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The Mediating Role of Positive Emotion in the Nexus of Marketing Strategies and Sustainable Marine Tourism: Study on Coral Reef Conservation Area at Mengiat Beach, Bali

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ABSTRACT

This study investigates the impact of relationship and education-based marketing on sustainable marine tourism, utilising positive emotion as a mediating factor. Through a quantitative approach and purposive random sampling with 100 respondents, the research underscores the significance of relationship and education-based marketing in shaping positive emotion and its correlation with sustainable marine tourism. Data were collected through questionnaires and analysed using the Partial Least Square (PLS) method in Smart PLS Version 3.0. Relationship and education-based marketing emerge as critical influencers of positive emotion and contribute positively to sustainable marine tourism. Positive emotion is a crucial mediator, linking emotional experiences to advancing sustainable marine tourism. The study's implications for marketing management emphasise the pivotal role of relationship marketing in cultivating positive customer emotions and its subsequent influence on sustainable marine tourism. Marketing practitioners can leverage these insights by prioritising personalised engagement strategies and loyalty programs, strengthening emotional connections between tourists and destinations. Integrating educational initiatives, such as partnerships with environmental organisations and awareness campaigns, is essential for promoting marine conservation and sustainable practices. The study emphasises the necessity of diverse marketing approaches to evoke positive emotional responses, offering practical guidance for marketers to benefit marine conservation efforts and enhance the tourism experience.

Introduction

The intersection of ecological preservation, sustainable economic development, and marine tourism has recently risen to the forefront of global discourse, catalysing profound debates and proactive endeavours (Agyeiwaah et al., 2017). The concept of

marine tourism, firmly rooted in the ethos of responsible marine resource utilisation, has garnered considerable attention as a promising framework to harmonise what might seem to be divergent objectives within the broader concept of the Blue Economy. This paradigm, which seeks to ensure the health of marine ecosystems while fostering economic growth, has sparked vibrant conversations on local, national, and international levels (Pardiyono, 2020).

The Sustainable Development Goals (SDGs) were universally embraced by all United Nations member states in 2015, representing a comprehensive and collective call to action to eradicate poverty, preserve the environment, and ensure global well-being and tranquillity by 2030. Comprising 17 distinct goals, the SDGs exhibit a profound interrelation: they acknowledge that actions undertaken in one realm can yield repercussions in others, necessitating a harmonious equilibrium between social, economic, and environmental sustainability (Pane et al., 2021).

Figure 1. Sustainable Development Goals (SDGs)

Preserving Earth's oceans constitutes a fundamental aspect of the 17 Global Goals, prominently encapsulated within SDG 14 and labelled "Life Below Water." The primary objective of SDG 14 is to ensure the sustainable management of marine and coastal ecosystems, encompassing strategies that shield them from pollution and counteract the detrimental impacts of ocean acidification. SDG 14's underlying recognition is rooted in the acknowledgement that the planet's oceans, characterised by their intricate interplay of temperature, chemical composition, currents, and biodiversity, serve as the driving force behind the global systems that sustain habitability for human existence. The astute administration of this invaluable natural asset holds undeniable significance, underscoring its pivotal role in shaping humanity's destiny and in mitigating the far-reaching implications of climate change.

Furthermore, establishing Marine Protected Areas (MPAs) intended to safeguard critical marine ecosystems holds the promise of fostering the sustainable utilisation of marine resources. This approach seeks to conserve these vital ecosystems and ensure that communities reliant on the ocean can realise the advantages of MPA implementation (Pane et al., 2021).

