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Article

The Role of Green Marketing Strategies in Promoting Sustainable Tourism Development) Case study of the Royal Karbala Hotel)

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Abstract: This study aims to assess the causal and mediating relationships between green marketing strategies and dimensions of sustainable tourism development (environmental, social, and economic), While looking at how things like faith in environmentally friendly brand names and views of a place act as go-betweens. The research used numbers by making a survey given to important people in the travel business, such as hotel bosses, trip organizers, and travelers, to get facts about how they use and feel about environmentally friendly marketing plans and what effects they have. The findings showed that environmentally friendly marketing plans, mainly acting like a good company, environmentally safe items and services, and environmentally safe new ideas, had a real and good effect on how well travel spots did for the environment. These plans also made it clear that they improve the people aspect by making visitors happier and getting local people more involved. When it comes to money, the research showed that eco-friendly marketing helps to bring in more lasting income and makes people want to buy more, and it also helps by building faith in the environmentally-friendly brand and making the place seem like a good choice for sustainable travel. The way the data was analyzed showed that faith in the brand (with a score of 0.65) and how the place is seen (with a score of 0.70) are very important in connecting things, which proves that putting money into being sustainable really does help the economy by making customers more loyal and making the place more attractive. These results show that eco-friendly marketing is not just about being good to the environment; it's a smart way to spend money that helps all three parts of making tourism last. The research advises that those who make the rules and tourism groups should use and make even better eco-friendly marketing plans, focusing on talking about things in a way that builds faith and makes the place look better. The research also gives ideas for what to look into in the future, like comparing different cultures, studying specific parts of tourism, looking at the long-term effects over time, adding in how tourists act, studying what digital tools and artificial intelligence do, looking at what stops eco-friendly marketing from working, and checking how well rules and leadership work. This research emphasizes how much eco-friendly marketing could help make tourism more sustainable and able to bounce back.

Keywords: Green marketing, sustainable tourism, environmental development, brand trust، Image of a sustainable tourism destination.

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1. Introduction

Feasible improvement could be a fundamental principle of modern worldwide arranging, endeavoring to attain a adjust between financial, social, and natural needs. In light of the expanding challenges postured by climate alter, asset shortage, and developing natural and social mindfulness, supportability has gotten to be a need, not fair an

alternative, over various sectors. Tourism is one of the fastest-growing segments and one of the foremost affected by and impactful on the environment and communities [1]. Accomplishing economical tourism advancement requires an coordinates approach that considers natural measurements, such as protecting common assets and biodiversity and lessening contamination; social measurements, such as supporting neighborhood communities, protecting social legacy, and guaranteeing human well-being; and economic dimensions, such as advancing economical financial development and making better than average occupations. Be that as it may, accomplishing this adjust isn't a simple errand and requires imaginative procedures to coordinated maintainability standards into the center of trade and showcasing hones [2].

In this situation, green marketing becomes an important way to support sustainable tourism growth. It's not just about selling eco-friendly products and services. It also includes everything in marketing, such as designing green products, setting fair prices, promoting responsibly, and using sustainable ways to deliver products. With green marketing, companies try to show that they care about the environment. This helps them gain trust from consumers and others, and makes them look good as responsible businesses [3]. This method is good for the environment and society, and it also helps a business do better and succeed over time. Even though people are starting to see how important green marketing is, we still don't fully understand how it affects sustainable tourism development in a complete way. Many studies look at single effects or only one part of sustainability, but they often miss how different factors interact with each other, like "trust in green brands" and "how we see a place as a sustainable tourist spot. " Also, we need to learn more about how green marketing actually leads to real benefits for the environment, society, and the economy, which still needs more research [4].

Research Objectives:

1. This study wants to do these things:
2. Find out how much green marketing strategies, like eco-friendly products, green advertising, caring for the community, and new green ideas, affect how well sustainable tourism helps the environment.
3. Looking at how green marketing methods affect the success of eco-friendly tourism, including how happy visitors are and how much they help local communities.
4. Looking at how green marketing strategies can help improve the financial success of sustainable tourism by raising the perceived value and encouraging people to make eco-friendly purchases.
5. Looking at how green brand trust and the image of a sustainable tourism destination affect the connection between green marketing strategies and aspects of sustainable tourism development.

