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Review

Developing the Conceptual Model of Sustainable Industrial Performance in the Hospitality Industry

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Abstract: The increasing number of tourist destinations in the world has led to an increase in the number of tourists and their supporting industries, such as the hotel industry. This increase should not have a negative impact on the natural environment and people who live near tourist destinations. Sustainable Industrial Performance (SIP) is one indicator to find out whether industrial development has an impact and becomes a benchmark for industry sustainability in the natural and social environment. Sustainable Industrial Performance (SIP) is measured from three (3) factors, namely economy, natural environment, and socio-culture. Pro-Environment Behavior (PEB) is one indicator of initiatives and efforts made by people who work in the sector/industry to continue to maintain the sustainability of the surrounding environmental conditions. Green Marketing Mix (GMM) is a variable commonly used by marketing people in marketing a product, be it goods or services. Green Marketing Mix (GMM) provides characteristics about the importance of creating goods or services with green principles. This research is expected to be one of the green practice concept models, namely activities to create and manage industries with the concept of sustainable business, namely the benefits of sustainable (economic) business, sustainability for the natural environment, and sustainable for the social environment of the hospitality industry.

Keywords: sustainable industry performance; pro-environmental behavior; green marketing mix

1. Introduction

The tourism industry has experienced significant growth and is one of the largest economic sectors in the world in recent years. Prior to the Covid-19 pandemic outbreak, tourism sector growth data showed growth more than what was previously predicted (Raja, 2020). Tourism growth in general consists of growth in the number of foreign tourists, domestic tourists, the hospitality industry, the transportation industry, human resources, and even souvenir products. Economic growth, on the one hand, tourism also has a

negative impact, especially for home countries that receive tourist arrivals in large numbers in a short period of time. The surge in the number of tourists and the massive development of tourist destinations without being supported by strengthening the capacity of supporting human resources will worsen the image of tourism in that location. Ideal conditions occur when all interested parties are ready to have official procedures and implement regulations relating to the environment and socio-culture.

Clearly open rules only regulate human resources management of the tourism sector but can also be binding on tourists visiting an area. The basic concept built on this research plan with the aim of creating Sustainable Industry Performance (SIP) in the hospitality business by analyzing the relationship of 2 indicators, namely the ability and willingness of the hotel management to participate in managing their environment or called the Pro-Environmental Behavior (PEB). One (1) another indicator analyzing the literature on Green Marketing Mix (GMM) as one of the strategies carried out by the hotel to promote its green movement to the community, both the community surrounding the hotel, as well as those who are the target market in the future. This study uses the basis of a literature study of the three parameters to be measured. This research can be a reference for subsequent research with different location objects.

2. Literature Review

2.1. Sustainable Industry Performance (SIP)

The definition of sustainable tourism by the World Tourism Organization (WTO) is "Tourism that takes full account of current and future economic, social and environmental impacts, addressing the needs of visitors, industry, environment and the host community". Furthermore, UNWTO outlines policies on how to develop sustainable tourism which focuses on three things, namely natural sustainability, social and cultural sustainability, and economic sustainability. This concept explicitly states that tourism development must not damage nature, the environment, and land, especially agricultural land (Raja, 2020).

Table 1. Outline the best practices implemented by the hotels in key areas of operation.

Keys areas of Best Practices		Hotels								
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**
Environmental parameters										
1	Water Management	-	-	-	-	-	-	-	v	v
2	Energy Management	v	-	v	v	-	v	-	v	v
3	Nature Conservation	v	v	v	v	v	v	v	v	v
4	Conservation of Flora & Fauna	v	v	v	v	-	v	-	v	v
5	Solid Waste Management	v	-	-	v	-	v	-	v	-
5	Environmental Education	v	-	v	v	v	v	v	v	-
6	Green Building Design	v	-	v	v	-	v	-	v	v
Socio-cultural Parameters										
1	Cultural Activities	v	v	v	v	v	v	v	v	v
2	Contribution to Local Development	v	v	v	v	v	v	v	v	v
3	Preservation and Protection of Historical-Cultural Heritage	v	v	v	v	v	v	v	v	-
4	Respect for Local Cultures and Communities	v	v	v	v	v	v	v	v	v
Economic parameters										
1	Policies and Planning	-	-	-	v	-	v	-	v	-
2	Local purchasing	v	-	v	v	v	v	v	v	v
3	Staff Training and Local Employment	v	v	v	v	v	v	v	v	v
4	Design and Construction	v	-	v	v	-	v	-	v	v
5	Monitoring and Corrective Actions	-	-	-	-	-	-	-	v	-

