Developing green marketing tourism in Perak, Malaysia

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Abstract. Perak is the second largest state in Malaysia. Meanwhile, the trend of tourists to Perak has declined. The local government is working with the Ministry of Tourism, Arts and Culture to increase the number of tourists for the Visit Malaysia 2020 program. They focus on campaigning for markets: Europe, Australia, the Middle East, Central and East Asia. Meanwhile, environmental health problems worsen the quality of tourist destinations in Perak. To respond to this program, they are trying to increase a tourist visits by conducting a Silver Tourism promotion campaign that uses English and Chinese as part of its marketing strategy. The aim is to increase the attractiveness of tourists from Europe and China. We recommend paying attention to social influences, environmental awareness, pro-environment behavior, and awareness of pro-environment behavior. By paying attention and building this empathy, it will prepare the application of green marketing strategy.

1. Introduction

In 2016, tourist arrivals in Malaysia were 25 million and tourism sector's contribution to the economy was about RM 62 billion, whereas in 2015 its economic contribution was about RM 55 billion.

Therefore, this study also responds to the promotion of tourism in Perak heritage theme by the director of the new Tourism Malaysia Perak that will use a new marketing strategy. Previously, he planned to use to greet the Visit Malaysia 2014 (RM, 2013). In addition, this study also responds Tourism Perak Bhd CEO statement stating that the Ipoh City held cultural tourism.

Due to the decreasing number of tourists, the Ministry of Tourism, Arts and Culture is looking for a new tourism target market with a target of 30 million tourists to Visit Malaysia 2020. The campaign is to focus on the tourism market in European countries, Australia, the Middle East, Central Asia, Russia and Asia East like Japan and South Korea (Tong, 2020) [1]. While, the main environmental problems of Malaysia are illegal mining, dam projects, sewage disposal projects, water leakage, and logging projects. In addition, the activity of burning waste, processing industrial waste and river-pollution exacerbates the negative environmental impact. Economic growth of this country also causes air pollution and pollution from agricultural and livestock industries. The growth of tourism also contributed to the negative environmental impacts due to tourism activities, both in the form of trash from restaurants and waste from hotels. Oil waste pollutes some of the waters along the coast (Hays, 2015; JAG, 2011)[2,3]. However, green marketing tourism in Malaysia reached the level of corporate social responsibility. It need a higher attainment that will provide high impact on the protected environment, socio-economic, and policy (Farsa, 2012)[4]. The effort is in dearer by NGOs to implement conservation programs in Perak.

The aim of this study is to develop the destination in supporting green marketing and at the same time it could conserve the environment.

2. Literature review

2.1. Green Marketing

The green tourism marketing in the form of cultural truth in a commercial environment friendly green tourism which has an eco-label product. Moreover, green tourism is marketing as an integrated management of the supply chain of green tourism marketing, planning, promotion, processes, and people involved in the project. Meanwhile, implementing green tourism marketing, tourism company in this case is a tour operator duly realize that marketing of green travel market will generate positive results, and will generate important implications for managers in their efforts to have the support of top management for their green tourism marketing program (Dangelico & Vocalelli, 2017a; Duffett, Edu, Haydam, Negricea, & Zaharia, 2018; Groening, Sarkis, & Zhu, 2018; Nedumaran & M, 2020; Rahbar & Wahid, 2011; & Webster, 2020; Tsai et al., 2020) [5-11]. Furthermore, green tourism marketing related to sustainable tourism, as well as awareness among tourists about marketing green tourism services of the local communities that are environmentally friendly (Cui, Guo, & Zhang, 2020; Khan, Royhan, Rahman, Rahman, & Mostafa, 2020; Papadas, Avlonitis, & Carrigan, 2017; Papadopoulos, Karagouni, Trigkas, & Platogianni, 2010; Stafford & Graul, 2020; Szabo & Webster, 2020). [12-16,10]

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Previously, explains both results and exchange facilities to meet the needs of tourists, and their expectations of minimal impact on the natural environment for their traveling. Similarly, promoting good public policy process and issue value of the program as a green tourism destination greening program by the company or tour operator with minimum environmental degradation. Furthermore, green marketing segment as a segment of the tourists, who are more interested in sustainable tourism, compared to mass tourism trends that will grow with its own (Syaekhoni, Alfian, & Kwon, 2017)[17].

