination-based tourism villages, namely tourist villages, have one or more tourist attractions that include nature, culture, and creativity.

At a macro level, how is the role of all stakeholders, such as the Ministry of Tourism and Creative Economy, the Ministry of Cooperatives and SMEs, the Ministry of Villages, the Provincial Government, and local governments can play a role in the development of tourist villages so that they are better known to the outside world to attract tourist? It should be realized that tourism objects are not limited to large and well-known tourism sites such as Bali, Raja Ampat, and other general tourism sites. On a micro basis, what is the role of the village head, sub-district head, and the surrounding community in dealing with obstacles such as geographical conditions, land contours, potential disasters, understanding the business of village tourist destinations, and understanding the theory of village tourism destination management, environmental impact, management? With no branding of village tourism potential in Indonesia and the lack of literature on village tourism, this research can provide enlightenment and solutions for village tourism destinations that will be known in Indonesia and abroad.

LITERATURE REVIEW

Destination Brand Gestalt

The theory postulates that a person's perception can be influenced by various factors, such as memories, expectations, values, assumptions, and emotions (Koffka, 2013). Gestalt theory emphasizes the importance of perception, cognition, thinking, learning, memory, and awareness (Wertheimer 1945). Likewise, gestalt deals with identifying how

people perceive and organize their perceptions, given that people view the world as more subjective than objective.

Some authors suggest this leads to an increased desire to run away and find meaning in one's life; people seek experiences to satisfy these desires (Urry, 1994; Schouten, 1996). Many seek a rural experience to reconnect with their past, perceived simpler life or 'roots'. Nostalgia is a strong motive for tourists to choose a destination. In one Canadian province, the government has capitalized on the lure of nostalgia by introducing its own 'Back to Home' campaign targeted at those who had previously moved to urban and metropolitan areas of the country (Dann 1994), expresses four kinds of nostalgia: a longing for heaven; the simple Life; the past; and back to childhood (Schouten, 1996).

The brand gestalt postulates that the brand is the product of continuous synergies among its elements and should be examined in its totality (Diamond et al., 2009). Brand gestalt is a relatively new concept in marketing, especially in the tourism sector, which has not received much attention from researchers (Mandagi & Aseng, 2021). However, in the book *The Advance Dictionary of Marketing* (Dacko, n.d.), Gestalt theory is included in marketing science (consumer behavior, marketing research) and can be applied in the area of marketing ethics.

The participation of local communities can develop tourism and can increase positive things in terms of the social and economic elements of the local population (Setiawan et al 2020). Gestalt brand has 4 dimensions according to (Mandagi et al., 2021) namely story, environment, experience, and stakeholders (fig 2).



Fig 2. Mandagi et al, 2021

Green Marketing

The increasing corporate awareness of global sustainability issues has not only highlighted the impact of detrimental changes on business activities and the natural environment (Pätäri et al., 2016; Yue et al., 2020), but also empowered companies to take action. This awareness has led to the rising popularity of environmentally friendly marketing, which is now integral to maintaining a competitive edge (Majeed & Gon Kim, 2023) Companies, in response, have quickly adapted their business plans to include environmental management systems, waste reduction, and the handling of environmental issues through both voluntary and mandatory programs, as well as innovations like green paper businesses (Li et al., 2020). Green marketing, a concept that focuses on promoting products or services based on their environmental benefits, encompasses product

modifications, changes in manufacturing processes, sustainable packaging, and advertising adjustments. Despite its broad scope, defining green marketing remains challenging due to its various intertwined and sometimes contradictory meanings, which span social, environmental, and commercial definitions. Terms like environmental marketing and green marketing are often used interchangeably.

Creativity, often considered a proxy for environmental innovation, is crucial in aiding organizations to develop eco-friendly services, solve environmental issues, and reduce their ecological impact (Paillé & Raineri, 2015; Song and Yu, 2018). The creative, eco-friendly behavior of tourism employees, for instance, not only supports the sustainability of their companies but also inspires and motivates others to enhance the sustainability of tourist destinations through innovative green tour packages (Luu, 2019; Mittal & Dhar, 2016). Therefore, organizations must integrate sustainability philosophies with a creative mindset to foster environmentally friendly initiatives and activate green creativity (Y. C. C. Chang, 2013; S. Chen et al., 2023).