Source: Chandran & Bhattacharya (2019)

The conceptual definition of UNWTO related to sustainable tourism should (i) utilize the environmental resources which are key elements in optimally developing tourism, maintaining important ecological processes, and helping to preserve natural heritage and biodiversity. (ii) respecting the socio-cultural authenticity of the host community, preserving the cultural heritage and traditional values that have existed and been built so far, and contributing to intercultural understanding and tolerance. (iii) ensuring

viable long-term economic operations, providing socio-economic benefits to all stakeholders, distributing the economy fairly, including stable employment opportunities and opportunities for earning income and social services, and contributing to poverty alleviation. Measurement of the performance of business organizations is one of the keys to knowing performance as well as how to control managerially for the business it runs. With the latest developments, several indicators have been found to measure the performance of a business organization. The purpose of establishing these indicators is to function and orientate the sustainability of a business's performance. Triple bottom line approach to measure sustainable industrial performance.

Table 2. Items measurement for sustainable industry performance.

Construct	Items	Source
Environmental Performance	1. Reduced emission, effluents and waste 2. Reduced wastewater 3. Decreased for general environmental issues Environmental compliance 4. Decreased cost for environmental aspect of product and services	Hourneaux Jr et al (2018)
Economic Performance	Financial 1. Operating income 2. Sales growth 3. Return-on-investment 4. Return-on-equity 5. Net cash flows 6. Cost per unit produced Costumer 1. Market share 2. Costumer response time 3. On-time delivery 4. Number of customer complaints 5. Number of warranties claims 6. Survey of customer satisfaction Internal Processes 1. Material efficiency variance 2. Manufacturing lead time 3. Rate of material scrap loss 4. Labour efficiency variance Innovation and learning 1. Number of new patents 2. Number of new product launches 3. Time-to-market for new products 4. Employee satisfaction	Henri (2008)
Social Performance	1. Preserve environment 2. Enhanced employee job satisfaction 3. Social commitment 4. Training and education 5. Compliance of product and services	Hourneaux Jr et al (2018)

In Table 1, there are three (3) indicators from these measurements (1) Economic, (2) Social, and (3) Environmental (Hourneaux Jr et al 2018).

2.2. Pro-Environmental Behavior (PEB)

The quality of human life is influenced by the way humans themselves treat their environment Hamzah (2013). Pro-Environmental Behavior is the behavior of someone who consciously seeks to minimize the negative impact of actions on nature and the world that is built (Miao & Wei, 2013). Human behavior has given many environmental problems and poses a threat to environmental sustainability. These threats include global warming, urban air pollution, water shortages, environmental noise, and loss of biodiversity (Bronfman et al., 2015),(Palupi, 2017). Damage to the global environment is caused by human behavior that is less concerned about the environment. This is what drives people to change their behavior to reduce the harmful effects of environmental damage. For this reason, it is important to know and understand pro-environment behavior in society. Pro-environment behavior is human behavior that can avoid danger to the environment, and vice versa provides great benefits for the environment (Gkargkavouzi et al., 2019). Pro-Environmental Behavior is often defined as the role of everyone, which includes attitudes, social norms, perceived behavioral control, and personal norms (Cordano et al., 2011). Pro-environment behavior has six indicators: energy conservation, mobility, and transportation, waste avoidance, recycling, consumerism, and representative behavior towards conservation (Palupi 2017). Pro-environment behavior encourages people to consume environmentally friendly products and services, including environmentally friendly hotels.

Table 3. Literature of pro-environmental behavior (PEB).

