

Optimizing Natural and Cultural Potential for Green Tourism in Poso Regency

Optimizing Natural
and Cultural
Potential

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ABSTRACT

Poso Regency, Central Sulawesi, holds immense natural and cultural tourism potential, including megaliths, Lake Poso, and local traditions, yet faces challenges in effective promotion. Despite this potential, research on how green tourism marketing can address promotion gaps, sustainability issues, and competitiveness in Poso remains limited. This study aims to explore green tourism marketing strategies that optimize these assets to enhance destination competitiveness. Utilizing a qualitative library research approach, the study analyzes secondary data from journals, reports, and academic publications. Findings reveal that digital marketing through social media platforms significantly expands audience reach, effectively promoting Poso's unique attractions. Community involvement in tourism management strengthens the local economy and preserves cultural heritage, fostering authentic tourist experiences. However, limited infrastructure, inadequate accessibility, and negative security perceptions hinder progress. The study concludes that integrating digital marketing, community participation, and sustainable practices is essential for Poso's tourism development. Recommendations include enhancing digital promotion with engaging content, improving transportation and signage, and empowering local communities through training to manage tourism sustainably. These strategies can position Poso as a leading green tourism destination, supporting economic growth and cultural preservation.

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ABSTRAK

Kabupaten Poso, Sulawesi Tengah, memiliki potensi wisata alam dan budaya yang sangat besar, termasuk megalit, Danau Poso, dan tradisi lokal, namun menghadapi tantangan dalam promosi yang efektif. Terlepas dari potensi ini, penelitian tentang bagaimana pemasaran pariwisata hijau dapat mengatasi kesenjangan promosi, masalah keberlanjutan, dan daya saing di Poso masih terbatas. Studi ini bertujuan untuk mengeksplorasi strategi pemasaran pariwisata hijau yang mengoptimalkan aset ini untuk meningkatkan daya saing destinasi. Memanfaatkan pendekatan penelitian perpustakaan kualitatif, penelitian ini menganalisis data sekunder dari jurnal, laporan, dan publikasi akademik. Temuan mengungkapkan bahwa pemasaran digital melalui platform media sosial secara signifikan memperluas jangkauan audiens, secara efektif mempromosikan daya tarik unik Poso. Keterlibatan masyarakat dalam pengelolaan pariwisata memperkuat ekonomi lokal dan melestarikan warisan budaya, menumbuhkan pengalaman wisata yang otentik. Namun, infrastruktur yang terbatas, aksesibilitas yang tidak memadai, dan persepsi keamanan negatif menghambat kemajuan. Studi ini menyimpulkan bahwa mengintegrasikan pemasaran digital, partisipasi masyarakat, dan praktik berkelanjutan sangat penting untuk pengembangan pariwisata Poso. Rekomendasi termasuk meningkatkan promosi digital dengan konten yang menarik, meningkatkan transportasi dan papan nama, dan memberdayakan masyarakat lokal melalui pelatihan untuk mengelola pariwisata secara berkelanjutan. Strategi-strategi ini dapat memposisikan Poso sebagai tujuan wisata hijau terkemuka, mendukung pertumbuhan ekonomi dan pelestarian budaya.

Kata kunci: Budaya Lokal, Daya Saing Destinasi, Digital Marketing, Pariwisata Hijau, Partisipasi Masyarakat, Pariwisata Berkelanjutan.

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INTRODUCTION

Tourism is a rapidly growing service sector that significantly contributes to the global economy through job creation, foreign exchange earnings, and infrastructure development (Kementrian Pariwisata Republik Indonesia, 2025; Eddyono et al., 2025). In Indonesia, tourism is a leading sector that drives economic growth, promotes social development, and enhances awareness of cultural and environmental conservation (Fattah, 2023). Poso Regency, located in Central Sulawesi with an area of 8,712.25 km², possesses extraordinary natural and cultural tourism potential, including megaliths, marine attractions, Lake Poso, waterfalls, caves, nature reserves, and national conservation parks (Hermawan et al., 2023). These assets position Poso as a prime candidate for sustainable tourism development, particularly through a green tourism approach that emphasizes environmental, social, and economic sustainability (Darmayanti, 2024; Untari, 2024; Li et al., 2024).

