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## MODELING THE IMPACT OF SUSTAINABLE TOURISM DIMENSIONS ON INTERNATIONAL TOURISM MARKET DIGITALIZATION WITH GREEN ECONOMY AS A MODERATOR

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### *ABSTRACT*

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Research on sustainable tourism focuses on ecotourism or digital technology adoption, with limited studies integrating the role of green economy principles as a moderating variable in the digitalization of the international tourism market. Therefore, this study aims to address this gap by analyzing the influence of natural resource conservation, local economic development, cultural appreciation, community participation, and green technology on tourism digitalization, while examining the moderating role of the green economy. The study was conducted at Batu Sori (Baubau City) and Waburi Park (South Buton Regency, Southeast Sulawesi), involving 150 tourists selected through purposive sampling. Data were analyzed using SEM-PLS. The results show that all independent variables have positive effects on the digitalization of the international tourism market. The green economy strengthens the influence of natural resource conservation, local economic development, and green technology, but does not significantly moderate the effects of local culture and community participation. Theoretically, this study contributes to an integrative model linking sustainable tourism, green economy, and digital tourism. Practically, the findings highlight the importance of aligning green economy policies, strengthening local economies, and adopting environmentally friendly technologies, with policy implications emphasizing digital capacity, infrastructure, and sustainable destination management strategies.

**Keywords** : Sustainable Tourism, Green Economy, and Digitalization of the International Tourism Market.

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## 1. INTRODUCTION

Indonesia, as an archipelagic nation with abundant natural resources and a strong domestic market, has significant potential in the tourism and creative economy sectors. Effective digital tourism marketing, through market segmentation, promotions, and engaging experiences, can increase tourist interest. In recent years, the global tourism sector has undergone a notable transformation, marked by an increasing emphasis on digital innovation and sustainability. Destinations are now expected to achieve not only strong economic performance but also to prioritize environmental responsibility and foster social inclusiveness. Tourism digitalization through information technology-based platforms has become a key catalyst in increasing destination visibility and expanding international markets. This perspective is consistent with studies by Buhalis, (2019) and Xiang & Gretzel, (2010), which highlight the crucial role of digital technologies in strengthening the competitiveness of tourism destinations.

Furthermore, the advancement of sustainable tourism products plays a vital role in increasing the attractiveness of destinations for visitors. Unique, attractive, and environmentally friendly tourism products can enhance a destination's reputation, which in turn has the potential to increase tourist loyalty. In this context, developing tourism products that focus on green economy principles, prioritizing environmental, social, and cultural sustainability, is an effective strategy to strengthen the ability of Indonesian tourist destinations to compete effectively in the global tourism market (Dwi et al., 2022). According to the World Tourism Organization (2020), sustainable tourism is not solely focused on boosting visitor numbers but also emphasizes the protection and long-term preservation of natural and cultural resources within destinations. Recent research shows that destinations that integrate sustainability principles have greater global competitiveness, especially when supported by digital innovation and smart tourism concepts (Gretzel et al., 2015); (Gössling et al., 2019).

The United Nations Environment Programme describes a green economy as an economic system that enhances human well-

being and promotes social equity, while simultaneously minimizing environmental risks and ecological scarcities, characterized by low carbon emissions, resource efficiency, and inclusivity. (Crompton & Nuttall, 2012). In the Indonesian context, the definition of economics Green emphasizes resource efficiency, internalization of the costs of environmental degradation, poverty reduction, decent job creation, and sustainable economic growth (Crompton & Nuttall, 2012). In the tourism sector, the application of green economy principles is demonstrated through efficient use of resources, adoption of eco-friendly technologies, and the empowerment of local economies based on community participation (Dangelico et al., 2017); (Schaltegger et al., 2016).

The development of sustainable tourism products that incorporate green economy principles, alongside the use of digital technologies for promotion and virtual engagement, offers strong potential to enhance the global competitiveness of tourism destinations. Previous studies have explored tourism product development in the context of ecotourism and green tourism, as well as the adoption of smart technologies and artificial intelligence. However, limited research has specifically examined the direct integration between green economy practices and the digitalization of the international tourism market. Most previous studies have focused on specific tourist destinations with different approaches, both in terms of data, research timeframe, and methods used (Imleesh & Imleesh, 2025).

Gretzel et al., (2015) highlight the concept of smart tourism destinations as a strategic approach to enhancing both visitor experience and management efficiency. In addition, Chen et al., (2024) show that digitalization can strengthen marketing performance and expand access to international markets. Meanwhile, other studies have increasingly explored the role of the green economy within the tourism sector, particularly in relation to innovation and long-term sustainability

According to Ariyanto, (2022), Green tourism management that is grounded in sustainability principles and the efficient use of natural resources can enhance the appeal of

tourist destinations while simultaneously contributing to the reduction of environmental impacts. Moreover, the adoption of digital technologies in the tourism sector presents substantial opportunities to broaden international market reach, improve destination visibility, and enable more interactive engagement with visitors, as highlighted by (Lelawatty et al., 2025). This indicates that the adoption of digital platforms can strengthen the sustainability of local economies while accelerating the implementation of green economy principles. Furthermore, the transformation of tourism management through digital technologies supports the integration of green economy practices, enhances the global competitiveness of destinations, and reinforces their long-term sustainability, as noted by Sana, (2025).

This study seeks to examine several underexplored aspects, including: (1) conservation of natural resources, (2) development of local economies, (3) preservation of local cultural values, (4) active community involvement, and (5) the adoption of environmentally friendly technologies, as well as their connection to the green economy framework within the digitalization of the international tourism market. The findings are expected to contribute to improving new customer retention, enhancing the global competitiveness of tourism destinations, and generating positive outcomes for community welfare, environmental preservation, and the sustainability of natural resources, all of which align with the core principles of a green economy.