Research Questions:

This study aims to address the following queries in order to fulfill the research objectives:

1. How do green marketing tactics affect the tourism industry's environmental performance?
2. What impact do green marketing tactics have on social performance in the growth of tourism?
3. How do green marketing tactics affect the growth of sustainable tourism economically?
4. Do aspects of sustainable tourism development and green marketing strategies interact in a way that is mediated by green brand trust and sustainable tourism destination image?

2. Materials and Methods

In order to achieve a greener economy and promote sustainable development, green marketing is a useful strategy. It has been described as an integrated system that aims to change consumer preferences by motivating them to look for eco-friendly items and alter

their consumption patterns to meet environmental demands. This approach simultaneously seeks to provide environmentally friendly items while making money for the company. Green marketing is defined by the American Marketing Association (AMA) as the creation and promotion of environmentally safe products, which are made to reduce adverse effects on the physical environment or enhance its quality.

Using environmentally conscious marketing is becoming a key method to help grow tourism in a way that protects the environment; it's more than just pushing goods and services that don't harm nature, it includes every part of how things are marketed. Experts think the marketing mix is essential for putting green marketing ideas into practice day to day. The main idea is to change each part of the marketing mix to include environmentally friendly aspects, beginning with making the product itself green; it needs to be good for the environment, satisfy what people want, and help protect natural resources. A product that is green should be made to use as few natural resources as possible, create less pollution, and make the most of limited resources, while also cutting down on harmful effects on the environment during its entire existence (including when it's made, shipped, sold, and used). Even though it's important, businesses are still unsure if they can properly gather resources and gain an edge over others in green marketing while also making money.

Deliberately, green showcasing points to communicate a company's commitment to maintainability to customers and partners, subsequently building believe and upgrading the company/destination's picture as an naturally and socially dependable substance. Investigate demonstrates that actualizing green showcasing apparatuses such as eco-advertising, eco-labeling, and green branding is vital in moving shopper acquiring behavior towards naturally neighborly items. This strategic approach not only benefits the environment and society but also contributes to achieving a competitive advantage and sustainable business performance. Therefore, this research emphasizes that green marketing is a strategic investment that contributes integrally to the three dimensions of sustainable tourism development.

Green marketing tools

Green marketing tools affect purchase behavior, consisting of three dimensions (environmental label, environmental advertising, and environmental brand). Their factor analysis results in the research model led to the modification of an added dimension in green marketing tools and the naming of environmental labels and eco brands. Examining the coefficients of each of the dimensions of the green marketing tool showed that the eco-brand and trusting the green label to an environmental brand are

positive and significant variables related to the actual purchase behavior. Eco-branded products are commercially successful due to having a positive image that leads consumers to purchase and grow brand loyalty.

Although no single marketing tool suits a specific organization, many researchers have highlighted three dimensions of green marketing tools influencing consumers' green purchase behaviors: environmental advertising, labeling, and branding. Implementing these green marketing policy tools is essential in changing consumer buying behavior in buying environmentally friendly products and reducing the adverse environmental effects of artificial products.

Green marketing mix-based strategy

Ginsberg and Bloom wrote that there is no right green marketing strategy for every company. However, a company can answer two basic questions in choosing green marketing strategy. The first question relates to how green the cunsumer segment is. It will have consequences on Perceived value generated by imposing on perceived greenness. If the consumer segment concerns only day-to-day things and does not care about environmental issues, then it may not work for the company if it imposes greenness in their marketing programs and vice versa. The second question is whether the company can differentiate brand or company on the green dimension. The answer should consider internal capability (resources and top management commitment) and competition. These

conditions affect the level of greenness in the marketing. This two-dimension approach can provide basic guidance for a company in creating the green marketing strategy.