No.	Year	Article	Countries	Source
1	2016	Green organizational climates and employee pro-environmental behavior in the hotel industry	Poland	Zientara & Zamojska (2018)
2	2016	Fostering customers' pro-environmental behavior at a museum	Korea	Han & Hyun (2017)
3	2017	Relationship between attitude and pro-environmental behavior from the perspective of theory of planned behavior	Indonesia	Palupi (2017)
4	2018	National cultures as a driver of pro-environmental attitudes and behavioral intentions in tourism	Poland	Filimonau et al (2018)
5	2018	Green-tinted glasses: How do Pro-Environmental Citizens Conceptualize Environmental Sustainability	Australia	Uren et al (2019)
6	2019	Pro-environmental tourism: Lessons from adventure, wellness and eco-tourism (AWE) in Costa Rica	Costa Rica	Hunt & Harbor (2019)
7	2019	The technology-evoked time use rebound effect and its impact on pro-environmental consumer behavior in tourism	UK	Kim et al (2021)
8	2019	The effect of green human resource management on hotel employees' eco-friendly behavior and environmental	Thailand	Y. J. Kim et al (2019)
9	2019	Measuring pro-environmental behavior	Belgium	Lange & Dewitte (2019)
10	2019	How do hotel employees' environmental attitudes and intentions to implement green practices relate to their ecological behavior?	Turkey	Okumus et al (2019)
11	2019	Does environmental sustainability contribute to tourism growth? An analysis at the country level.	Spain	Pulido-Fernández et al (2019)
12	2019	Recycling on vacation: Does pro-environmental behavior change when consumers travel	USA	Oliver et al (2019)

Pro-environment behavior can be seen as self-interest behavior that is triggered by an individual's perception of norms (subjective norms), attitudes, and perceived behavioral control. Examples of pro-environment behavior are energy conservation, recycling, travel mode choices, and pro-environment purchasing behavior. Awareness and knowledge of environmental problems may be a trigger of perceived norms and feelings of guilt. To overcome feelings of guilt, the individual will do something to save the environment (Leonidou et al., 2013). Hotels can save money and minimize costs by pro-environment management. Recycling, saving energy, and reducing pollution are examples of pro-environmental management. However, the focus shifts from minimizing costs to getting a positive company image and attracting more customers. Whether minimizing costs or attracting customers, pro-environmental management can improve company performance (Andereck, 2009).

Pro-environment management with examples of pollution reduction and recycling by a company can reduce energy consumption and control costs (Pereira-Moliner et al 2015). Several things can encourage a company to implement pro-environmental management, such as legal compliance, market/customer pressure, competitive market advantage, commercial strategy (certification), and requests from other stakeholders such as clients, suppliers, investors, etc. (Bonilla Priego et al 2011). Implementation of pro-environmental management includes architectural planning and landscape design, water and energy efficiency, waste reduction, education and training for employees, socialization to build environmental awareness, increased knowledge for management about environmental conservation that will make environmental policies in organizations, purchasing and marketing environmentally friendly, as well as voluntary pro-environment activities such as environmentally friendly labeling, certification, and environmental audits and support for the community (Mensah 2019). The relationship between Pro-Environmental Behavior (PEB) and Sustainable Industrial Performance (SIP) has been investigated by (Miller et al., 2015),(Allen, 2016),(Zientara, P., & Zamojska, A., 2018),(Ro et al., 2017),(Uren et al., 2019).

2.3. Green Marketing Mix (GMM)

Most of the hotel industry depends on natural beauty and tourist destinations. Hotel management must recognize the importance of protecting the environment for the sustainability of their business. It even needs to openly promote the best practices that they do as marketing strategies. Green marketing can differentiate hotel operators from competing hotels. Hotels that apply green marketing principles have a higher reputation and value in the eyes of customers (Chandran & Bhattacharya 2019). Environmentally friendly marketing that cares about sustainability must appeal to the needs and desires of consumers. Hotel customer perceptions of environmentally friendly marketing are identified and interpreted based on five green factors, namely: (1) Partnership; (2) Product and Service Development; (3) Products and Services; (4) Product Prices; and (5) Promotion Credibility (Chan 2014).