However, the concept of green marketing (Dangelico & Vocalelli, 2017b; Mokha, 2017; Mukonza & Swarts, 2020; P. Singh, Singh, & Sharma, 2016)[18-21] meets the requirements: Social influence; Environmental-concern; pro-environment behavior; and awareness and pro-environment behavior.

2.2. Social influence

Social influence is a direct assessment of the price supporting green marketing that includes the influence of other people that are relevant and in a larger context, namely, the influence of the organization decision. There are two tactics of social influence, namely reciprocal relations and social evidence, which are used to increase the influence of societal orientation behavior that results in synergistic potential for their feeling and highlight of their directions of social impacts (Argo & Dahl, 2020; Baumann, Lorenz-Spreen, Sokolov, & Starnini, 2020; Higgs & Ruddock, 2020; Hsu & Lin, 2008; Koskinen & Daraganova, 2020; Meoli, Fini, Sobrero, & Wiklund, 2020; Muthukrishna & Schaller, 2020; Ni, Yang, & Kong, 2020; Pan, He, & Yu, 2020a; Ramos, Boratto, & Caleiro, 2020; Roethke, Klumpe, Adam, & Benlian, 2020; N. Singh, Sinha, & Liébana-Cabanillas, 2020; Weiß, Mussel, & Hewig, 2020; Young, 2009)[22-35].

The type of influence of a green marketing tourism phenomenon that requires a lot of different influences suitability. While, social influence of marketing green tourism as defined in the form: individual-thinking that influenced by an individual or group (Efferson, Vogt, & Fehr, 2020; Koskinen & Daraganova, 2020; Pan, He, & Yu, 2020b; N. Singh et al., 2020). [36,37], [26] The factors that increase the likelihood of a person in response to social influence (Abu-Salih et al., 2020; Chouchani & Abed, 2020) in marketing green tourism are: (a) the strength of the individual that influence sustainable tourism section, (b) physical approach and the influence of environment friendly in their tourism business, and (c) the groups involved in it.

2.3. Environmental concern

The factors affecting green consumption patterns affect the environmental responsibility for consumers on green consumption and are related to its problems that affect price sensitivity, because consumers are concerned with their responsibility. This responsibility encourages them to reduce their negative environmental impacts. The

development of environmental degradation interacts with the socio-economic status of individuals to have an impact on environmental concerns. People with better economic conditions generally have higher environmental awareness (Bian, Zhang, & Zhou, 2020a; Bourliva, Papadopoulou, da Silva, & Patinha, 2020; Campos-Soria, Núñez-Carrasco, & García-Pozo, 2020; Chuah, El-Manstrly, Tseng, & Ramayah, 2020; Hao & Song, 2020; Harmooshi, Shirbandi, & Rahim, 2020; J. Kim, Tanaka, & Schmöcker, 2020; Milfont, Poortinga, & Sibley, 2020; Nguyen et al., 2020; Weber, Büssing, Jarzyna, & Fiebelkorn, 2020; Yang, Ji, & Tan, 2020; Yue, Sheng, She, & Xu, 2020)[38-51]. Environmental concern (Bian, Zhang, & Zhou, 2020b; Cruz & Manata, 2020; Franzen & Mader, 2020; Rodrigo-Comino, 2020)[52-55] affects product of the green marketing tourism by utilizing the theory of planned behavior to the behavior. While, trading decisions of green marketing. Suki assess and realize that 25% of the price and the brand image of the tourists will significantly influence their decisions. Previously, the environmental concerns is an important factor green (Ma & He, 2020; Rizkalla & Erhan, 2020)[56,57].