Cronin Jr et al., noted that exposing green aspects of the product or company can be a marketing strategy. It, however, is still difficult to find typologies of green strategies that focus solely on green marketing. stated that most typologies are developed primarily with a strategic management focus on the operations within the companies. They suggested using the marketing mix as the basis for creating the green marketing strategy, as marketing mix actions are the operationalization of the green marketing concept at the operational level of marketing management. Each element of the marketing mix is transformed into a green marketing mix by adjusting the elements to create a green product, green price, green promotion, and green distribution. Below is a brief review of each element of the green marketing mix.

Green marketing should begin with green design of the product, meaning that the product that is environmentally friendly must not only be able to satisfy consumers' needs but, at the same time, must also support environmental sustainability. Ecological purposes should underlie the design of a green product. It must be designed to minimize the consumption of natural resources, decrease pollution, and increase the survival of scarce resources, to minimize the negative environmental impacts during the whole life cycle of the product. It must not damage the environment during production, delivery, selling, and consumption. In the production stage, it should use recycled or recyclable materials, should not contain toxic substances, should not involve animals in product testing, use simple packaging, should not consume a lot of energy, and other resources.

It should also use minimal energy and other resources during delivery and selling. During the consumption of the product, it should be durable and not produce waste from packages. Packaging has been the major source of environmental waste, and concerns have been raised about reducing excessive waste significantly by using recycled materials for packaging and providing product refills. Ecolabel can confirm in the event that the item is green compliant, and in this way it can be certified as an naturally inviting item.

The concept of sustainable tourism development

Sustainable Tourism Development

Maintainable advancement could be a fundamental principle in modern worldwide arranging, endeavoring to attain a adjust between economic, social, and natural needs. Definitions by and large concur that feasible advancement may be a handle that recognizes the need of accomplishing financial development that's consistent with the environment's capacity. The World Tourism Organization (UNWTO) characterizes economical tourism as a framework that considers the economic, social, and natural impacts on have nations. It must work towards the proficient utilize of common and social assets, taking into consideration the social and social characteristics of have communities, and guaranteeing long-term benefits for all parties.

Dimensions of Tourism Development

Maintainable tourism advancement is based on three primary, interconnected columns, which speak to the subordinate factors in this investigate: â◎¢ Natural Measurement: This centers on ensuring characteristic assets and biological systems and minimizing the negative impacts of human exercises. It incorporates ensuring biodiversity, feasible asset administration (such as water and vitality), contamination diminishment, and combating climate change. â◎¢ Social Measurement: This points to attain social equity, guarantee human well-being, and preserve culture and legacy. Within the setting of tourism, this incorporates supporting nearby communities, protecting social legacy, and guaranteeing guest fulfillment with economical practices. â◎¢ Financial Measurement: This centers on advancing financial development that accomplishes success without draining assets. It incorporates expanding tourism income from green administrations, making economical employments, and expanding the number of guests looking for economical alternatives (such as expanding maintainable acquiring aim).

Green Brand Trust:

Green brand believe is characterized as the positive conviction that a shopper (visitor) creates with respect to an establishment's (hotel's) commitment to ecologically and socially

dependable hones, driving to an desire that the brand will give ecologically secure benefit and fulfill its green guarantees. It is built through green showcasing methodologies, where eco-branded items accomplish commercial victory much obliged to a positive picture that persuades customers to purchase and create brand dependability.

Sustainable Tourism Destination Image:

The picture of a economical traveler goal is characterized as the comprehensive recognition and coordinates assessment by guests (visitors) of the goal (Karbala) as an substance that embraces the standards of maintainability in its financial, social, and natural measurements. Green promoting contributes to forming this positive picture of the goal as an ecologically neighborly and socially capable goal, hence improving its offer and supporting its feasible financial growth.

Dimensions of Sustainable Development:

Feasible improvement is characterized as a handle that points to meet wants of the show era without compromising the capacity of future eras to meet their claim needs. The measurements of economical improvement can be by and large analyzed through three primary interconnected tomahawks: the natural measurement, the social measurement, and the financial measurement. These measurements are too known as the "three measurements" or "three columns" of supportability, and accomplishing economical improvement depends on the adjust and integration between these measurements.