2.3.1. Green Product

Green products consider classifications that use the basic ingredients from recycling, fewer production steps that produce hazardous waste, biological support, and minimum energy consumption (Kirgiz 2016). According to (Osman et al 2016), several things to consider for green products made must be: (1) ozone friendly, (2) not sacrificing animals as a test, (3) can be used biologically, (4) using natural extracts, (5) recycled materials, (6) reusable packaging, and (7) refillable packaging.

2.3.2. Green Price

There is a desire by some tourists to pay for restoration and conservation activities to maintain sustainability. Some tourists do not mind if there are additional costs that will support the environmental sustainability of attractions (Pedroso & Kung'u 2019). The price of environmentally friendly products is generally higher than the price of ordinary products whose production processes use chemicals. This is because green prices include costs to improve environmental conditions (Osman et al 2016)

2.3.3. Green Place

Green Place measurement parameters consist of 2 things, namely (1) an environmentally friendly location that provides a comfortable atmosphere, and (2) the use of a product that is designed with consideration to avoid a negative impact on the environment (Hunt & Harbor 2019).

2.3.4. Green Promotion

Promotion with the concept of environmentally friendly marketing consists of 3, namely: (1) Promoting environmentally friendly products, (2) companies investing in campaigning about environmental awareness, and (3) companies using recycled materials, such as recycled paper for brochures promotion (Osman et al 2016). Some eco-friendly marketing messages carried out by the hotel such as the use of green building materials, automatic water-saving faucets, energy-saving lamps, not changing sheets, and towels every day for the same guest who stays for several days, recycles, and even encouraging guests to bring their own toiletries. Some well-known hotels announced to the public at large about environmentally friendly programs by conveying what percentage of savings were made to support the environment in a certain period of time (Chang et al 2019).

2.3.5. Green People

Research conducted by (Peng & Lee, 2019) in Taiwan and (Luu, 2019) in Vietnam about the participation of green people is not only aimed at consumers but also includes the behavior of pro-environment tourism workers. Green people or also called green consumers have a close relationship with sustainability (Kumar & Polonsky, 2017).

2.3.6. Green Process

Green processes have a positive effect on green products. Green processes and products can improve a company's financial performance. Green technology innovations have received attention from the business sector in recent years. Several studies examine sustainability by linking green technology innovation with corporate financial performance (Xie et al., 2019). The manufacturing process converts inputs into products to meet needs. Sustainable manufacturing aims to produce the same output with fewer inputs. This process will reduce overall consumption and environmental impacts and reduce waste (Singh et al., 2018).

2.3.7. Green Physical Evidence

Green building is becoming a trend in the construction industry today. In a green building, all stakeholders, including architects, contractors, engineers, and other parties need to work together to build green design and construction (Kirgiz, 2016). Table 4 displays items measurement for green marketing.

Table 4. Items measurement for green marketing mix.

Variable	Construct	Item	Source
Green Marketing	Green Product	1. Product Ozone friendly and Biodegradable. 2. Product Used natural extracts. 3. Use Recycled materials to manufacture product. 4. provide Returnable / reuseable packaging for product	Osman et al (2016)
	Green Pricing	1. Higher price. 2. The price includes production costs to improve environmental conditions.	
	Green Place	1. The store using friendly places and providing a relaxed atmosphere. 2. Source raw materials is green products to minimize negative environmental impacts.	
	Green Promotion	1. Product are promoted as environmentally friendly. 2. Advertising environmentally products	
	Green Process	1. Reducing environmental impact. 2. Reducing waste.	Singh et al (2018)

Green Physical Evidence	1. Physical environment 2. Atmosphere. 3. Spatial Planning. 4. Corporate Branding (signs, symbols and artifacts).	Ahn et al (2016)]

There is a relationship between green physical evidence such as aesthetic environmental conditions with tourist arrivals in natural attractions (Le et al., 2019). Green buildings attracted the attention of the construction industry after it was recognized that there were negative issues related to the environment and social and economic potential. Measurement items for green marketing in this study use the results of a study by Osman et al., (2016), Singh et al., (2018),Ahn et al., (2016) with some changes without changing the essence of the measurement variable.