2.4. Pro-environmental behavior

The belief that collective behavior benefits people and their participation affects pro-environmental behavior. Reflections on morals and social partners who support them concern for the environment significantly and positively affect the commitment to environmental sustainability. Their pro-environmental peered advocacy and environmental commitment influence their pro-environmental behavior collectively (Denzin, 2012, Afsar & Umrani, 2020; Fu et al., 2020; Hamann & Reese, 2020; Kaaronen & Strelkovskii, 2020; M. S. Kim & Stepchenkova, 2020; Shafiei & Maleksaeidi, 2020; Vesely, Klöckner, & Brick, 2020; Xu, Huang, & Whitmarsh, 2020)[58-66]. Pro-environmental behavior supporting green place (distribution) of the green marketing. It developed from self-image in the business of protecting the environment of sustainable tourism as purchase behavior of green or eco-friendly. Transaction behavior of green tourism marketing is consumer-friendly product that promotes minimal environmental impact or environmental protection, recyclable, ecological concerns sensitive or responsive to sustainable tourism (Binder, Blankenberg, & Guardiola, 2020; Chwialkowska, Bhatti, & Glowik, 2020; Cleveland, Robertson, & Volk, 2020; Fu et al., 2020; Gong et al., 2020; Hoffmann & Muttarak, 2020; Kautish & Sharma, 2020a; Lee, Sung, Wu, Ho, & Chiou, 2020; Liobikienė, Liobikas, Brizga, & Juknys, 2020; Quoquab, Mohammad, & Shahrin, 2020a; Wong, Wan, Huang, & Qi, 2020; Yuriev, Dahmen, Paillé, Boiral, & Guillaumie, 2020)[67-77].

Meanwhile, the green tourism marketing over the factors that influence the buying behavior of green tourism. The young travelers in Hong Kong 'has been using seven variables in the context of marketing green tourism: Tourism eco-friendly attitude; Awareness of the negative environmental impacts of tourism; Perceived seriousness of the negative environmental impacts of tourism;

Perceived need for environmentally responsible tourism; Pro-environmental behavioral effectiveness environment; Awareness of the image in green marketing (Binder et al., 2020; Fu et al., 2020; Zibarras & Coan, 2015).[67],[60],[78].

2.5. Awareness and pro-environmental behavior

Conducting green marketing tourism needs a people engage in behaviors that support environmentally friendly programs, and the tourists will participate on contributing to the program of environmental. Meanwhile, awareness and pro-environmental behavior (APEB) among tourists in supporting green promotion of green marketing. An environmental management program has a significant relationship with their responsibilities in environmental protection programs and also required the effectiveness of their behavior in environmental management. It will be more profitable in implementing the program of green tourism marketing (Fu et al., 2020).[60]

Moreover, the most important thing in predicting adolescent tourists' behavior at the time they make a purchase in the green tourism marketing program. This suggests that the green marketing tourism impacts on a social influence, concern for environmental management, a concern with self-image in the protection of the environment, and the perceived effectiveness of their behavior towards environmental protection (Fu et al., 2020; Gabarda-Mallorquí, Fraguell, & Ribas, 2018).[60], [79].

However, the behavior of the tourists effectiveness in marketing green tourism, and he found an effective relationship between finite ecological component of the cost of environmentally friendly management and credibility associated with sustainable tourism, will affect the commitment of tourists in support of environmentally friendly management (Chen & Cai, 2019; Dopelt, Radon, & Davidovitch, 2019) [80],[81].

3. Research method

This study mixed mode (Denzin, 2012)[58] starting with a pre-research and it conducted in July 2018 - July 2019, in a year Perak. 180 of 220 respondents returned questionnaires. It is about

SI, EC, PEB, and APEB. Nevertheless, 20 of them are experts on SI, EC, **PEB**, and APEB. This study developed five (5) groups discussion (Nyumba, Wilson, Derrick, & Mukherjee, 2018)[82]. They discussed (Table 1) about Breathtaking Belum, Bukit Larut, Teluk Batik, Pangkor Island, Pasir Bogak Beaches.

Table 1: Respondent of Focus Group Discussions

Each Group Discussions' Topics (SI, PEB, EC, APEB)	Number of respondents include experts
Breathtaking Belum	50
Bukit Larut	50
Teluk Batik	50
Pangkor Island	50
Pasir Bogak Beach	50

Each group consisted of 46 respondents that discuss about SI, ED, PEB, and APEB. The respondents from local government agencies to Department of tourism, local communities, tour operators, tourists, Tour and travel agencies, Restaurant staff, Taxi and Bus drivers, and Tour guide. Nevertheless, 180 respondents returned the questionnaires steadfastly.