Green tourism offers opportunities to optimize natural and cultural resources responsibly, ensuring preservation while empowering local communities (Abdi et al., 2021; Noor & Mulyana, 2024). Effective marketing strategies are essential to position destinations in a competitive global market, with digital technology playing a crucial role in enhancing visibility and engagement (Sunaryo et al., 2023; Simanjuntak et al., 2024; Erislan, 2024). Studies highlight that social media and digital platforms enable cost-effective promotion and create engaging content to attract tourists (Rahmadieni & Wahyuni, 2022; Mukti & Isa, 2024; Pratama et al., 2025). Additionally, community-based tourism strengthens local economies and preserves cultural heritage, as demonstrated in regions like Banyubiru and Sanur (Sarwandianto et al., 2024; Dinata et al., 2024; Hadiningsih & Eddyono, 2025). However, challenges such as limited infrastructure, accessibility, and training for local tourism actors hinder progress in many regions (Walenta, 2023; Aqilah & Islam, 2024).

Despite its rich potential, Poso Regency faces significant barriers in tourism marketing. According to Walenta (2023), the lack of a systematic marketing approach and limited digital-based promotion restricts Poso's visibility. Similarly, Aisyah et al. (2024) note that digital marketing adoption in Indonesian tourism destinations remains underdeveloped, particularly in regions with unique cultural assets. Furthermore, Kristanti et al. (2023) highlight that negative perceptions, such as security concerns, continue to deter tourists, a challenge also noted in earlier studies (Marshalls, 2007). While research by Sunaryo et al. (2023) and Untari (2024) emphasizes digital marketing's potential to enhance destination competitiveness, there is a clear research gap in integrating green tourism principles with digital strategies and community involvement, specifically in Poso Regency. Existing studies often focus on broader Indonesian contexts or other regions, leaving Poso's unique natural and cultural potential underexplored in the context of sustainable marketing strategies (Permadani & Mistriani, 2021; Walenta & Tobondo, 2025).

Despite extensive research on green tourism and digital marketing, there is a notable gap in studies focusing on integrating these strategies in Poso Regency, as noted by Walenta (2023). According to Permadani and Mistriani (2021), sustainable tourism development often overlooks region-specific contexts, such as Poso's unique megalithic and lake attractions. While studies like Sunaryo et al. (2023) and Untari (2024) explore digital marketing's role in Indonesian tourism, they rarely address underrepresented regions like Poso, where digital adoption remains limited (Walenta & Tobondo, 2025). Similarly, Aisyah et al. (2024) highlight the underutilization of digital platforms in promoting cultural tourism in less-developed areas. Community-based tourism research, such as that by Sarwandianto et al. (2024) and Dinata et al. (2024), focuses on well-known destinations like Banyubiru and Sanur, leaving Poso's potential underexplored. Furthermore, Kristanti et al. (2023) note that negative perceptions, such as security concerns, remain a barrier to tourism development in regions like Poso, yet few studies propose targeted marketing strategies to address this issue (Marshalls, 2007; Marzuki et

al., 2024). This research gap underscores the need for a tailored approach that integrates green tourism principles, digital marketing, and community involvement to optimize Poso's natural and cultural potential.

This study aims to examine how the optimization of Poso Regency's natural and cultural potential can be integrated into a green tourism marketing strategy through a library research approach. By analyzing relevant literature, the research seeks to identify effective strategies that leverage digital marketing, community-based approaches, and sustainable practices to enhance destination competitiveness, support economic development, and preserve cultural and environmental heritage. The findings are expected to provide comprehensive recommendations for local governments, tourism stakeholders, and communities to develop sustainable tourism in Poso Regency, addressing challenges such as infrastructure deficits and negative destination images.