Southeast Sulawesi Province, particularly Baubau City and South Buton Regency, are two of several tourist destinations with strategic, prospective, and unique potential, as well as competitiveness in the tourism sector, which require special attention and deeper and more specific study. One way to assess this tourism potential is through sustainable tourism product development, namely the process of creating and developing tourism products that are not only economically profitable but also environmentally and socially friendly (UNWTO, 2020).



Figure 1: Batu Sori Tourist Destination, Baubau City, Southeast Sulawesi Province

Source: Ufuknews;2023

In this case, the tourist destination chosen for the research is Batu Sori, located in Palabusa Village, Lea-lea District, Baubau City, Southeast Sulawesi Province. Batu Sori offers stunning coastal views, crystal clear waters, unique gazebos, a tranquil natural setting, birdsong, and the distinct sound of waves, providing a truly immersive experience (Buhalis & Sinarta, 2019).

Waburi Park is located in Gaya Baru Village, Lapandewa District, South Buton Regency, Southeast Sulawesi Province. Waburi Park covers an area of approximately 100 x 700 meters. This tourist attraction has become an asset of the Gaya Baru Village Government. Waburi Park is open from 8:30 a.m. to 10:00 p.m. It is usually busy on weekends (Saturday and Sunday). Waburi Park features facilities such as gazebos, garden lights, signage, stalls, footbridges, homestays, restrooms, and a guard post. These facilities will continue to be developed to enhance the facilities within the park.



Figure 2: Waburi Park Tourist Destination, South Buton Regency, Southeast Sulawesi Province, Source: rri.co.id tahun 2024

The two destinations mentioned above, despite their strategic and promising positions, have not been professionally managed in accordance with the principles of tourism marketing that should be applied. Optimal management requires sustainable tourism product development and the implementation of appropriate, accurate, and secure digital promotion strategies. This aligns with research findings that indicate that the application of digital technology in global tourism promotion, through digital marketplace platforms, can increase the international appeal of tourist destinations (Buhalis, 2019). Furthermore, the advancement of sustainable tourism products contributes positively to the realization of a green economy, which has become increasingly significant in the contemporary tourism industry, as noted by (UNWTO, 2020). Consequently, there remain numerous opportunities for further academic inquiry, particularly within tourism marketing management, focusing on the development and promotion of sustainable tourism products.

Furthermore, previous research has shown that the role of the green economy as a moderating variable has not yielded consistent results. Some studies found that the green economy strengthens the relationship between environmental variables and tourism performance, while others showed an insignificant effect, particularly in the context of culture and community participation. This situation indicates an empirical inconsistency that requires further investigation with a more comprehensive approach and different contexts.

Based on this description, the research questions of this study can be formulated as follows:

1. Does natural resource conservation influence the digitalization of the international tourism market?
2. Does local economic development influence the digitalization of the international tourism market?

3. Does appreciation of local culture influence the digitalization of the international tourism market?
4. Does community participation influence the digitalization of the international tourism market?
5. Does green technology influence the digitalization of the international tourism market?
6. Does the green economy moderate the influence of natural resource conservation on the digitalization of the international tourism market?
7. Does the green economy moderate the influence of local economic development on the digitalization of the international tourism market?
8. Does the green economy moderate the influence of local cultural appreciation on the digitalization of the international tourism market?
9. Does the green economy moderate the influence of community participation on the digitalization of the international tourism market?
10. Does the green economy moderate the influence of green technology on the digitalization of the international tourism market?

The novelty of this study is reflected in several key contributions. First, it integrates the five core dimensions of sustainable tourism environmental, economic, social, cultural, and technological within a single empirical framework in the context of international tourism market digitalization. Second, it introduces the green economy as a moderating variable, enabling a comprehensive examination of the relationships among the independent variables and offering a fresh perspective on its strategic role in tourism's digital transformation. Third, the research is conducted in emerging tourist destinations, namely Batu Sori and Waburi Park, which remain relatively underexplored, thereby providing valuable and context-specific empirical insights for regional tourism development.

Therefore, this study is expected to offer both theoretical and practical contributions.

Theoretically, it aims to advance the development of an integrative model that links sustainable tourism, the green economy, and digitalization. Practically, it provides valuable insights for destination managers and policymakers in formulating strategies for sustainable, digitally driven tourism development.

## 2. METHODS

The type of research that will be used in this study is a descriptive explanatory type of research with the aim of describing or explaining certain characteristics, properties, or phenomena of the research object and to explain the relationship between certain variables and seek answers to the questions "why" or "how" (Sudarnice; et al., 2025).

Considering several factors namely (1) a large and geographically dispersed population, (2) constraints in resources such as time, funding, and personnel, (3) the need to reduce respondent bias, and (4) the demand for simpler operational procedures conducting research using a sampling approach is more advantageous than carrying out a full population census (Sondakh, 2021). In this study, the sampling technique employed is purposive sampling, which refers to a method of selecting sample elements from the population based on specific criteria aligned with the objectives of the research (Sudarnice; et al., 2025). The first sampling criteria were determined by tourists visiting the Batu Sori tourist destination in Baubau City and the Waburi Park tourist destination in South Buton Regency. The assumptions proposed by (Hair et al., 2014), that the recommended sample size ranges from 100-300 in SEM estimation so that the sample in this study amounted to 150 respondents.