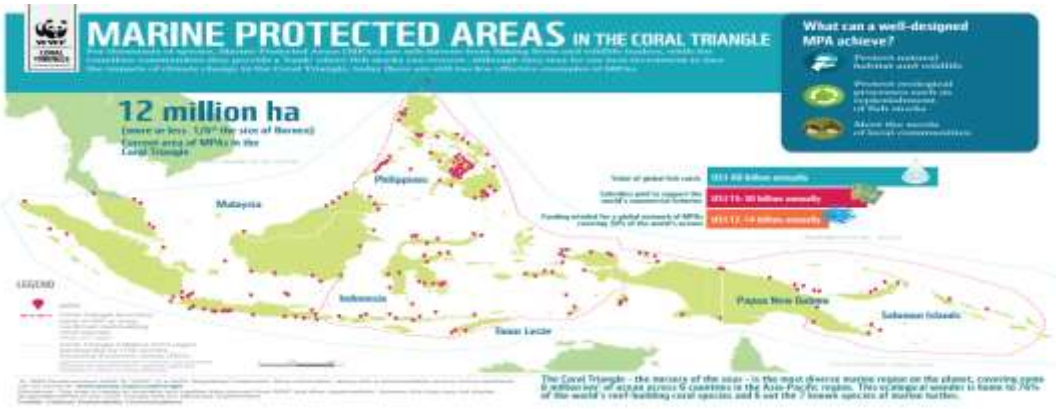

Figure 2
Marine Protected Areas (MPAs) of Indonesia

Indonesia's commitment to achieving SDG 14 is exemplified by its pledge to allocate 10 per cent of its territorial waters, equivalent to 32.5 million hectares, as marine protected areas by 2030. As of the close of the third quarter in 2021, approximately 28.4 million hectares of marine protected areas have been established. Among these, 9.9 million hectares fall under central government management, while provincial authorities oversee the remaining 18.5 million hectares. The implementation of MPAs, underpinned by the zoning strategy, aligns with the principles of sustainable marine tourism. By safeguarding distinct marine areas, these zones secure natural habitats and provide opportunities for eco-tourism activities. The sustainable fishery and utilisation zones, designed for controlled human interaction, can offer platforms for responsible marine tourism endeavours. This integration of conservation and tourism serves as a testament to Indonesia's commitment to fostering sustainable development while concurrently fulfilling the objectives of SDG 14.

Tourism in coastal areas plays a significant role in the well-being of local communities, but it can also contribute to environmental degradation in popular tourist spots. Ensuring environmental protection is crucial for the success of sustainable tourism practices. The concept of sustainable development is implemented in marine tourism, and the blue economy framework is used to promote responsible practices and preserve marine ecosystems (Amoako, Kutu-Adu, Caesar, & Neequaye, 2019). Within this intricate landscape, the interplay between marketing strategies and the broader concept of sustainable growth in marine tourism stands as a compelling focal point. Just as Blue Economy aims for the sustainable expansion of marine-based industries, sustainable growth in marine tourism similarly envisions responsible development of tourism activities in marine environments. Both concepts share a fundamental commitment to the conservation of marine ecosystems as a crucial underpinning of their success. As marine tourism flourishes within the principles of the Blue Economy, it offers a tangible example of how economic progress can go hand-in-hand with environmental stewardship. As nations and communities embrace the potential of marine tourism, they navigate the delicate balance between economic prosperity and

preserving marine biodiversity. The sustainability of marine tourism aligns with the core values of the Blue Economy, demonstrating that the responsible utilisation of marine resources not only supports economic growth but also safeguards the long-term health of our oceans.

Chart 1. Number of Commercial Tourist Attraction Businesses According to Indonesian Business Types

The intricate dynamics of this interplay warrant a comprehensive investigation, and this study seeks to delve deep into this realm with a distinct emphasis on the mediating role of positive emotion. By casting its lens onto the coral reef conservation initiatives at Mengiat Beach, Nusa Dua, Bali, this research endeavours to unravel and comprehend the efficacy of two core marketing strategies: the Relationship Marketing Strategy and the Education-Based Marketing Strategy. Additionally, the study considers the current state of water tourism, reflected in chart one above, indicating a deficiency in its prevalence. This research also aims to show how effective marketing strategies could bolster this sector, aligning with sustainable marine tourism objectives.