LITERATURE REVIEW

Green Tourism: Concepts and Principles

Green tourism, as defined by Darmayanti (2024), is a tourism approach that prioritizes environmental, social, and economic sustainability, aiming to preserve natural and cultural resources while delivering authentic experiences. This concept has gained traction globally due to increasing awareness of environmental degradation and the need for sustainable development (Arbolino et al., 2021; Li et al., 2024). According to Abdi et al. (2021), green tourism integrates local resources, such as natural landscapes and cultural heritage, to create tourism products that benefit communities while minimizing ecological impact. For instance, studies in Indonesia highlight the development of green tourism villages, such as Bakas in Klungkung, which leverage local biodiversity and traditions to attract eco-conscious tourists (Murni & Gandarum, 2025). Green tourism also emphasizes sustainable practices, such as waste management and renewable energy use, to ensure long-term destination viability (Lu et al., 2021; Eddyono et al., 2025). These principles are critical for regions like Poso Regency, which possesses diverse natural assets like megaliths and Lake Poso but faces challenges in sustainable management (Hermawan et al., 2023). The integration of green tourism principles into destination planning enhances competitiveness and supports environmental conservation (Fattah, 2023; Bupu et al., 2025).

The application of green tourism requires strategic planning to balance economic growth with cultural and environmental preservation. Research by Noor and Mulyana (2024) demonstrates that green tourism initiatives in village settings foster economic resilience by involving local stakeholders in sustainable practices. Similarly, Al Qusyairi et al. (2023) emphasize that green tourism in areas like Gunung Dempo promotes biodiversity conservation while enhancing tourist appeal. However, challenges such as inadequate infrastructure and limited awareness of sustainable practices often hinder implementation, particularly in underdeveloped regions (Walenta & Tobondo, 2025; Az-Zahra et al., 2025). These findings underscore the need for tailored strategies to apply green tourism principles effectively in diverse regional contexts.

Digital Marketing in Tourism

Digital marketing has transformed tourism promotion by enabling cost-effective and engaging outreach to global audiences, as highlighted by Untari (2024). Social media platforms, such as Instagram and YouTube, allow destinations to showcase visual content that highlights unique attractions, significantly increasing visibility (Rahmadieni & Wahyuni, 2022; Simanjuntak et al., 2024). According to Sunaryo et al. (2023), digital marketing strategies, particularly those using the SOSTAC framework, enhance destination competitiveness by targeting specific tourist segments with tailored content. In Indonesia, digital platforms have been instrumental in promoting natural tourism, with 80% of local tourists discovering destinations through social media (Aisyah et al., 2024; Mukti & Isa, 2024). For instance, wellness tourism campaigns leveraging social media have successfully attracted eco-conscious travelers (Sunaryo et al., 2023; Fitriani et al.,

2024). However, the adoption of digital marketing in regions like Poso remains limited, with promotion often relying on traditional methods like brochures (Walenta, 2023; Walenta et al., 2025).

Effective digital marketing requires structured strategies and community involvement to ensure authenticity. Research by Octavian et al. (2025) suggests that digital-based service marketing enhances tourist engagement through interactive content and real-time feedback. Similarly, Erislan (2024) notes that adapting to dynamic consumer behavior in the digital era requires innovative approaches, such as influencer collaborations and virtual tours. Despite these advancements, challenges such as limited digital literacy among tourism stakeholders and inconsistent online presence hinder progress in many Indonesian regions (Aisyah et al., 2024; Walenta & Tobondo, 2025). These insights highlight the potential of digital marketing to elevate Poso's tourism profile, provided systematic strategies are implemented.