Since the 1990s, green or environmental marketing has made significant strides, becoming widespread across many consumer goods sectors, including apparel, technology, services, and travel (Karolos Papadas, 2021). This widespread adoption reassures us that efforts in media and strategy are increasingly focused on promoting the consumption of eco-friendly products, a practice known as green advertising (Dahhan & Arenkov, 2021).

Environmentalism has become an essential social and business issue in the 21st century. Consumers are increasingly environmentally conscious and demand environmentally friendly products from manufacturers. It has led to new concepts like green marketing and consumerism (Nath et al., 2013). In several documents, there are several discussions related to green marketing and sustainability, such as:

Concept	Authors (Year)
Environmental marketing	(Journeault et al., 2016; Keszey, 2020)
Ecological marketing	(Lockrey, 2015)
Environmentally friendly marketing	(H. Chen et al., 2018; Tsai et al., 2020; Zubair et al., 2020)
Sustainable marketing	(Jung et al., 2021; Osburg & Ludorf, 2016; Peterson, 2020; Van Dam, 2017)

Table 1. The Literature review of the green marketing concept

Green innovation has increasingly captured the interest of the business sector in recent years. Numerous studies have delved into the internal mechanisms and sustainability conditions that connect green innovation with corporate financial performance. Singh et al. (2018) describe how the production process transforms various inputs into products that meet specific needs, emphasizing that sustainable production aims to achieve the same output with fewer inputs. This approach seeks to minimize total consumption, environmental impact, and waste management.

Sustainable Industry Performance

Sustainable tourism is vital for the longevity of villages. It aims to boost the positive environmental, social, and economic impacts while addressing tourism's economic viability, ethical standards, and social justice in environmental sustainability. The goal is to minimize adverse effects (Pan et al., 2018). According to UNEP and UNWTO (2005), sustainable tourism is about developing tourism activities that balance environmental, economic, and socio-cultural aspects to ensure long-term viability. The concept emphasizes the current and future needs of tourists and destinations, supporting development opportunities while conserving heritage, ecosystems, biodiversity, and living

systems. This approach can make destinations more appealing by extending seasons, managing visitor flows more effectively, and offering tourism options in less popular areas. National initiatives often support the development of sustainable and inclusive tourism. However, the operational implementation of sustainability concepts can face challenges. Perman et al. (1997) provided further insight into sustainability with five alternative definitions:

1. Sustainability is achieved when the benefits generated do not decline over time, and consumption remains steady
2. It involves managing natural resources to preserve future production opportunities.
3. Sustainability means that the natural capital stock is not depleted over time.
4. It ensures the management of natural resources to sustain the production of natural resource services and maintain ecological balance and resilience.

Measuring organizational performance is a fundamental management process in business. Various metrics determine business performance and continuity direction. According to the triple bottom line approach (Hourneaux, Gabriel, and Gallardo-Vazquez, 2018), sustainable industries are evaluated based on three indicators: economic, social, and environmental. Henri (2009) adds that sustainable industry performance is shaped by variables like the economy, internal processes, innovation and learning, and consumer relations. Sustainable tourism or green tourism villages must ensure that their environments remain green to achieve true sustainability (Noor et al., 2023).

METHOD

In this literature review article, the research method used refers to a systematic approach to collecting, evaluating, and synthesizing literature relevant to the topic discussed. The first step is to conduct a thorough search of academic databases and other reliable sources of information. Literature selection was carried out by considering predetermined inclusion criteria, such as topic relevance, research continuity, and methodological quality. After the selected literature has been collected, a comprehensive analysis of the main findings emerging from the literature is carried out. Finally, a synthesis is carried out to integrate and present a comprehensive understanding of the developments and conclusions of research that has been previously conducted on the topic. This method ensures that literature review articles make a significant contribution to understanding current issues in the relevant research domain.