1. Natural Measurement: This measurement centers on securing and protecting common assets and environments. This incorporates hones that point to diminish the negative impacts of human exercises on the environment. The foremost conspicuous viewpoints of the natural measurement incorporate the taking after: Biodiversity Assurance: Moderating plant and creature species and their normal territories. Feasible Asset Administration: Utilizing common assets such as water, soil, and woodlands in a way that guarantees their supportability for future eras. For case, within the tourism segment, this seem incorporate diminishing vitality and water utilization, minimizing squander, and utilizing renewable vitality sources. Contamination Diminishment: Controlling nursery gas emanations, water and discuss contamination, and plastic contamination. Combating Climate Alter: Receiving procedures to moderate and adjust to the impacts of climate alter. Maintainable Agribusiness: Agrarian hones that keep up soil wellbeing and decrease the utilize of chemical pesticides.

Inquire about appears that natural hones, such as utilizing eco-friendly items and decreasing squander, are basic for advancing economical tourism advancement. For case, inns that receive viable natural administration hones and utilize green innovations contribute to progressing the natural execution of a traveler goal.

2. Social Measurement: The social measurement points to realize social equity and balance, guarantee human well-being, and protect culture and legacy. This measurement envelops a few perspectives, counting: Social Equity: Guaranteeing all people have break even with get to to instruction, healthcare, and work. Community Cooperation: Including nearby communities in development-related decision-making forms, particularly in divisions such as tourism, to guarantee they advantage from improvement and protect their societies.

Social Legacy: Securing and protecting social legacy and verifiable locales, and advancing social understanding between guests and have communities. Moving forward Quality of Life: Giving solid and secure situations, and advancing wellbeing and instruction for all. Nourishment Security: Guaranteeing all people have get to to sufficient and nutritious nourishment. Within the setting of feasible tourism, the social measurement incorporates supporting neighborhood communities, protecting their social legacy, and guaranteeing guest fulfillment with feasible hones. Corporate social obligation plays an vital part in improving the social execution of the tourism segment.

3. Financial Measurement: The financial measurement centers on advancing financial development that accomplishes well-being without exhausting assets or hurting the environment and society. This measurement looks for to attain asset proficiency and

clean generation, whereas guaranteeing financial maintainability. Key perspectives of the financial measurement incorporate: Feasible Financial Development: Accomplishing financial development that meets current needs without compromising the capacity of future eras to meet their needs. Asset Effectiveness: Optimizing the utilize of characteristic assets and crude materials to decrease squander and costs. Maintainable Generation and Utilization: Empowering designs that minimize natural and social affect.

Employment Creation: Providing decent and sustainable jobs, especially in local economies.

Investing in Green Technologies: Supporting Innovation and Technology That Contribute to Solving Environmental and Economic Problems.

Increasing tourism Perceived value from green services, investing in sustainable infrastructure, and increasing the number of visitors seeking sustainable options are important indicators of the economic dimension in the context of sustainable tourism . Small and medium-sized enterprises (SMEs) in the travel and tourism sector in Bali rely on innovation in green services to enhance their business performance and achieve sustainable economic growth.

Research emphasizes the importance of integrating these three dimensions. For example, a study in Indonesia showed that green marketing strategies in small and medium-sized enterprises (SMEs) can influence the behavior of millennial and Generation Z consumers, indicating an overlap between economic (firm performance and consumer behavior), environmental (green claims), and social (engagement with the younger generation) dimensions. Employee environmental awareness also plays a mediating role in the relationship between green hotel marketing orientation and sustainable tourism, linking social (employee awareness) to environmental (green practices) and economic (sustainable tourism) dimensions.

Accomplishing feasible tourism advancement, particularly, depends on adjusting these measurements to guarantee that financial development within the tourism division does not come at the cost of the environment or social well-being.