The data tabulated by using SAS/STAT (SAS Institute Inc., NC, USA). The factors that affect the interaction of the interview, their opinion, current situations conducting interviews, and interview topics. The value K> 0.6 indicated the performance met the minimum requirements (Archibald, 2016; Denzin, 2012; Hengky, 2015; Mukonza & Swarts, 2020)[83], [58],.[84], [20]

Based on the requirement, the analysis used a content analysis (Tiggemann & Zaccardo, 2018; Vaismoradi, Turunen, & Bondas, 2013)[85],[86] in tabulating the data that support the aspect of a green marketing tourism (Duffett et al., 2018; López-Rodríguez, 2016; Mokha, 2017; Moravcikova, Krizanova, Kliestikova, & Rypakova, 2017). [87],[88].

4. Finding and discussion

Table 2 Tabulated data

Destination	SI	PEB	EC	APEB	Score
Breathtaking Belum	0.69	0.79	0.79	0.76	0.758
Bukit Larut	0.74	0.76	0.78	0.73	0.753
Teluk Batik	0.78	0.73	0.68	0.72	0.728
Pangkor Island	0.74	0.70	0.72	0.71	0.718
Pasir Bogak Beach	0.75	0.71	0.70	0.70	0.715

Note: SI = Social Influence; PEB = Pro-environmental behavior; EC = Environmental Concern; and APEB = Awareness and pro-environmental behavior

4.1. Breathtaking Belum

This study indicated that Breathtaking Belum is the best destination (Table 2), for fulfilling green marketing (score 0.758). SI (0.69) indicated the travel cost accommodated the friendly environmental price supporting of green marketing (GM) that spent by tourists. While, EC (0.79) shown by an area (117 500 hectares) of land protected State Park has been confirmed, and this area is only one-third of the protected area in 2007. It supported product of GM. The rest of the other land degraded due to illegal hunting, illegal logging, and deforestation (Silvera, Lavack, & Kropp, 2008)[89].

PEB in environmental protection (Fu et al., 2020) 0.79 stating about 10 species of hornbills, 3000 species of

flowering plants: Rafflesia (*Rafflesia Kerrii*, *Rafflesia Azlanii*, and *Rafflesia Cantleyii*). Moreover, there is 222 birds of conservation. It reflected the distribution of GM. While, The APEB of Breathaking Belum (0.76) indicated the promotion supporting GM. It indicated naturality of jungle promotion as their livelihood

4.2. Bukit Larut

SI Bukit Larut (0.74) indicated that the cost of traveling supported the GM in terms eco-friendly. While, EC (0.78) indicated by the decision of the Sultan of Perak sets an area of 300 acre (Zhang et al., 2020)[90] that support the product of green marketing. In 2010, King Silver construct Bukit Larut cable car to develop the on infrastructure and the accessibility of the tourists that want to visit to the top of the hill and in the afternoon, tourists can enjoy the sunset while drinking hot tea.

PEB index (Saifulina, Carballo-Penela, & Ruzo-Sanmartín, 2020)[91] of 0.76 supporting green place (distribution) of the GM. It reflected by the performance of Forest Hill Late that protects the water catchment. More recently, the conservation area is reduced because a lot of the projects in Bukit Larut. Nevertheless, APEB index (Fu et al., 2020) 0.73 supporting the promotion of the GM. It reflected to the Sultan of Perak matched to green marketing support.

4.3. Teluk Batik

SI index (Zimmermann, 2020)[92] 0.78, represented fair cost of green marketing that tourists spent their money matched with they consumed. It supporting the price of the GM. While, PEB index (Quoquab, Mohammad, & Shahrin, 2020b)[93] 0.73 supporting green place (distribution) of the GM. It indicated the cleanliness of the destination that supported place or distribution of green marketing. While, EC Index 0.68 supporting reflected at the nickname of Teluk Batik beach which has pearl white beaches and the long sandy beach, with some 300 species of sea shells in the museum shells. Green tourism activities that can be carried by tourists such as swimming, recreation, enjoying sea landscape, snorkeling, diving underwater world, village survival, trekking trail, souvenirs, and enjoy the beach Sunset at Teluk Batik.