Coral reefs, often called the "rainforests of the sea," hold a crucial ecological niche. These biodiverse habitats support marine life, provide coastal protection, and yield economic benefits through tourism, fisheries, shoreline protection, and medicines (Drius et al., 2019). However, the resilience of coral reefs faces grave threats from multiple stressors, including climate change, pollution, and anthropogenic activities. The situation at Mengiat Beach in Nusa Dua serves as an illustrative microcosm, underscoring the delicate balance between the economic significance of tourism and the vulnerability of coral ecosystems. The coexistence of a thriving tourist industry and a fragile marine environment underscores the urgency of devising innovative conservation strategies that concurrently bolster economic growth and safeguard the environment (Fazal-e-Hasan, Mortimer, Lings, & Kaur, 2020).

Marketing strategies significantly influence public perceptions, attitudes, and engagement in conservation efforts (Durmaz, Güvenç, & Kaymaz, 2020). The marketing concept is extensively utilised in the present-day business landscape within the tourism market. Nevertheless, the conventional marketing concept is undergoing significant transformations, primarily driven by the strategic direction of tourism enterprises and destinations. These entities increasingly prioritise cultivating connections with prospective consumers and enhancing and sustaining relationships

with engaged consumers and market stakeholders (Gezhi & Xiang, 2022). The Relationship Marketing Strategy, celebrated for fostering enduring customer relationships, offers a promising avenue within coral reef conservation. By nurturing profound connections with customers, this strategy has the potential to stimulate persistent support and engagement. The Coral Adoption Campaign typifies this approach, inviting individuals and organisations to contribute to conservation initiatives actively. In return, participants receive regular updates and immersive experiences, fostering emotional connections and enduring commitment to the cause.

On the other hand, the Education-Based Marketing Strategy leverages education as a transformative agent. This approach positions brands as authoritative sources of information, emphasising credibility and subject-matter expertise. Within the realm of coral reef conservation, this strategy materialises through "Eco-Tourism Coral Encounter" packages. These experiential offerings expose tourists to the complexities of coral conservation through guided snorkelling, diving, and educational sessions. By nurturing understanding and emotional attachment, this strategy aims to inspire responsible behaviour and encourage sustainable choices among participants (Hall, 2022).

The intricate interplay between marketing strategies and the increase in marine tourism is multifaceted and multidimensional. On one hand, marketing strategies have the potential to create awareness, shape attitudes, and catalyse tourism-driven economic growth. On the other hand, the principles of marine tourism necessitate responsible marine resource management, where the conservation of crucial ecosystems like coral reefs is imperative (Yasir et al., 2019). The context of Mengiat Beach, Nusa Dua, elevates these complexities. The juxtaposition of economic interests and environmental preservation mandates an in-depth exploration of these dynamics, aiming to bridge any gaps between these seemingly conflicting goals. In this intricate landscape, the mediating role of positive emotion adds an intriguing layer of complexity. Emotions, often intertwined with environmental experiences, can play a pivotal role in shaping behaviours and attitudes. How do these emotions mediate the relationship between marketing strategies and increased marine tourism? How do positive emotions foster more profound engagement with conservation efforts and promote sustainable behaviours? These questions underscore the pivotal nature of this research (Hussein et al., 2021).

Based on the identified field issues and the support derived from research outcomes on the research variables, this study is developed under the title "The Mediating Role of Positive Emotion in the Nexus of Marketing Strategies and Sustainable Marine Tourism: Study on Coral Reef Conservation Area at Mengiat Beach, Bali." The objectives of this research are designed to address the following issues: 1) To assess the effect of relationship marketing strategy on sustainable marine tourism; 2) To assess the effect of education-based marketing strategy on sustainable marine tourism; 3) To assess the effect of relationship marketing strategy on positive emotion; 4) To assess the effect of education-based marketing strategy on positive emotion; 5) To

assess the effect of positive emotion on sustainable marine tourism; 6) To examine the impact of relationship marketing strategy on sustainable marine tourism through the mediating influence of positive emotion; 7) To examine the impact of education-based marketing strategy on sustainable marine tourism through the mediating influence of positive emotion.