Community-Based Tourism and Cultural Preservation

Community-based tourism (CBT) empowers local communities to manage and promote tourism, fostering economic growth and cultural preservation, as emphasized by Sarwandianto et al. (2024). In regions like Banyubiru, CBT has strengthened local economies by involving residents in tourism planning and promotion, ensuring cultural authenticity (Dinata et al., 2024; Hadiningsih & Eddyono, 2025). According to Aqilah and Islam (2024), community participation in sustainable tourism development, such as in ecotourism areas like Lembung Pamekasan, enhances destination appeal while preserving local traditions. Studies also show that CBT initiatives, such as those in Sanur and Lombok, improve tourist satisfaction by offering authentic cultural experiences (Kurniawan et al., 2023; Dinata et al., 2024; Yuslaini et al., 2025). In Poso, community involvement could leverage cultural assets like local crafts and culinary traditions, but limited training and infrastructure pose challenges (Walenta, 2023; Sutomo et al., 2024).

The success of CBT depends on capacity building and stakeholder collaboration. Research by Jayadi et al. (2025) highlights that community participation, supported by effective leadership, enhances the accountability of tourism initiatives. Similarly, Sartika et al. (2025) demonstrate that cultural promotion by local communities in Baubau City significantly increases tourist visits. However, Kristanti et al. (2023) note that cross-cultural challenges, such as aligning local practices with tourist expectations, can complicate CBT implementation. These findings suggest that Poso could benefit from structured training programs and pentahelix collaboration models to strengthen community-driven tourism (Sutomo et al., 2024; Margianto et al., 2024).

RESEARCH METHODS

This study adopts a qualitative library research method to examine strategies for optimizing Poso Regency's natural and cultural potential in the framework of green tourism. A library approach is appropriate because it enables in-depth exploration of secondary data and provides contextual insights into sustainable tourism development (Creswell & Creswell, 2014). By synthesizing existing literature, the study aims to identify effective strategies that integrate digital marketing, community involvement, and sustainable practices to enhance Poso's tourism competitiveness. This method is particularly suitable for analyzing complex social phenomena, such as tourism development, where contextual insights from diverse sources are critical.

The data utilized in this study are secondary, sourced from a variety of credible written materials, both print and digital. These include scientific journals, academic articles, reference books, and official reports, such as those from the Poso Regency Tourism Office. Literature is gathered from academic databases like Google Scholar, ResearchGate, and national journal repositories such as Sinta, ensuring a robust pool of sources. The selection criteria prioritize publications from 2017 to 2025 to ensure relevance and actuality, with a focus on sources directly addressing green tourism, digital marketing, or Poso's tourism context. Additionally, only peer-reviewed journals, indexed

publications, or official documents are included to maintain credibility. This rigorous selection process ensures that the data align with the study's objectives and provide a reliable foundation for analysis.

Data collection follows a systematic literature study process, beginning with the identification of relevant sources using keywords such as "green tourism," "tourism marketing," "natural potential," "cultural potential," and "Poso Regency." After identification, the literature is filtered based on its relevance to the research objectives and the credibility of the source. The collected data are then organized thematically, grouping insights into categories like digital marketing strategies, community-based approaches, and cultural preservation. This organization facilitates a structured analysis, allowing the study to draw connections between Poso's unique potential and broader tourism trends.

The analysis employs a deductive approach, starting with general concepts of green tourism and marketing strategies to derive specific conclusions tailored to Poso Regency. Thematic analysis is conducted to identify patterns and relationships, such as the impact of digital marketing on destination competitiveness or the role of community participation in cultural preservation. Each theme is explored through a synthesis of findings, addressing challenges like infrastructure limitations and negative destination images. To ensure data validity, source triangulation is applied, comparing information from multiple credible sources to achieve a comprehensive perspective. This study is limited to secondary data analysis, without primary data collection through interviews or field observations, and focuses specifically on Poso Regency, requiring adjustments for generalization to other regions.

RESULTS

Based on the literature analysis conducted in this study, the optimization of natural and cultural potential in green tourism marketing strategies in Poso Regency shows several important findings that can be the foundation for sustainable tourism development. This research uses a qualitative approach based on library research by integrating secondary data from scientific journals, official reports, and academic publications. Key findings cover three key aspects: the utilization of natural and cultural potential, digital marketing strategies, and community-based approaches, all of which are relevant to improving tourism competitiveness in Poso Regency.