APEB index (Fu et al., 2020) 0.72 shows that it supported green place (distribution) of GM. It indicated the availability of green tourism activities in Teluk Batik. It provides a variety of environmentally friendly swimming activity and with the involvement of a number of 150 vocational students and teachers take part in creating green coastal tourism by cleaning trash around the beach Teluk Batik.

4.4. Pangkor island

SI index (Roethke et al., 2020)[32] of 0.74 indicates that tourism activity in Pangkor island provided with friendly price. It has historical value, because Pangkor island 17th century has been a strategic place for fishermen, sailors, and merchants, in their efforts to control trading activities

in the Strait of Melaka. In the eastern part of the island of Pangkor is located Fishing Village where tourists can do fishing tourism.

PEB index (Vicente-Molina, Fernández-Sainz, & Izagirre-Olaizola, 2018)[94] 0.70 shows it supporting distribution of the GM. It reflected in Pangkor island there are many gathering place for fishermen, sailors, and merchants as fishing activities too (Kautish & Sharma, 2020b). Pangkor Island became an important place in the control of trading activities in the Strait of Melaka. On the island of Pangkor, there is also a fort established by the Dutch when they perform activities in Perak tin trade monopoly.

EC Index 0.72 shows that the performance of beach tourism in Pangkor Island based on environmental care is quite high. It supporting the product of the GM. During the program of the visit Perak tourism in 2012, Pangkor Island is visited by 1.3 million tourists

APEB index of (Fu et al., 2020) 0.71 indicating it supporting the promotion of the GM. It reflected Perak state government's decision to promote tourist destinations in the entire Perak as one of the main tourist destinations in Malaysia. At the same time Japanese tourists also advised governments Perak duly perform marketing green tourism by promoting green tourism more aggressively among international tourists to visit the island of Pangkor in the future. Pangkor Island has a beautiful beach and has the calmest sea, and tourists can travel around Pangkor Island by ferry. Pangkor island tourists can also observe the feeding activity of birds Hornbi.

4.5. Pasir Bogak Beaches

SI index (Pan et al., 2020b) 0.75. It's indicated that Pasir Bogak Beach Supporting price of the GM. While, PEB index 0.71 reflected by the performance of distribution of the GM. It has clear sea water and white sand along the beach.

EC index (Wu & Hou, 2020)[95] 0.70 reflected by the performance of the green-coastal tourism product of the Pasir Bogak. It has a white sand beaches and has a shallow and crystal-clear sea water as well. Green tourism attraction in the beach of Pasir Bogak for tourists is like observe the feeding activity of the Hornbill bird.

APEB index (Gabarda-Mallorquí et al., 2018) of 0.70 is supporting the promotion of the GM. It shown by the awareness actions of the local government to promote and preparing the quality of the landscape in the region and encourage the development of conservation areas around the beach Pasir Bogak. They organize, and manage vegetation on private property, identify and preserve the visual landscape of the highlands. Besides, they preserved natural scenery in the area of the development, and integrate with natural scenic.

However, based on research results and discussion indicate that green marketing strategy ready applying in the area of Breathaking Belum, Bukit Larut, Teluk Batik, Pangkor Island, and Pasir Bogak. Breathaking Belum has limited performance in SI index (0.69). This means that the destination required more support from tourists, tour

operators, and local governments to strengthen their influence in environmental awareness program marketing green tourism (Saari, Fritz, Mäkinen, & Baumgartner, 2018) [96].