RESULT AND DISCUSSION

From the identification of the problem, research objectives and hypotheses have been explained, then this research aims to find a breakthrough in the influence of the gestalt brand, for sustainable tourism villages in Java and Bali, with supporters in this research. The role of the green marketing mix as a reference for strengthening sustainable tourism can be applied in tourist villages

Proposed Conceptual Model

The purpose of this study was to determine the relationship between Destination Brand Gestalt (DB), and GMM 7P in a sustainable tourism village in Java Bali. In addition, this study is to test whether Destination Brand Gestalt is the main indicator in achieving sustainable tourism villages. Some literature states there are about Destination Brand Gestalt, Green Marketing Mix, and Sustainable Tourism :

- a. Destination Brand Gestalt; (Yazici & Balik, 2018); (Mandagi et al., 2021);(Errichiello, 2021)(Mandagi & Aseng, 2021)
- b. Green Marketing Mix (Osman et al., 2016);(Kim et al., 2019); (Singh et al., 2018);(Ahn et al., 2016) (Chen & Chen, 2019);(Zubair et al., 2020);(Jung, 2020)
- c. Sustainable Industry Performance (Hourneaux *et al.*, 2018);(Martínez, 2019)

H1: DBG positively affects Green Marketing

H2: DBG positively affects Sustainable Tourism

H3: GMM positively affects Sustainable Tourism

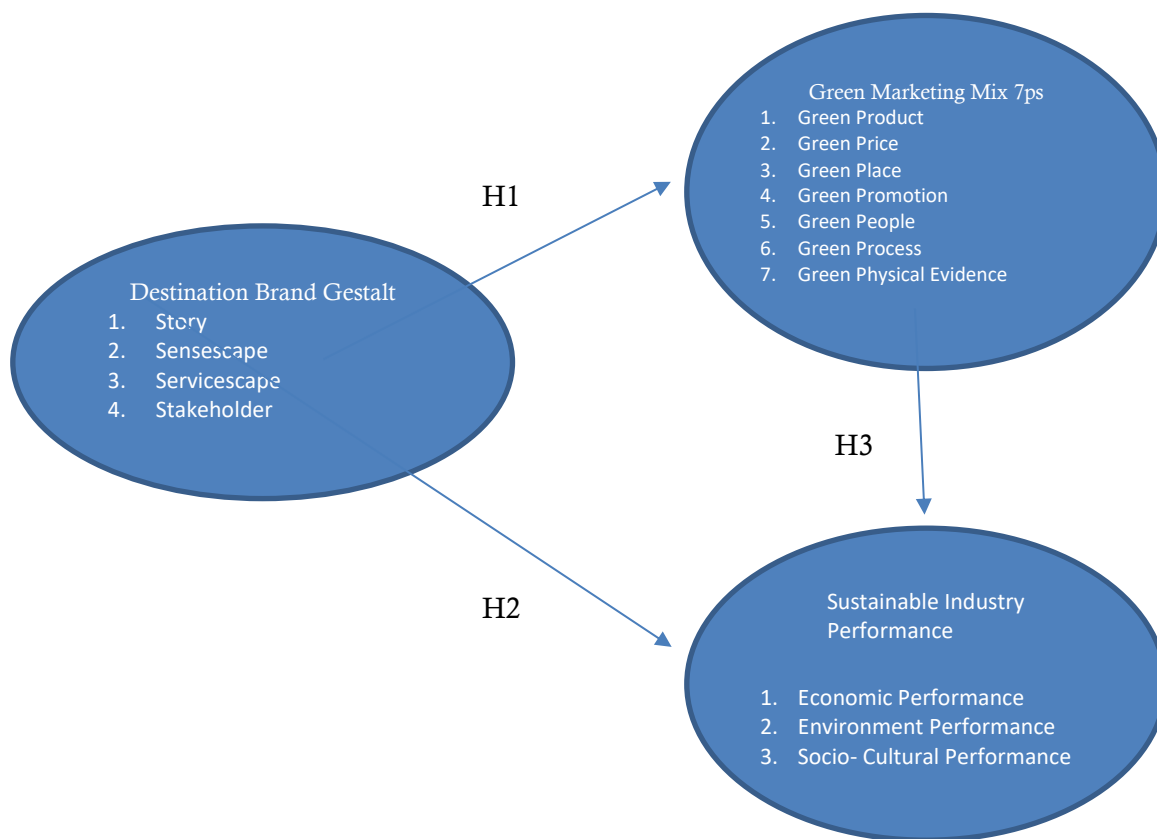


Figure 3. Frame work Conceptual

Partial Least Square

Respondents were presented with a questionnaire based on predetermined criteria. PLS-SEM (Partial Least Squares Structural Equation Modeling) is used to process statistical data. PLS is a soft model approach to SEM that makes no assumptions about the distribution of data. PLS is useful for structural equation modeling in applied research projects, especially when the number of participants is limited and the data distribution is skewed (Kwong & Wong, 2013). The PLS method has undergone several improvements. B. Consistent PLS (PLSS) for modeling latent variables, heterotrait-monotrait correlation ratio to assess discriminant validity, and bootstrap-based tests for general model fit (Benitez et al. 2019). In general, SEM (structural equation modeling) analysis consists of Three software: Lisrel, AMOS, and SmartPLS. All three software has the same goal. That is, to support researchers in analyzing the relationship between variables, the relationship between latent variables and indicators or manifests. The advantage of using SmartPLS software compared to using Lisrel or Amos is that it allows data processing for a limited number of samples, even for very complex research models. The Lisrel or Amos software requires minimum and maximum limits for the minimum study sample. Another advantage of SmartPLS over using Lisrel or Amos is that it can handle data better, even if the SEM model is formative or reflective. The formative SEM model is a model in which the indicator variables form the constituent variables and