Poso Regency has diverse natural resources, including megaliths, marine, lake, waterfall, cave, nature reserves, and conservation national parks (Poso Regency Tourism Office, 2020). Cultural potential, such as typical culinary and local crafts, is also a significant attraction. However, research shows that this potential has not been optimally utilized due to the lack of integrated and focused promotion (Walenta, 2023). According to Permadani and Mistriani (2021), sustainable tourism development requires a strategy that integrates natural and cultural potential to create an authentic tourism experience (Permadani & Mistriani, 2021). In the context of Poso, tourism icons such as "Tourism of a Thousand Megaliths" and the endemic eel fish of Lake Poso can be key elements in building a unique destination image, as carried out in the Poso Regency Tourism Development Master Plan 2019–2025.

Digital marketing has proven to be an effective tool in increasing the competitiveness of natural tourist destinations in Indonesia (Untari, 2024). This study found that the use of social media and digital platforms, such as Instagram, YouTube, and tourism websites, can increase the visibility of destinations at a relatively low cost (Rahmadieni & Wahyuni, 2022; Pratama et al., 2025). However, in Poso Regency, digital promotion is still limited to local brochures and billboards that are less effective, with the use of social media that has not been systematically managed (Walenta, 2023). A study by Simanjuntak et al. (2024) shows that the SOSTAC framework-based approach can help design structured digital strategies, with a focus on engaging visual content and stories that illustrate the uniqueness of Poso's nature and culture (Simanjuntak et al., 2024). In addition, collaboration with other destinations, such as Bali and Tana Toraja, through tourism

information centers can increase Poso's exposure in the international market, considering that 80% of foreign tourists obtain tourist information from Bali (Walenta, 2023).

The involvement of local communities in tourism management and promotion has been proven to strengthen the local economy while preserving culture (Dinata et al., 2024; Sarwandianto et al., 2024). In Poso Regency, a community-based approach can be realized through managerial training and cultural preservation for local communities, as suggested by Kurniawan et al. (2023) and Kerubun et al. (2022). This study found that the active participation of the community in the development of tourist villages can increase tourist satisfaction and improve the image of the destination (Sutama et al., 2025). However, challenges such as the lack of training for tourism actors, the lack of supporting infrastructure, and hygiene problems at tourist sites are still obstacles (Walenta, 2023). Therefore, the establishment of local organizations that involve the community to maintain tourism infrastructure and promote Poso's culinary and handicrafts is an important recommendation (Marshalls, 2007; Walenta, 2023).

This study identified several key challenges, including negative images related to security, lack of access to transportation, and lack of signage in English for foreign tourists. To overcome these challenges, the marketing strategy must include an integrated marketing mix (products, prices, venues, promotions), with a focus on developing natural tourism products as a feature, competitive price offers such as discounts for groups, and promotion through social media and cross-regional cooperation. In addition, tourist satisfaction programs need to be improved through tourism worker training, hotel data collection, and the development of accessibility, such as a responsive tourist center (Walenta, 2023).

Overall, optimizing natural and cultural potential in green tourism marketing strategies in Poso Regency requires a holistic approach, integrating digital technology, community involvement, and environmental and cultural conservation. By implementing a targeted strategy, Poso can strengthen its position as a competitive, sustainable tourism destination, provide economic benefits to local communities, and preserve natural and cultural heritage.

Table 1 presents various findings from research conducted by a number of researchers related to marketing optimization, destination management, and the contribution of digital marketing in the development of sustainable tourism in Poso Regency. These findings provide an overview of the importance of the role of local communities, digital technology, and appropriate marketing strategies to increase tourism attraction and cultural preservation.