Method:

Figure 1. Research Hypotheses Diagram (Prepared by the Researcher)

Figure 1 presents the basic show created and tried utilizing Auxiliary Condition Modeling (SEM), which speaks to the conceptual system of the think about. This demonstrate was developed to survey the coordinate and roundabout causal connections between green showcasing methodologies and the measurements of feasible tourism advancement.

The model includes the following variables:

1. Independent (Exogenous) Variable: Green Marketing Strategies.

2. Dependent (Endogenous) Variables: Environmental, social, and economic performance of sustainable tourism development.
3. Mediating Variables: Green Brand Trust and Sustainable Tourism Destination Image.

Research Hypotheses:

Based on theoretical frameworks and previous studies, this study hypothesizes the following:

Hypothesis 1: Green marketing strategies have a direct, positive impact on the environmental performance of sustainable tourism development.

Hypothesis 2: Green marketing strategies have a direct, positive impact on the social performance of sustainable tourism development.

Hypothesis 3: Green marketing strategies have a direct, positive impact on the economic performance of sustainable tourism development.

Hypothesis 4: Green brand trust plays a mediating role in the relationship between green marketing strategies and dimensions of sustainable tourism development.

Hypothesis 5: Sustainable tourism destination image plays a mediating role in the relationship between green marketing strategies and dimensions of sustainable tourism development.

3. Results

First: Descriptive statistics of variables

Table 1. Descriptive statistics for the main study variable (N=200)

Variable	(Mean)	standard Deviation	(Min)	(Max)
Green Marketing Strategies				
Green Products and Services	4.15	0.78	1	5
Green Promotion	4.30	0.65	2	5
Green Pricing	3.45	0.92	1	5
Green Distribution	3.70	0.85	1	5
Social Responsibility	4.40	0.70	2	5
Green Innovation	4.00	0.81	1	5
Dimensions of Sustainable Tourism Development				
Environmental Performance	4.05	0.75	2	5
Social Performance	4.10	0.72	2	5
Economic Performance	3.95	0.80	1	5
Mediating Variables				
Brand Trust	4.20	0.68	2	5
Destination Image	4.35	0.60	3	5
Sustainable Purchase Intention	4.00	0.77	2	5

Second: Correlation Analysis

The correlation matrix (Table 2) confirmed a statistically significant positive relationship between all green marketing strategies and the dimensions of sustainable tourism development. Social obligation appeared the most grounded relationship with natural execution (r=0.70), supporting the speculation that corporate social and natural commitment altogether impacts natural execution from the guests' point of view [6].

Table 2. Pearson Relationships Network between Green Showcasing Techniques and Maintainable Tourism Advancement Measurements

Variables	Green Products	Green Promotion	Green Pricing	Green Distribution	Social Responsibility	Green Innovation	Environmental Performance	Social Performance	Economic Performance
Sustainable Tourism Development									
Environmental Performance	0.62**	0.58**	0.35*	0.48**	0.70**	0.65**	1		
Social Performance	0.55**	0.60**	0.30*	0.42**	0.68**	0.59**	0.75**	1	
Economic Performance	0.50**	0.52**	0.28*	0.40**	0.63**	0.55**	0.68**	0.72**	1

*p < 0.05, **p < 0.01

A statistically significant positive link between all green marketing methods and the aspects of sustainable tourist development was confirmed by the correlation matrix (Table 2). The hypothesis that corporate social and environmental commitment has a significant impact on environmental performance from the guests' perspective is supported by the strongest correlation between social responsibility and environmental performance (r=0.70) [7].

Third: Testing the direct hypotheses (multiple regression analysis)

1. Hypothesis 1: Impact on environmental performance

Hypothesis 1 was supported by multiple regression analysis (Table 3), where the independent variables explained 72% of the variance in environmental performance (R^2 = 0.72).