Research Methods

The research employs a quantitative research design. Quantitative research, rooted in the positivist philosophy, examines specific populations or samples. Data collection involves using research instruments, and data analysis is quantitative or statistical. The primary objective is empirically testing predefined hypotheses (Sugiyono, 2017). The study is conducted within the Coral Reef Conservation Area at Mengiat Beach, Nusa Dua, Bali. The research population comprises tourists or visitors who have undergone educational training in coral reef conservation and have adopted coral reefs within the Coral Reef Conservation Area at Mengiat Beach, Nusa Dua, Bali, the exact number of which cannot be determined.

The formula proposed by Hair et al. (2014) can be employed in determining the sample size for a population with an unknown size. In this research, the number of indicators is 20 multiplied by 5. Thus, based on this formula, the sample size for this study is 100 respondents. The sample is obtained through purposive random sampling, with the criteria that respondents should have undergone educational training in coral reef conservation and adopted coral reefs within the Coral Reef Conservation Area at Mengiat Beach, Nusa Dua, Bali, within the age range of 17-60 years old. Establishing these criteria is intended to enhance the comprehension of the statements presented in the distributed questionnaires by consumers meeting these specifications. Subsequently, the respondents' responses were evaluated using the Likert scale, which gauges the extent to which respondents agree with the statements on a scale ranging from 1 (strongly disagree) to 5 (strongly agree). The sample selection was conducted in collaboration with the Bali Coastal and Marine Biodiversity Foundation, which provides training and facilitates coral adoption practices in the area.

The data analysis technique for this research involves the Partial Least Square (PLS) method, which is particularly suited due to mediating variables. The model employed is a causal modelling or path analysis model, examining relationships and influences. Structural Equation Modeling (SEM) using Smart PLS assesses hypotheses. The PLS path model comprises two components: the measurement model (outer model) depicting relationships between constructs and indicator variables, and the structural model (inner model) representing constructs and their relationships. This study involves three stages: outer model analysis, inner model analysis, and hypothesis testing Hair et al. (2014). The research model can be described in Figure 3 below:

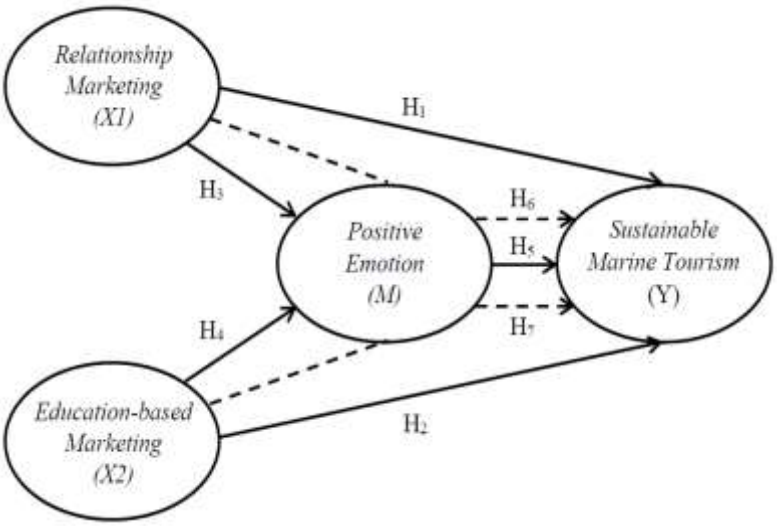

Figure 3. Research Model

In Figure 3 above, it can be explicated that H1 signifies the effect of Relationship Marketing on Sustainable Marine Tourism, H2 signifies the effect of Education-based Marketing on Sustainable Marine Tourism, H3 indicates the effect of Relationship Marketing on Positive Emotion, H4 denotes the effect of Education-based Marketing on Positive Emotion, H5 signifies the influence of Positive Emotion on Sustainable Marine Tourism, H6 indicates the mediating role of Positive Emotion in the impact of Relationship Marketing on Sustainable Marine Tourism, and H7 signifies the mediating role of Positive Emotion in the influence of Education-based Marketing on Sustainable Marine Tourism.