The data sources used in this study were obtained from online media, namely Ufuknews, rri.co.id, the Baubau City Tourism Office website, the South Buton Regency Tourism Office website, while the type of data used is primary data obtained directly from tourists who visit the Batu Sori tourist destination and the Waburi Park tourist destination, then secondary data was obtained from written information, such as tourism profile books and written information from online media.

The data collection procedure was carried out systematically through four main stages. The first stage (preparation) included the preparation of instruments based on a literature review, content validation through expert judgment, and adjustment of indicators to the research context. The second stage (pilot test) was conducted with approximately 30 respondents with characteristics similar to the population to test item clarity, response consistency, and estimated completion time; the pilot test results were used to revise the questionnaire wording. The third stage (main data collection) was conducted using a self-administered questionnaire method through two modes: (1) offline at Batu Sori (Baubau City) and Waburi Park (South Buton Regency) with an intercept technique (meeting tourists at the location), and (2) online using Google Form to reach additional respondents with similar characteristics. Each respondent was first given a brief explanation of the research objectives and participation criteria (age  $\geq 17$  years and having/currently visited). The fourth stage (quality control) included a data screening process: elimination of incomplete answers, detection of inconsistent answer patterns (straight-lining), and identification of outliers. This procedure ensures that the data used in the analysis meets quality standards and can be replicated in similar research contexts. The questionnaire used in this study was a closed-ended questionnaire designed using a Likert-type measurement scale, namely a 5-point Likert scale.

Table 1 Indicator Sources

Variables and Indicators	Source
Natural Resource Conservation with indicators: Destination environmental protection, Tourism waste management, Natural resource conservation, Efficient use of resources, Reduction of environmental pollution, Tourism ecosystem management, Biodiversity conservation, Sustainable use of resources, and Tourism environmental awareness	(Weaver, 2006)
Local Economic Development with indicators: Job creation, increasing community income, strengthening local MSMEs, Distribution of economic benefits, increasing local	Porter (1998); (Muta'ali, 2024)

Variables and Indicators	Source
investment, Regional economic growth, Increasing economic competitiveness, Local business development, Local economic diversification, and Community welfare	
Appreciation of Local Culture with indicators: Preservation of local culture, Cultural authenticity, Promotion of local culture, Integration of culture in tourism, Cultural attraction, Preservation of local traditions, Cultural involvement in tourism experiences, Cultural education for tourists, and Cultural identity of the destination.	(Richards, 2018); (Hjalager, 2010)
Community Participation with indicators: Involvement in decision-making, Participation in tourism management, Community support for tourism, Collaboration with stakeholders, Community empowerment, and Involvement in tourism promotion	(Murphy, 1985); (Goodwin & Santilli, 2007)
Green Technology with indicators: Use of environmentally friendly technology, Energy-saving technology, Digitalization of tourism services, green technology innovation, and Technology efficiency	(Gössling et al., 2019); (Rogers et al., 2009)
Digitalization of the International Tourism Market with indicators: Use of digital platforms, Access to online tourism information, and Digital promotion of destinations	Buhalis & Law (2008); Xiang & Gretzel, (2010)
Green Economy with indicators: Resource efficiency, Environmental impact reduction, Economic sustainability, and Socio-ecological balance	(Dangelico et al., 2017);

This study used Partial Least Squares-based Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. This method was chosen based on several methodological considerations: (1) the research model is complex because it involves many latent constructs and moderating relationships; (2) the sample size is relatively moderate ( $n=150$ ), making PLS-SEM more suitable than covariance-based SEM; (3) PLS-SEM does not require a strict normal data distribution; and (4) this approach is prediction-oriented, making it

suitable for testing the influence of variables on tourism digitalization.

According to (Hair & Alamer, 2022), the analysis of this study was conducted in two stages. The first stage was the evaluation of the measurement model (outer model), which included: (a) convergent validity with the criteria of loading factor  $> 0.5$  and AVE  $> 0.5$ ; (b) discriminant validity using the Fornell-Larcker or HTMT criteria; and (c) reliability using Cronbach's Alpha and Composite Reliability ( $>0.7$ ). The second stage is the evaluation of the structural model (inner model), which includes testing the  $R^2$  value to see the model's predictive ability, effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ). Hypothesis testing was conducted using the bootstrapping technique with significance criteria of T-statistic  $> 1.96$  and p-value  $< 0.05$ . In addition, a moderation analysis was conducted using an interaction effect approach to test the role of the Green Economy variable in strengthening or weakening the relationship between variables. With this procedure, the analysis not only meets statistical standards but can also be consistently replicated by other researchers.

### 3. RESULT AND DISCUSSION

The data analysis process in this study first conducted an Outer Model test, including Convergent Validity, Discriminant Validity, and Reliability. The results of the convergent validity test for the measurement model are assessed based on the correlation between item or indicator scores and their respective variable scores. A construct is considered valid or acceptable if the correlation value (outer loading) exceeds 0.5 (Hair & Alamer, 2022). So that all statement items are declared valid.