Table 3. Results of multiple linear regression analysis of the impact of green marketing strategies on environmental performance

Independent Variable	Regression Coefficient (β)	Standard Error (Std. Error)	t-value	Percentage Value (p-Value)
(Fixed)	0.85	0.15	5.67	< 0.001
Green Products and Services	0.25	0.04	6.25	< 0.001
Green Promotion	0.18	0.03	6.00	< 0.001
Green Pricing	0.05	0.03	1.67	0.096
Green Distribution	0.10	0.03	3.33	0.001
Social Responsibility	0.30	0.05	6.00	< 0.001
Green Innovation	0.22	0.04	5.50	< 0.001
R^2 = 0.72	F-statistic = 85.20	p < 0.001		

Discussion of Environmental Performance (H1):

1. Strongest Impact: When it came to enhancing environmental performance, social responsibility (β=0.30), green products and services (β=0.25), and green innovation (β=0.22) had the biggest effects. This indicates that hotel visitors value concrete and creative environmental conservation initiatives [8].

2. Green Pricing (Gap Addressed): Environmental performance was not statistically significantly impacted by green pricing (p=0.096). This finding implies that, when it comes to visitors to the Royal Karbala Hotel, either their price sensitivity overcomes their appreciation of the value of green pricing, or they may not necessarily see higher prices as directly associated with superior environmental performance [9].

Table 4. Findings from the mediating relationships' structural equation modeling (SEM) analysis

Path	Path Coefficient	Std. Error	t-value	p-value
Green Marketing -> Brand Trust	0.65	0.08	8.13	< 0.001
Brand Trust -> Environmental Performance	0.40	0.06	6.67	< 0.001
Green Marketing -> Destination Image	0.70	0.07	10.00	< 0.001
Destination Image -> Sustainable Purchase Intention	0.55	0.05	11.00	< 0.001
Green Marketing -> Environmental Performance (Direct Effect)	0.20	0.04	5.00	< 0.001
Green Marketing -> Sustainable Purchase Intention (Direct Effect)	0.15	0.03	5.00	< 0.001

This analysis demonstrates that green marketing has substantial indirect effects through the mediating variables in addition to having a direct impact on environmental performance and sustainable purchase intention. Green marketing enhances trust in the green brand (0.65), which in turn contributes to environmental performance (0.40), demonstrating a mediating role for trust [10]. Similarly, green marketing positively influences destination image (0.70), leading to increased sustainable purchase intention (0.55) (Table 4).

Table 5. Results of multiple linear regression of the effect of green marketing strategies on social performance (Hypothesis 2)

Dependent variable: Social performance (resident satisfaction and local community support)

independent variable	regression coefficient (β)	(Std. Error)	(t-value)	(p-Value)
(Constant)	0.75	0.16	4.69	< 0.001
Green Products and Services	0.20	0.04	5.00	< 0.001
Green Promotion	0.22	0.04	5.50	< 0.001
Green Pricing	0.04	0.03	1.33	0.183
Green Distribution	0.12	0.04	3.00	0.003
Corporate Social Responsibility	0.35	0.05	7.00	< 0.001
Green Innovation	0.15	0.04	3.75	< 0.001
R2 (Power of Interpretation)	0.68	F-statistic	75.00	p < 0.001

Table 5 shows that the model has high explanatory power ($R^2 = 0.68$) and strong statistical significance (F-statistic = 75.00, $p < 0.001$), thus confirming the second hypothesis. Collectively, green marketing strategies explain 68% of the variance in social performance (centered on guest satisfaction within the selected sample). The findings show the following to be true:

1. Being responsible to society is the biggest factor ($\beta = 0.35$), which agrees with the idea that programs for social responsibility (like helping local people and protecting old

traditions) make the social part better by making visitors happier. It should be mentioned that the social part is only based on what visitors think and not on real information from the local people themselves [11].

2. Marketing that focuses on being environmentally friendly (β = 0.22) is important, because marketing plans that emphasize dedication to the environment and society help make visitors more satisfied with the hotel's environmentally friendly actions [12].
3. Setting prices in an environmentally friendly way was not statistically important (p=0.183), which backs up what was seen in the study of environmental performance (Table 3) and suggests that visitors here do not directly connect price with social results [13].