Table 1. Summary of Key Findings on Sustainable Tourism Strategies

No.	Aspects Examined	Research Findings	Reference
1	Digital Marketing Optimization	The use of digital technology, especially social media and digital platforms, has proven to be effective in increasing the competitiveness of natural tourist destinations in Indonesia, including in Poso.	Untari, 2024; Simanjuntak et al., 2024
2	Community-Based Marketing	The development of tourist villages with a community-based approach improves the local economy and preserves culture, as seen in Banyubiru Regency.	Sarwandianto et al., 2024; Sutama et al., 2025
3	The Influence of Marketing on Tourism Image	Marketing strategy plays a significant role in improving the tourism image of Poso Regency, with the highest contribution of 83.1%.	Walenta, 2023; Rahayu et al., 2017
4	The Influence of Marketing Mix on Traveler Satisfaction	The right marketing mix increases tourist satisfaction, contributing 23.8% to tourist satisfaction in Poso Regency.	McCarthy & Kotler, 2006;
5	Tourism Management and Promotion	Community-based tourism management and promotion strengthen the local economy and preserve culture, as well as contribute to destination development.	Riana et al., 2024; Dinata et al., 2024

No.	Aspects Examined	Research Findings	Reference
6	Use of Social Media in Marketing	Social media has a big impact on marketing tourist destinations, with 80% of local tourists knowing about Poso tourist attractions through social media.	Rahmadieni & Wahyuni, 2022; Aisyah et al., 2024
7	Inter-Regional Collaboration in Marketing	Cooperation with other regions, such as Bali and Toraja, increases tourism attraction through the integration of tourist routes and joint promotion.	Pasaribu, 2021; Cape et al., 2022
8	The Role of the Government in Tourism Development	Local governments need to improve training programs, manage hotels/lodgings, and ensure that tourism infrastructure and services are well-maintained.	Miskawi et al., 2021; Ibrahim et al., 2024
9	Sustainable Tourism Planning	Innovative technologies, such as virtual reality tours, support green tourism by enhancing visitor experiences while promoting sustainability.	Andini, 2023
10	Cultural Preservation through Tourism	Local wisdom, such as the Sasi culture in Maluku, enhances sustainable tourism by integrating cultural preservation with green accounting principles.	Layn, 2024
11	Community-Based Ecotourism Development	Ecotourism-based tourist villages, as seen in Bina Baru, support sustainable tourism by improving community quality of life and preserving natural resources.	Mujahidin et al., 2023; Fadhli et al., 2025
12	Optimization of Tourism Potential	Comprehensive development of Indonesia's tourism potential through innovation and sustainable practices strengthens destination competitiveness.	Nurhidayati et al., 2025
13	Sustainable Tourism Metrics and Planning	Using analytic hierarchy processes and sustainability metrics optimizes sustainable tourism development, as demonstrated in North Sumatra.	Sinulingga et al., 2024
14	Green Economy in Tourism Villages	Green economy concepts in tourism village management, such as in Poso, enhance economic income while promoting environmental sustainability.	Baharuddin et al., 2023
15	Optimization of Green Tourist Trip Design	Multi-objective optimization techniques for green tourist trip design improve sustainability in tourism planning, applicable to regions like Poso.	Divsalar et al., 2022
16	International Communication for Cultural Tourism	Sustainable utilization of cultural tourism resources through international communication enhances green tourism appeal globally.	Wang, 2022
17	Climate Adaptation in Cultural Tourism	Sustainable adaptation planning for cultural heritage in coastal tourism destinations, like Poso, balances preservation and tourism development under climate change.	Xiao et al., 2024; Li et al., 2022

These findings show that the optimization of marketing and sustainable management of tourism destinations in Poso Regency is highly dependent on the use of digital technology, local community involvement, and collaboration between regions. For this reason, local governments need to continue to increase synergy between various parties in creating interesting and sustainable tourism experiences, while paying attention to aspects of cultural and environmental preservation.

DISCUSSION

In the development and marketing strategy of green tourism in Poso Regency, some of the main findings from the research show that the optimization of natural and cultural potential and the use of digital technology play an important role in increasing the competitiveness of tourist destinations. Based on the findings of the research that has been presented previously, there are several aspects that are of main concern, namely the use of digital marketing, local community involvement, the influence of the marketing mix on tourist satisfaction, and the important role of sustainable management and promotion of tourism destinations.