3. Hypotheses Development

Some literature states that there is a relationship between Pro-Environmental Behavior (PEB), Green Marketing Mix (GMM), and Sustainable Industry Performance (SIP) for hotels as follows:

Hypothesis 1: Pro-Environmental Behavior (PEB) has a positive effect on economic sustainability. This hypothesis is supported by previous research from (Ro et al 2017).

Hypothesis 2: Pro-Environmental Behavior (PEB) has a positive effect on environmental sustainability. This hypothesis is supported by previous research from (Uren et al 2019),(Zientara & Zamojska 2018),(Miller et al 2015).

Hypothesis 3: Pro-Environmental Behavior (PEB) has a positive effect on social sustainability. This hypothesis is supported by previous research from (Allen 2016).

Hypothesis 4: Green Marketing Mix (GMM) directly has a positive effect on economic sustainability. This hypothesis is supported by previous research from (Lam & Li 2019),(Pomering, 2017),(Hasan & Ali 2017).

Hypothesis 5: Green Marketing Mix directly has a positive effect on environmental sustainability. This hypothesis is supported by previous research from (D'Souza et al 2015),(Lam & Li 2019),(Peng & Lee 2019),(Hasan & Ali 2017).

Hypothesis 6: Green Marketing Mix directly has a positive effect on social sustainability. This hypothesis is supported by previous research from (Lam & Li 2019),(Pomering 2017),(Hasan & Ali 2017).

4. Proposed Conceptual Framework

On the basis of previous pieces of literature that were obtained, then this study analyzed to create a conceptual model of the relationship between Pro-Environmental Behavior (PEB), Green Marketing Mix (GMM), and Sustainable Performance in the hospitality industry.

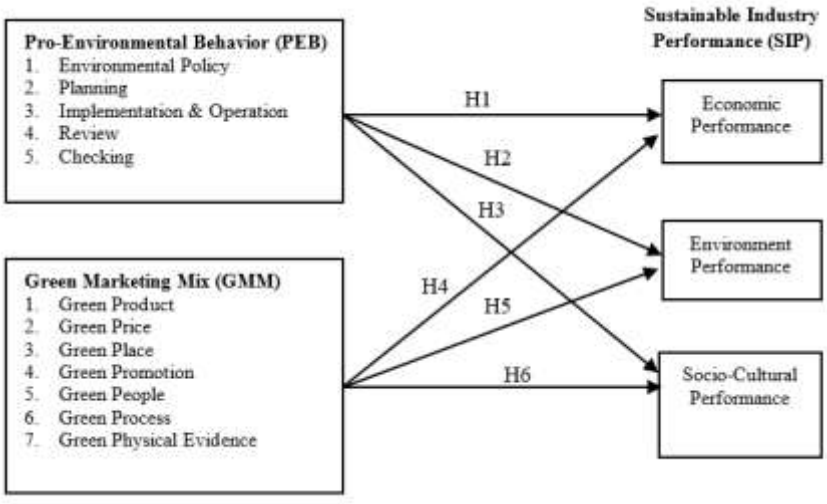

Figure 1. Conceptual framework.

5. Conclusions

The primary purpose of the current study is to conceptualize the model of sustainable industrial performance using the pro-environmental behavior and green marketing mix in the hospitality industry. Using the literature approach, this study found that there is a relationship between pro-environmental behavior) and green marketing mix with Sustainable Industrial Performance (SIP). There are quite several studies that report a significant relationship between the three variables implementing PEB and GMM practices in sustainability performance. However, no research has been found on the hospitality industry in East Java, Indonesia. This model and sample size will be modified according to the current situation at the study site. The factors outside the study can become obstacles when research needs to be a concern for researchers. One external factor that occurred at the time of the study carried out in early 2020 was the existence of the Covid-19 pandemic which forced many hotels not to operate, even some hotels decided to close. Apart from that, the practice of PEB and GMM to create a SIP has important benefits in the development and sustainability of the hospitality industry.

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