Table 2 Convergent Validity Test

Variables	Item	Factor Loading	Rule of thumb	Info.
Natural Resource Conservation (X1)	X1.1	0,907	> 0,500	Valid
	X1.2	0,814	> 0,500	Valid
	X1.3	0,722	> 0,500	Valid
	X1.4	0,800	> 0,500	Valid
	X1.6	0,876	> 0,500	Valid
	X1.7	0,805	> 0,500	Valid
	X1.8	0,721	> 0,500	Valid
	X1.9	0,778	> 0,500	Valid
	Local Economic Development (X2)	X2.1	0,823	> 0,500
X2.10		0,698	> 0,500	Valid
X2.3		0,881	> 0,500	Valid
X2.4		0,730	> 0,500	Valid
X2.5		0,798	> 0,500	Valid

Variables	Item	Factor Loading	Rule of thumb	Info.
	X2.6	0,875	> 0,500	Valid
	X2.7	0,871	> 0,500	Valid
	X2.8	0,666	> 0,500	Valid
	X2.9	0,767	> 0,500	Valid
Appreciation of Local Culture (X3)	X3.1	0,748	> 0,500	Valid
	X3.2	0,843	> 0,500	Valid
	X3.3	0,761	> 0,500	Valid
	X3.4	0,742	> 0,500	Valid
	X3.5	0,856	> 0,500	Valid
	X3.6	0,756	> 0,500	Valid
	X3.7	0,680	> 0,500	Valid
	X3.8	0,643	> 0,500	Valid
	X3.9	0,701	> 0,500	Valid
Community Participation (X4)	X4.1	0,767	> 0,500	Valid
	X4.2	0,824	> 0,500	Valid
	X4.3	0,839	> 0,500	Valid
	X4.4	0,766	> 0,500	Valid
	X4.5	0,649	> 0,500	Valid
	X4.6	0,625	> 0,500	Valid
Green Technology (X5)	X5.1	0,741	> 0,500	Valid
	X5.2	0,868	> 0,500	Valid
	X5.3	0,786	> 0,500	Valid
	X5.4	0,869	> 0,500	Valid
	X5.5	0,726	> 0,500	Valid
Digitalization of the International Tourism Market (Y)	Y1	0,799	> 0,500	Valid
	Y2	0,883	> 0,500	Valid
	Y3	0,828	> 0,500	Valid
Green Economy (Z)	Z1	0,839	> 0,500	Valid
	Z2	0,682	> 0,500	Valid
	Z3	0,783	> 0,500	Valid
	Z4	0,950	> 0,500	Valid

Based on the table, it shows that all indicators are declared valid and can be used in research because they have a loading factor > 0.5. According to Hair et al., (2019), The standard loading factor value should be at least 0.5 for the

indicator to be considered valid in measuring the latent construct. The next step is to look at the AVE (Average Variance Extracted) value as shown in table 3.

Table 3 Convergent Validity Test 2

Variables	Cron. Alpha	rho_A	AVE	Ket.
(X3)	0,902	0,905	0,564	Valid
(X4)	0,841	0,855	0,562	Valid
(Y)	0,786	0,792	0,701	Valid
(Z)	0,880	0,833	0,708	Valid
(X5)	0,912	0,920	0,655	Valid
(X2)	0,925	0,932	0,630	Valid
(X1)	0,922	0,928	0,649	Valid

Convergent validity can also be ensured by looking at the Average Variance Extracted (AVE) value > 0.5 (Hair et al., 2019). Based on Table 5.14, the results of the convergent validity test indicate that the AVE values for all constructs are above 0.5. This indicates that the indicators within each construct are correlated and effectively measure the same concept. Therefore, all indicator items in this study are considered valid and suitable for use in further analysis.

Although the outer and inner model results have met the basic criteria of SEM-PLS, statistical reporting needs to be supplemented with additional indicators such as HTMT,  $f^2$ , and  $Q^2$  to improve model robustness and meet international reporting standards (Hair et al., 2019). This is important to ensure that the model is not only statistically valid but also has strong predictive power and is free from methodological bias.

Subsequently, the coefficient of determination ( $R^2$ ) analysis is conducted to assess how far the independent variables explain the variation in the dependent variable. The value of this coefficient of determination is presented in Table 4 below:

Table 4 R-Square Values

Dependent Variable	R-Square	R-Square Adjusted
Digitalization of the International Tourism Market (Y)	0,833	0,820

From the r-square value in table 4, it shows that the contribution explained to the Digitalization of the International Tourism Market is 83.3%, and the remaining 16.7% is explained by other variables besides those examined in this study, such as Changes in International Consumer Behavior Chen et al., (2024) and Digital Technology Adoption in this case the availability of digital platforms, technology integration, and IT infrastructure (Doğan, 2024).

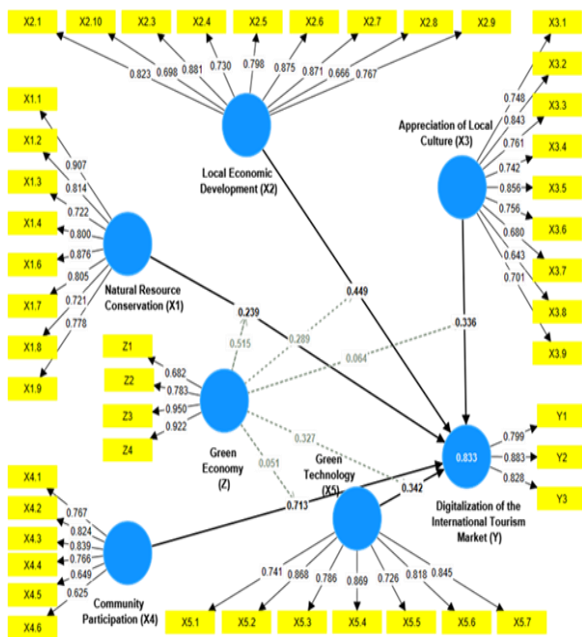


Figure 3 Hypothesis Test Values in PLS Output

Furthermore, to determine the value of the path coefficients, hypothesis testing using a bootstrapping procedure is required. The results of this hypothesis testing in this study are presented in Figure 3.