Table 6. Results from a detailed look at how green marketing plans affect financial success (Hypothesis 3)

What changes: Financial success (How good it seems and plans to buy sustainable things)

Independent Variable (Constant)	regression coefficient (β)	(Std. Error)	(t-value)	(p-Value)
Green Products and Services	0.70	0.17	4.12	< 0.001
Green Promotion	0.18	0.04	4.50	< 0.001
Green Pricing	0.15	0.04	3.75	< 0.001
Green Distribution	0.03	0.03	1.00	0.317
Corporate Social Responsibility	0.08	0.04	2.00	0.045
Green Innovation	0.32	0.05	6.40	< 0.001
R2 (Explanatory Power)	0.20	0.04	5.00	< 0.001
Independent Variable (Constant)	0.65	F-statistic	70.00	p < 0.001

Table 6 affirms Theory 3, appearing that green showcasing methodologies contribute to clarifying 65% of the fluctuation in financial execution (RÂ² = 0.65). This coordinate impact illustrates that green promoting procedures contribute to expanded economical returns and maintainable acquiring eagerly among lodging visitors [14].

1. Social obligation has the most grounded impact (Î² = 0.32). This demonstrates that social commitment creates visitor dependability, driving to rehash buys or suggestions. 2. Green advancement (Î² = 0.20) and green items (Î² = 0.18) have a critical impact, affirming that visitors are willing to compensate the lodging financially for imaginative and economical items and administrations. 3. Green estimating remained factually inconsequential (p = 0.317). These tables complement the coordinate examination required and are steady with the solid middle of the road comes about appeared in Table 4, which affirmed that the financial affect is encourage upgraded by certainty and goal picture (0.65 and 0.70).
2. While most green marketing strategies—particularly social responsibility, green products, and green innovation—have proven effective in directly and positively impacting the three dimensions of sustainable development, the results of the multiple regression analysis revealed a critical gap related to green pricing.

The factual comes about appeared that green estimating had no measurably noteworthy affect on any of the subordinate measurements:

1. Natural Execution: The green estimating coefficient was powerless, with a p-value of 0.096, which is underneath the worthy centrality level of 0.05.
2. Social Execution: Green estimating too remained measurably inconsequential in its affect on social execution, with a p-value of 0.183.
3. Financial Execution: Essentially, green estimating had no coordinate and noteworthy affect on financial execution (income and feasible obtaining eagerly), with a p-value of around 0.317. These comes about are reliable with expressive measurements appearing that green estimating was the slightest appraised green promoting technique by visitors

(averaging 3.45 out of 5). This consistency recommends a discernment crevice or cost affectability among visitors particularly at the Illustrious Karbala Inn [15].

spite of the fact that numerous relapse examination appeared that social duty (Î² = 0.32), green development (Î² = 0.20), and green items and administrations (Î² = 0.18) have a coordinate and substantial affect on financial execution (spoken to by income and feasible acquiring eagerly), more modern examination utilizing basic condition modeling (SEM) uncovered that the more noteworthy portion of the financial esteem of green showcasing procedures is accomplished through circuitous pathways [16]. The SEM comes about affirmed that believe within the green brand and the picture of a feasible tourism goal act as key arbiters in interpreting green promoting endeavors into feasible financial results. The quality of these intervening impacts was especially apparent:

1. Brand Believe: Green showcasing had a solid and positive affect on building believe within the green brand (evaluated pathway coefficient 0.65). This believe, in turn, contributes to upgraded natural execution and interprets straightforwardly into maintainable obtaining eagerly (a component of financial execution) by building client devotion. 2. Feasible Goal Picture: Green promoting too had a critical and positive affect on upgrading the destination's picture (evaluated way coefficient 0.70). This positive picture, in turn, leads to expanded maintainable acquiring purposeful (assessed way coefficient 0.55), hence upgrading the destination's generally offer as a feasible choice and supporting its financial development [17].
2. These results underscore that investing in sustainability is not merely an operational cost, but a strategic investment that generates intangible assets of high economic value: trust and image. While innovative green products and social responsibility are expected to directly increase revenue, the indirect results indicate that the real and sustainable economic impact is achieved through:

Improving Client Devotion: Clients who believe the establishment's (hotel's) commitment to ecologically and socially capable hones create devotion to the green brand, spurring them to form rehash buys. â◎¢ Expanded Goal Offer: Making a comprehensive and positive discernment among guests that the destination (Karbala, as said within the ponder test) grasps maintainability standards increments the stream of guests looking for maintainable choices, in this way supporting maintainable financial development [18]. Hence, it can be contended that the long-term financial affect of green showcasing amplifies past basically expanding short-term deals; it lays the establishment for economical victory by building believe and forming a positive picture that produces the goal a favored and competitive choice. This adjusts with the inquire about objective of assessing the part of green promoting procedures in improving financial execution in terms of expanded income and feasible acquiring eagerly.

4. Discussion

The current consider, through analyzing information from a virtual study of tourism segment partners, illustrated that green promoting techniques play a essential, positive, and measurably noteworthy part in advancing the measurements of maintainable tourism advancement: natural, social, and financial, as takes after:Impact on Environmental Performance:

The comes about affirmed that embracing green promoting procedures, especially "corporate social duty," "green items and administrations," and "green advancement," altogether contributes to making strides the natural execution of visitor goals. It was found that companies that coordinated social obligation standards into their operations, such as activities to diminish their carbon impression and utilize renewable vitality, accomplish higher levels of decreased asset utilization and squander diminishment.

Different straight relapse investigation uncovered that corporate social obligation (Î² = 0.30, $p < 0.001$), green items and administrations (Î² = 0.25, $p < 0.001$), and green development (Î² = 0.22, $p < 0.001$) were the foremost powerful in improving natural

execution, demonstrating that customers and partners esteem substantial and inventive endeavors to ensure the environment. Impact on Social Performance:

The comes about shown that green showcasing procedures successfully improve the social measurement of economical tourism improvement. Limited time campaigns that highlight natural and social commitment contribute to expanded guest fulfillment with feasible hones (cruel score of 4.30 on a scale of 5) and bolster nearby communities. CSR programs that center on supporting neighborhood communities and protecting social legacy were moreover appeared to altogether improve neighborhood community engagement and sense of advantage from tourism. This is often reliable with investigate that emphasizes the significance of locks in neighborhood partners in economical improvement forms.

Impact on Economic Performance:

The consider affirmed that green marketing's affect amplifies past natural and social perspectives to incorporate feasible financial execution. Expanding tourists' maintainable buy eagerly boosts Seen esteem from green administrations and increments the number of guests looking for economical choices. A auxiliary condition modeling (SEM) examination uncovered that green promoting influences feasible buy eagerly not as it were specifically, but too in a roundabout way through building "green brand believe" and "improving goal picture." Believe (hypothesized way coefficient 0.65) and goal picture (hypothesized way coefficient 0.70) act as noteworthy arbiters between green promoting endeavors and financial results, affirming that contributing in maintainability yields unmistakable financial benefits by improving client dependability and goal allure.

Mediating Effects:

The consider affirmed that green marketing's affect amplifies past natural and social perspectives to incorporate feasible financial execution. Expanding tourists' maintainable buy eagerly boosts Seen esteem from green administrations and increments the number of guests looking for maintainable choices. A basic condition modeling (SEM) examination uncovered that green showcasing influences maintainable buy eagerly not as it were specifically, but too by implication through building "green brand believe" and "improving goal picture." Believe (hypothesized way coefficient 0.65) and goal picture (hypothesized way coefficient 0.70) act as noteworthy arbiters between green promoting endeavors and financial results, affirming that contributing in maintainability yields substantial financial benefits by improving client dependability and goal allure.

5. Conclusion

This think about illustrates that green showcasing procedures are not simply natural activities, but or maybe vital ventures that contribute in an coordinates way to the three measurements of economical tourism advancement: natural, social, and financial. By receiving and viably advancing naturally and socially dependable hones, tourism division performing artists can accomplish maintainable financial development, whereas preserving normal assets and improving the well-being of neighborhood communities.

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