First, digital marketing optimization has proven to be the main key in increasing the competitiveness of tourist destinations, especially in the context of green tourism in Poso Regency. Research by Untari (2024) and Simanjuntak et al. (2024) highlights the importance of using social media and digital platforms to introduce Poso's natural and cultural potential to a wider audience (Simanjuntak et al., 2024; Untari, 2024). Social media allows tourist destinations to reach a larger market and convey messages about sustainability and preservation of nature and culture in Poso. Therefore, local governments and tourism actors in Poso Regency need to further develop a more structured and sustainable digital marketing strategy.

Second, a community-based approach to tourism management shows positive results, as seen in a study by Sarwandianto et al. (2024) in Banyubiru Regency. Inviting local communities to be actively involved in the management and promotion of tourist destinations not only strengthens the local economy but also helps to preserve culture and the environment (Sarwandianto et al., 2024). Community involvement in green tourism marketing strategies will increase the sense of ownership of tourist destinations and maintain their sustainability.

In addition, the influence of the marketing mix on the tourism image of Poso Regency is very significant. Research shows that an effective marketing mix, especially in the management of tourism products, prices, venues, and promotions, can improve the image and attractiveness of destinations. The Poso local government needs to improve the segmentation of tourism products by emphasizing more on natural tourism, which is widely known in the community, as well as expanding promotion through digital platforms and cooperation with other regions. Collaboration with Tana Toraja Regency and Tojo Una-Una Regency, for example, can increase tourist attraction through the synergy of complementary tourist routes.

However, the challenges faced in tourism development in Poso Regency are not only limited to marketing, but also to the management of tourism infrastructure and services. Developing accessibility, training for the tourism workforce, and improving the quality of services in hotels/lodgings and tourist destinations are very important to create a satisfying travel experience. Research findings show that poorly maintained facilities and limited transportation options to tourist destinations can reduce the quality of travelers' experience, potentially lowering their satisfaction levels.

In the end, a marketing strategy based on sustainability and the involvement of local communities in the management of tourist destinations is very important to support the success of green tourism in Poso Regency. This will not only improve the image of regional tourism but also contribute to inclusive economic development and cultural and environmental preservation. Local governments need to take proactive steps to improve service quality, utilize digital marketing more optimally, and continue to educate the public about the importance of preserving nature and culture in tourism management. The implementation of a holistic green tourism marketing strategy in Poso Regency will have a positive impact on the growth of the tourism sector, as well as improve the welfare of the local community sustainably.

CONCLUSION

This study highlights that the optimization of Poso Regency's natural and cultural assets is central to advancing green tourism marketing. The findings emphasize three key insights. First, digital technologies, especially social media, offer cost-effective tools for promoting unique attractions such as Lake Poso and megalithic heritage, appealing to sustainability-oriented tourists. Second, community-based tourism strengthens both cultural preservation and local economic growth by involving residents directly in tourism management. Third, persistent barriers such as limited infrastructure, accessibility constraints, and negative security perception remain critical challenges that undermine destination competitiveness. The managerial implications are clear: local governments and tourism stakeholders must prioritize digital marketing training for small businesses, improve transportation and supporting infrastructure, and design empowerment

programs that enable communities to become active stakeholders in tourism development. Strengthening destination branding through transparent communication about safety and sustainability can further enhance Poso's appeal.

This research is constrained by its reliance on secondary data, which restricts the ability to capture real-time perspectives from tourists and local communities. Future studies should therefore employ mixed methods, integrating surveys or interviews to validate and enrich these findings. In terms of recommendations, collaborative efforts across regions, the adoption of innovative tools such as virtual or augmented reality, and the development of eco-friendly infrastructure could significantly elevate Poso's position as a sustainable tourism hub. By aligning marketing strategies with cultural preservation and environmental stewardship, Poso Regency has the potential to achieve long-term tourism competitiveness.

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