4.6. Proposed Developing Green Marketing Tourism model

Moreover, we proposed green marketing tourism model to conduct at from above destination (Figure 1)
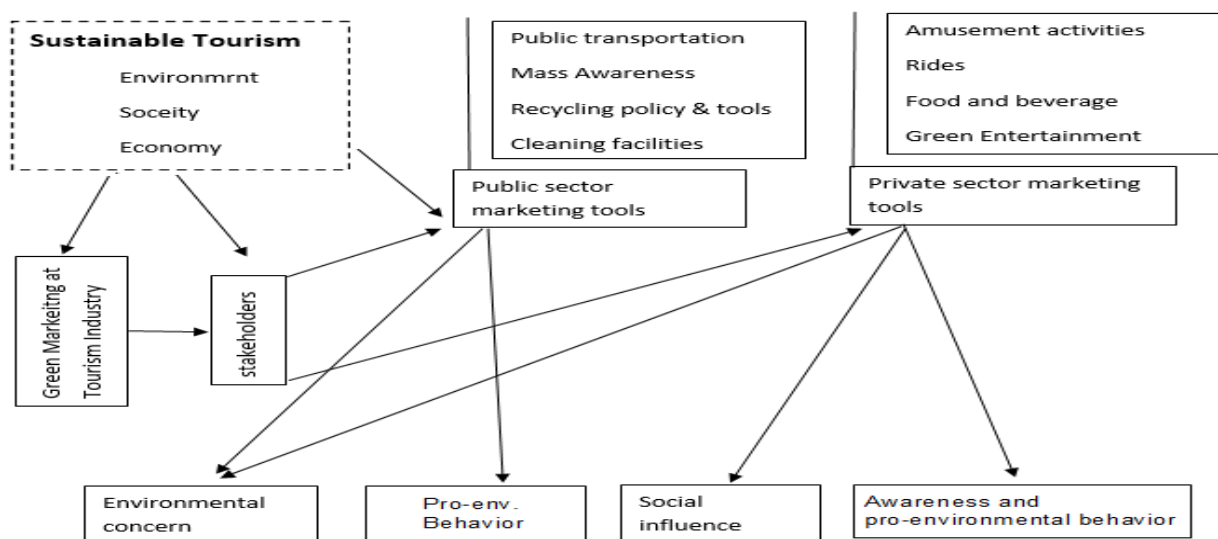
Figure 1: Proposed green marketing tourism model for Perak

The above proposed model is executable for the authority. As we can see the whole process should be taken in action considering the sustainable tourism. Sustainable tourism should be comprising benefit towards environment, economy and the society of the particular region. The model is the first step should be confirming the green marketing at tourism industry. There could be a governing body to execute and monitor the whole process (Chin, Chin, & Wong, 2018; Saari et al., 2018)[97],[98]. under that governing body there are some stake holders who are responsible to maintain the public and privet sector marketing tools. Even though private sector has some liabilities for environment but it largely depends on public sector. the government and other related associate should be responsible for maintaining that. Public sector also should use their marketing tools to create a pro-environment behavior (Gabarda-Mallorquí et al., 2018). Besides there are private sectors who are responsible for creating the social influence and awareness and pro-environmental behavior (Fu et al., 2020).

Public sector marketing tools are not limited to but including public transportation, creating mass awareness, recycling policy and cleaning mechanism. These interests will do a lot favor to protect the environment towards sustainable goal. Concerning body must take fruitful steps to implement and follow up for continuous basis. On the other side, private sector marketing mechanisms includes amusement activities for the tourists, share rides, food and beverages that ensure disposable packaging and green entertainment for the visitors.

5. Conclusion

Referring to the findings and discussion of this study revealed from five tourism destinations in Perak is ready

to implement green tourism marketing programs as a starting point to support green marketing strategy. They would start implementing green tourism marketing strategy in Perak soon. The program can respond to the expectations of NGOs.

The study found fore-mention destinations ready applying green marketing. On the one hand, most of the respondents stated that Teluk Batik is the strongest in it as local community empowerment in the SI context. On the other hand, referred to PEB, it has indicated that distribution of Breathtaking Belum's environment is well protecting. While, referred to the context of EC, most of the respondents mentioned that Breathtaking Belum is the most concern to the environment that supported the product of the GM. With regards for APEB, majority of respondents considered that the destination Breathtaking Belum has the most effective promotion for supporting the GM program.

Therefore, the research outcomes suggest the State Government of Perak preparing to amend the State Forest Act on tackling further environmental destruction. The formation of green tourism marketing in several locations in Perak, also can support the effort to address the environmental damage tourism, as well as tour guides and tour operators in the use of the environment for green tourism destination.

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