Based on Figure 3, the results of the hypothesis test can be explained:

1. The Influence of Natural Resource Conservation on the International Tourism Market ( $H_1$ )

Based on the results of the test of the influence of the variable Natural Resource Conservation (X1) on the Digitalization of the International Tourism Market (Y), the T-Statistics value of 2.182 was obtained, exceeding the minimum limit of 1.96 and the P-Value value of 0.029 was smaller than 0.05. Thus, the influence of Natural Resource Conservation on the Digitalization of the International Tourism Market was declared significant. Based on the SEM-PLS testing

criteria, the hypothesis stating that natural resource conservation influences the digitalization of the international tourism market can be accepted. These results indicate that environmental sustainability is an important factor in encouraging the strengthening of the digital tourism marketing system.

The findings of this study are in line with the theory of sustainable tourism, which states that environmental sustainability is the main capital in increasing the competitiveness of destinations at the global level (Weaver, 2006). Destinations that effectively manage their natural resources will have a positive image, making them easier to promote through digital media. Moreover, the concept of smart tourism highlights that environmental sustainability drives the adoption of information technology in the management and promotion of tourist destinations.

The results of this study are also supported by several previous studies. Buhalis & Amaranggana (2015), stated that sustainable tourism destinations have a higher tendency to adopt digital technology to increase competitiveness. Gretzel et al., (2015) also found that good environmental management encourages the use of digital platforms in tourism promotion. Meanwhile, research by Lu & Nepal (2009) This study demonstrates that natural resource conservation is a key foundation for developing globally oriented and sustainable tourism. Thus, the results of this study strengthen empirical evidence that environmental conservation plays a strategic role in supporting the digitalization of the international tourism market.

These findings reinforce the theory of sustainable tourism proposed by (Weaver, 2006), which states that environmental sustainability is the primary foundation of destination competitiveness. In the context of digitalization, destinations with good environmental quality will be more easily promoted globally because they align with the preferences of modern travelers who are increasingly concerned about sustainability issues.

Furthermore, these findings can be explained through signaling theory (Spence, 1973), in which conservation practices serve as signals of destination quality. Digitalization amplifies the dissemination of these signals through online

media, thereby increasing the destination's appeal in the international market.

## 2. The Influence of Local Economic Development on the Digitalization of International Tourism (H<sub>2</sub>)

Based on the results of testing the influence of the Local Economic Development (X<sub>2</sub>) variable on the Digitalization of the International Tourism Market (Y), the T-Statistics value was obtained at 4.601 which far exceeds the minimum limit of 1.96 and the P-Value value of 0.000 which is smaller than 0.05 indicates that the influence of Local Economic Development on the Digitalization of the International Tourism Market is statistically significant. Based on the testing criteria in SEM-PLS, the hypothesis stating that local economic development has an effect on the digitalization of the international tourism market can be accepted. This finding proves that strong local economic conditions are a major supporting factor in the use of digital technology for tourism marketing and management.

The results of this study are in line with local economic development theory, which emphasizes that regional economic progress will increase innovation capacity, technology adoption, and global competitiveness (Muta'ali, 2025). According to Porter (1998) Strengthening local economic clusters can create a conducive environment for the use of technology and increased access to international markets. In the context of tourism, destinations with thriving local economies tend to be better equipped to integrate digital platforms for the promotion and distribution of tourism services.

In addition, this finding is also supported by Xiang & Gretzel (2010) found that destinations with strong economic activity are more active in utilizing digital media in tourism marketing. Buhalis & Law (2008), also stated that local economic development plays an important role in increasing the adoption of e-tourism. Research by Assiouras et al., (2019), This study demonstrates that strengthening the local economy significantly contributes to the digital transformation of the tourism sector. Thus, the results of this study strengthen empirical evidence that local economic development is a strategic factor in supporting the digitalization of the international tourism market.

This finding aligns with Porter (1998) economic cluster theory, which emphasizes that local economic strength can drive innovation and technology adoption. In this context, a thriving local economy provides the infrastructure, capital, and human resource capacity that supports digital transformation. This also aligns with the modern concept of local economic development (Muta'ali, 2024), which emphasizes the integration of the local economy and technological innovation as drivers of regional competitiveness.

## 3. Appreciation of Local Culture towards the Digitalization of the International Tourism Market (H<sub>3</sub>)

Based on the results of testing the relationship between the variable Appreciation of Local Culture (X<sub>3</sub>) and the Digitalization of the International Tourism Market (Y), the T-Statistics value was obtained at 3.568 which is greater than the critical value of 1.96 and the P-Value value of 0.000 which is smaller than 0.05 indicating that the influence of Appreciation of Local Culture on the Digitalization of the International Tourism Market is statistically significant. Based on the testing criteria in SEM-PLS, the hypothesis stating that appreciation of local culture has a positive effect on the digitalization of the international tourism market can be accepted. This finding proves that local cultural values are the main attraction that can be optimized through digital media to reach the global tourist market.

The results of this study are in line with the theory of cultural tourism and place identity, which states that local culture is a strategic asset in building the image of a tourist destination. According to Richards (2018), The power of local culture can increase a destination's competitiveness in the global market when supported by the use of digital technology. In the context of modern tourism, culture is not only a tourist attraction but also a key component of digital marketing strategies. Digitalization enables the widespread promotion of local culture through social media, tourism websites, and international reservation platforms.

In addition, the results of this study are also supported by Hjalager (2010), states that local culture-based innovations drive increased

destination visibility in the international market. Research by Tuan et al., (2018), shows that the integration of cultural values in digital content can increase global tourist engagement. Meanwhile, a study by Su et al., (2020), This study proves that the preservation and promotion of local culture based on digital technology has a significant influence on the interest of international tourists to visit. Thus, the results of this study strengthen empirical evidence that appreciation for local culture is a crucial factor in supporting the digitalization of the international tourism market.