the arrows for constructing the variables are derived from the indicator variables. On the other hand, reflective SEM is a model if its constituent variables reflect indicator variables. Therefore, the direction of the arrow in the reflex model leads from the constituent variable to the manifest variable. Overall, SmartPLS is considered very good in helping researchers perform SEM analysis on very complex models. Check the measurement model to ensure that the research survey questionnaire determines the variables being measured while ensuring the reliability of the instrument. This process needs to consider three things: load factor, composite reliability (CR), and sampling mean-variance (AVE).

Sample, Data Collection, and measurements

Population data is important, if not constrained, a statistical feature used by many research subjects. This demographic grouping includes populations representing elements of

government, the private sector, business, industry, manufacturers, nonprofits, salespeople, food services, investigators, financial institutions, and retailers. A complete demographic analysis consists of a summary of the data, analysis of data trends, identification of specific needs, and estimates. This information can be used to determine the needs of a particular population. Demographic data can also support predictions and decisions based on research needs. The demographics of tourist villages that were targeted for the development of the Ministry of Pare Crafts from this study were 276 tourist villages in Java and Bali. For this study, SPSS version 23 was used to analyze population data. SPSS or Statistical Package for Social Sciences is used by market researchers, educational researchers, marketing organizations, research firms, health researchers, data miners, government agencies, and others to process and analyze survey data. SPSS is generally used by various types of researchers to analyze complex statistical data (Foley, 2018). Then for the population of tourist villages that will be studied by the author as many as 276 village tourism.

CONCLUSION

This research aims to find the influence of Destination Brand Gestalt (DBG) and Green Marketing Mix (GMM) on sustainable tourism villages in Java and Bali. The method used is Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. The hypothesis tested is that DBG positively influences GMM and sustainable tourism, and GMM positively influences sustainable tourism. Data was collected through questionnaires distributed to respondents from 276 tourist villages in Java and Bali, and analyzed using SPSS and SmartPLS software. This research emphasizes the importance of destination brand management and implementing green marketing in achieving sustainable tourism. This research can be regarded as the contribution of a new model that uses other elements and aspects to form a brand destination for a tourist village destination

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