These findings reinforce (Richards, 2018) concept of cultural tourism, which states that local culture is a primary source of destination differentiation. In the digital era, culture is not only a physical attraction but also digital content that can be disseminated through various platforms. This is also supported by (Hjalager, 2010) theory of tourism innovation, which emphasizes that culture-based innovation can increase a destination's attractiveness in the global market.

#### 4. Community Participation in the Digitalization of the International Tourism Market (H<sub>4</sub>)

Based on the results of testing the relationship between the Community Participation (X<sub>4</sub>) variable and the Digitalization of the International Tourism Market (Y), a T-statistics value of 7.493 was obtained, which is well above the threshold of 1.96. In addition, the P-value of 0.000 is lower than 0.05. These findings indicate that Community Participation has a highly significant effect on the Digitalization of the International Tourism Market. Thus, the hypothesis stating that community participation has a positive effect on the digitalization of the international tourism market can be accepted.

The results of this study align with the theory of Community-Based Tourism (CBT), which emphasizes the importance of the role of local communities as key actors in sustainable tourism development. According to Murphy (1985), Community engagement is a key foundation for creating competitive and sustainable destinations. In the digital era, this role is further strengthened through the use of social media, online reservation platforms, and

community-based marketing. Active community participation enables the creation of authentic content that attracts international tourists and enhances the destination's credibility.

This finding is also supported by Hadinejad et al., (2019), shows that community participation has a significant influence on the success of tourism development. Furthermore, research by (Tuan et al., 2018) proves that community involvement in digital media can increase destination visibility and tourist engagement. In addition, Su et al., (2020) stated that destinations supported by local communities tend to be more adaptive to digital transformation. Thus, the results of this study strengthen empirical evidence that community participation is a key factor in driving the digitalization of the international tourism market.

These findings are consistent with (Murphy, 1985) theory of Community-Based Tourism, which emphasizes that communities are the primary actors in tourism development. However, this research's novel contribution is that it demonstrates that communities are evolving into digital actors through the production of tourism content. This phenomenon also aligns with the development of user-generated content theory (Kaplan & Haenlein, 2010), which argues that user-generated content is more influential in tourist decisions than formal promotions.

#### 5. Green Technology towards Digitalization of the International Tourism Market (H<sub>5</sub>)

Based on the results of testing the relationship between the Green Technology variable (X<sub>5</sub>) and the Digitalization of the International Tourism Market (Y), a T-statistic of 3.046 was obtained, which is greater than the critical value of 1.96, and a P-value of 0.002, which is less than 0.05, proving that the influence of Green Technology on the Digitalization of the International Tourism Market is statistically significant. Thus, the hypothesis stating that green technology has a positive effect on the digitalization of the international tourism market is accepted.

The results of this study are in line with the theory of Sustainable Technology Adoption, which states that the implementation of

environmentally friendly technology can improve operational efficiency while encouraging digital innovation within an organization (Rogers et al., 2009). In the tourism context, the use of green technology is often combined with digital systems such as smart tourism, e-ticketing, and online reservation platforms, thereby increasing the global competitiveness of destinations. Green technology also creates a modern and environmentally responsible destination image, which is an important attraction for international tourists.

This finding is also supported by various previous studies. Research by Gössling et al., (2019) shows that the adoption of environmentally friendly technologies in tourism contributes to improved destination performance and innovation. Furthermore, a study by Ohta et al., (2015) proves that the integration of sustainable technology with digital systems can accelerate the transformation towards smart tourism. In addition, research by Schubert et al., (2020) emphasized that green technology plays a crucial role in supporting the digitalization and sustainability of the tourism industry. Thus, this research strengthens empirical evidence that green technology is a strategic factor in driving the digitalization of the international tourism market.

These findings reinforce Rogers et al., (2009) Diffusion of Innovation theory, which explains that technology adoption is influenced by perceived benefits. In this context, green technology not only improves operational efficiency but also strengthens the destination's sustainable image. This aligns with the concept of sustainable innovation (Schaltegger et al., 2016), which emphasizes the integration of technological innovation and environmental sustainability.

#### 6. Green Economy Moderates Natural Resource Conservation towards the Digitalization of the International Tourism Market (H<sub>6</sub>)

Based on Table 4, the results of the moderation test between Green Economy (Z) and Natural Resource Conservation (X1) on the Digitalization of the International Tourism Market (Y) obtained a T-Statistics value of

2.915, which is greater than 1.96, and a P-Value of 0.004, which is smaller than 0.05, proving that this moderating effect is statistically significant. Thus, the hypothesis stating that the green economy moderates the relationship between natural resource conservation and the digitalization of the international tourism market is accepted.

Table 5 Path Coefficients

Hypothesis	T statistics ( O/STDEV )	P Values
X3 -> Y	3,568	0,000
X4 -> Y	7,493	0,000
X5 -> Y	3,046	0,002
X2 -> Y	4,601	0,000
X1 -> Y	2,182	0,029

Hypothesis	T statistics ( O/STDEV )	P Values
Z x X5 -> Y	2,023	0,043
Z x X1 -> Y	2,915	0,004
Z x X4 -> Y	0,442	0,658
Z x X3 -> Y	0,537	0,591
Z x X2 -> Y	2,054	0,040

The results of this study indicate that although the green economy does not directly impact tourism digitalization significantly, when combined with natural resource conservation practices, its role becomes crucial. Integrating sustainable environmental policies with the use of digital technology can increase destination attractiveness, information transparency, and the effectiveness of tourism promotion in the global market. These results are in line with sustainable development theory, which underscores the importance of integrating environmental, economic, and technological dimensions to support the advancement of the tourism sector (Murphy, 2019).

This finding is also supported by Dangelico et al., (2017) shows that green-oriented strategies combined with technological innovation can improve marketing performance and the competitiveness of the tourism industry. Furthermore, research by Gössling et al., (2020) stated that the integration of environmental sustainability with tourism digitalization contributes significantly to increasing tourist confidence and expanding the international market. Therefore, the findings of this study indicate that the green economy functions as a moderating variable, strengthening the

relationship between natural resource conservation and the digitalization of the tourism market.

These findings reinforce the concept of sustainable development introduced by Brundtland, which emphasizes that environmental sustainability must be integrated with economic systems to achieve optimal impact. In this context, natural resource conservation will be more effective in driving tourism digitalization when supported by a green economy framework.

Conceptually, environmental conservation without the support of economic policies is often merely symbolic. However, when integrated with green economy principles—such as resource efficiency, sustainable investment, and economic incentives—conservation practices become more strategic and impactful in increasing a destination's digital competitiveness. These findings also align with research by Dangelico et al., (2017), which states that environmentally-based strategies will have maximum impact when supported by a sustainable economic orientation. Thus, the green economy acts as a reinforcing mechanism that strengthens the influence of conservation on digitalization.

#### 7. Green Economy Moderates Local Economic Development towards Digitalization of the International Tourism Market (H<sub>7</sub>)

Based on the results of testing the moderating effect between Green Economy (Z) and Local Economic Development (X<sub>2</sub>) on the Digitalization of the International Tourism Market (Y), the T-Statistics value was 2.054, which is greater than 1.96, and the P-Value was 0.040, which is less than 0.05, proving that this moderating effect is statistically significant. Thus, the hypothesis stating that green economy moderates the relationship between local economic development and the digitalization of the international tourism market is accepted.

These results demonstrate that local economic development not only directly impacts the development of digital tourism, but that influence is even stronger when supported by green economy policies. Integrating the strengthening of tourism MSMEs, creating locally-based jobs, and implementing environmentally friendly practices encourages

increased destination competitiveness in the global market through digital platforms. This finding is consistent with the concept of sustainable tourism development, which highlights the need to balance economic growth, environmental conservation, and technological innovation (Murphy, 2019).

The findings of this study are also supported by Bocken et al., (2014) stated that the Sustainable development business model that integrates economic and environmental aspects can improve innovation and market performance. Furthermore, research by Shen et al., (2019) This study demonstrates that strengthening the local economy based on sustainability plays a crucial role in accelerating the digital transformation of the tourism sector. Therefore, the results of this study confirm that the green economy functions as a moderating variable that strengthens the relationship between local economic development and the digitalization of the international tourism market.

These findings reinforce Porter (1998) economic cluster theory, which states that local economic strength can enhance innovation and competitiveness. However, this study makes a new contribution by demonstrating that this influence is even stronger when combined with green economy principles.

In this context, sustainability-based local economic development not only increases economic capacity but also encourages the adoption of more responsible digital technologies. This suggests that tourism digitalization is influenced not only by economic growth but also by the quality of that growth (whether it is sustainable or not).

These findings align with the concept of sustainable business models Bocken et al., (2014), which emphasizes that the integration of economic and environmental values can enhance innovation and organizational performance. Thus, the green economy serves as a catalyst that strengthens the relationship between the local economy and digital transformation in the tourism sector.

#### 8. Green Economy Moderates Appreciation of Local Culture towards Digitalization of the International Tourism Market (H<sub>8</sub>)

Based on the results of testing the moderating effect between Green Economy (Z) and Appreciation of Local Culture (X3) on Digitalization of the International Tourism Market (Y), the T-Statistics value was obtained at 0.537, which is much smaller than the minimum limit of 1.96, and the P-Value was 0.591, which is greater than 0.05. Thus, statistically, this moderating effect is not significant, so the hypothesis stating that green economy moderates the relationship between local cultural appreciation and digitalization of the international tourism market is rejected.

The results of this study indicate that efforts to preserve and promote local culture combined with green economy policies do not necessarily have a direct impact on accelerating the digital transformation of tourism. In practice, strengthening cultural aspects tends to be more effective through experiential tourism approaches than through digital media alone. This aligns with the view Richards (2018), which emphasizes that the main value of cultural tourism lies in the direct interaction between tourists and local communities, not just in digital representations.

This finding is also supported by research Su & Wall, (2014) shows that the development of cultural tourism is more influenced by community involvement and authenticity of experience than by technological factors. In addition, research by (Gretzel et al., 2015) stated that digitalization in tourism is more effective when supported by infrastructure readiness and digital marketing strategies, not solely by cultural and environmental values. Therefore, the results of this study confirm that the green economy has not yet been able to play a significant moderating role in strengthening the relationship between local cultural appreciation and the digitalization of the international tourism market.

These findings suggest that the relationship between culture and digitalization is more influenced by experiential values than by green economy policies. This aligns with Richards, (2018) view, which emphasizes that cultural values are authentic and cannot be fully represented through economic or technological approaches. Therefore, this failure to moderate indicates that cultural variables have

independent characteristics that are not always influenced by the green economy framework.

#### 9. Green Economy Moderates Community Participation in the Digitalization of the International Tourism Market (H<sub>9</sub>)

Based on the results of testing the moderating effect between Green Economy (Z) and Community Participation (X4) on the Digitalization of the International Tourism Market (Y), the T-statistic value was 0.442, far below the minimum threshold of 1.96, and the P-value was 0.658, which is greater than 0.05. Therefore, this moderating relationship is statistically insignificant.

Based on the hypothesis testing criteria in SEM-PLS, it can be concluded that the hypothesis stating that Green Economy moderates the relationship between Community Participation and the Digitalization of the International Tourism Market is rejected. These results indicate that although community participation has a strong direct influence on tourism development, its role is not automatically strengthened by the implementation of the green economy concept in the context of digital transformation. In other words, community involvement has not been fully integrated with sustainability-based digital strategies.

This finding is in line with the theory of community-based tourism development (Community-Based Tourism), which emphasizes that community participation focuses more on local social, cultural and economic aspects than on digital technology aspects Goodwin & Santilli (2007). In addition, research by UNTWO (2019) This study demonstrates that the success of tourism digitalization is significantly influenced by the readiness of technological infrastructure, digital literacy, and policy support, not just by the level of community participation and environmental orientation. Therefore, the results of this study indicate the need for stronger integration between community empowerment, green economy policies, and digital transformation strategies to optimally promote international tourism competitiveness.

This finding can be explained through institutional theory (Scott, 2008), which states that policy implementation is often not directly internalized at the individual actor level. In the

context of this research, the public is actively participating, but has not yet fully integrated green economy principles into their digital activities. This indicates a gap between (green economy) policy and practice on the ground.

#### 10. Green Economy Moderates Green Technology towards Digitalization of the International Tourism Market ( $H_{10}$ )

Based on the results of testing the moderating effect between Green Economy (Z) and Green Technology (X5) on the Digitalization of the International Tourism Market (Y), the T-statistic value of 2.023 exceeded the minimum threshold of 1.96, and the P-value of 0.043 fell below the significance threshold of 0.05. This indicates that the moderating relationship is statistically significant, thus concluding that the interaction between green economy and green technology on the digitalization of the tourism market is real and empirically reliable.

Based on the hypothesis testing criteria in SEM-PLS, the hypothesis that Green Economy moderates the effect of Green Technology on the Digitalization of the International Tourism Market is accepted. These results indicate that the implementation of environmentally friendly technology will be more effective in encouraging the digitalization of the tourism market if supported by strong green economy policies and orientations. Without a green economy framework, the use of green technology tends to be suboptimal in increasing the digital competitiveness of tourism.

These findings align with the theory of Sustainable Innovation, which states that technological innovation will have maximum impact when integrated with the principles of economic and environmental sustainability (Schaltegger et al., 2016). In addition, research by Lu et al., (2020) emphasized that the adoption of green technology supported by sustainable economic policies can increase the digital competitiveness of the tourism sector. Other research by (Del Chiappa & Baggio, 2015), The study also shows that the integration of technology and sustainability is a key factor in the development of smart tourism destinations. Thus, the results of this study strengthen empirical evidence that the synergy

between the green economy and green technology is a crucial determinant in the development of the digitalization of the international tourism market.

These findings reinforce the theory of sustainable innovation by (Schaltegger et al., 2016), which states that technological innovation will have maximum impact when integrated with the principles of economic and environmental sustainability.

In the context of this research, green technology implemented in the tourism sector will be more effective in driving digitalization if supported by green economy policies and orientations. Without such support, green technology tends to be purely technical and unable to provide a strategic impact on a destination's digital competitiveness. Furthermore, these findings align with the concept of smart tourism (Gretzel et al., 2015), which emphasizes that the integration of technology, sustainability, and destination management is key to modern tourism development. Thus, the green economy acts as an enabler, strengthening the effectiveness of technology in driving digital transformation.

#### 4. CONCLUSION

This study demonstrates that integrating sustainable tourism practices, supported by green economy principles, plays a significant role in advancing the digitalization of the international tourism market. The findings indicate that natural resource conservation, local economic development, and appreciation of local culture all contribute significantly to digital engagement in tourism. Furthermore, the study also found that the adoption of green technology and active community participation further strengthen the competitiveness of tourist destinations. The moderating effect of the green economy on the relationship between natural resource conservation and the digitalization of the international tourism market proved significant, highlighting the importance of integrating environmental and economic policies in driving digital transformation. However, the moderating effect of the green economy on the relationship between local cultural appreciation and community participation on the digitalization of the tourism market did not show a significant effect. This

suggests that digital strategies need to pay greater attention to infrastructure readiness and local capacity.

This study has several limitations, including: the use of a cross-sectional design that fails to capture long-term dynamics; the limited coverage of locations within two destinations, thus limiting generalizability; the use of purposive sampling, which can potentially introduce bias; and the limited number of variables that do not include external factors such as digital infrastructure and government policies. Furthermore, the data, based on respondents' perceptions, may be subject to subjective bias.

Based on the findings of this study, it is suggested that managers of tourist destinations place greater emphasis on developing sustainable tourism products by incorporating green economy principles, including the conservation of natural resources and the use of environmentally friendly technologies, in order to improve both competitiveness and long-term sustainability. The optimization of digital platforms should also be enhanced to broaden access to international markets, particularly by actively engaging local communities in tourism promotion and management activities. In addition, efforts to stimulate local economic growth need to be strengthened through the empowerment of MSMEs and the creation of sustainability-oriented employment opportunities that support the digital transformation of the tourism sector. From a theoretical standpoint, this study highlights the critical role of integrating environmental, economic, and technological dimensions in fostering the advancement of sustainable tourism. Accordingly, future research is encouraged to further investigate how the combination of green economy practices and digital technology can deepen the integration of local cultural elements in tourism promotion, as well as to examine more comprehensively the impact of green economy policies on the effectiveness of digitalization within the tourism industry.

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