Results and Discussion

Characteristics of Respondents

Based on 100 completed questionnaires, the dataset provides insightful information about the respondents' personal lives and highlights the major demographic characteristics that shape the study setting. These characteristics—such as gender, age, and occupation—are essential for comprehending the complexity of the study's variables. Examining these demographic features is essential to placing the results in perspective and understanding the relationships between the variables, especially when considering positive emotions, marketing strategies, and sustainable marine tourism. Expanding upon these demographic characteristics will facilitate a more sophisticated evaluation of the research outcomes, establishing the framework for examining the study's importance in conservation conduct and ecotourism endeavours. The data of the respondents are listed in the table 1 below:

Table 1
Respondent Characteristics

Gender	Amount (People)	Percentage (%)
Male	53	53.00%
Female	47	47.00%

Total	*100*	*100*
Age	Amount (People)	Percentage (%)
17 – 27 years old	14	14.00%
28 – 38 years old	34	34.00%
39 – 49 years old	33	33.00%
50 – 60 years old	19	19.00%
Total	*100*	*100*
Occupation	Amount (People)	Percentage (%)
Entrepreneur	28	28.00%
Non-Professional	19	19.00%
Professional	43	43.00%
University Student	10	10.00%
Total	*100*	*100*

Inferential Analysis

Inferential statistical analysis is a technique used to analyse sample data, and the results are applied to the population (Sugiyono, 2017). Model testing in this research uses a variance-based or component-based approach with the Partial Least Square (PLS) method with the Smart PLS Version 3.0 program. SEM PLS has non-parametric characteristics so that prediction results can be displayed with a small sample size and then re-sampling via bootstrapping. The results of the small sample size estimation test can be described as follows:

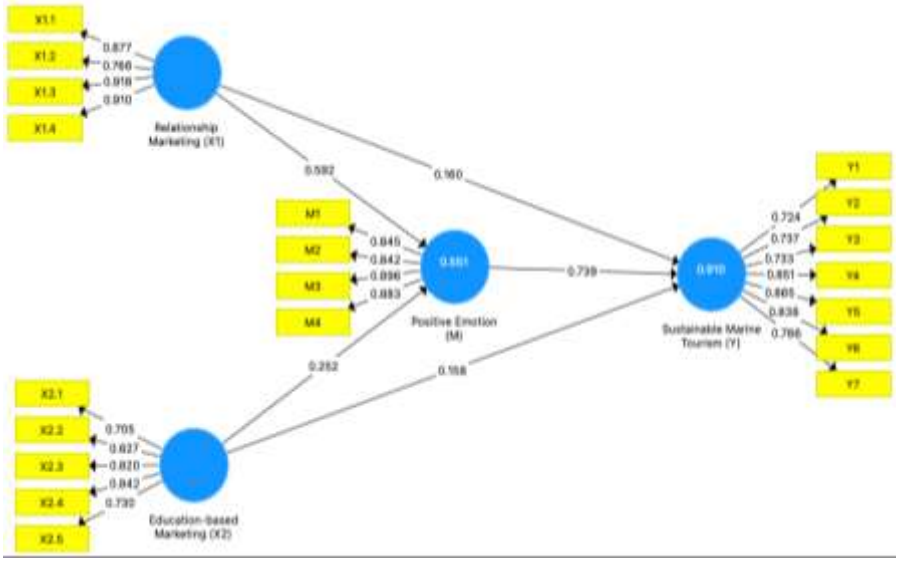

Figure 4. Model Measurement

Goodness Of Fit – Outer Model

Partial Least Square requires several validity and reliability standards before interpreting the analysis results. At this stage, three Goodness of Fit outer model characteristics must be considered: convergent validity, discriminant validity, and composite reliability.

a) Convergent Validity

Table 2
Outer Loading Test Results

Variables	Indicators	Outer Loadings	P Values	Status
Positive Emotion (M)	M1 <- Pleasure	0,845	0,000	Valid
	M2 <- Satisfaction	0,842	0,000	Valid
	M3 <- Comfort	0,896	0,000	Valid
	M4 <- Enthusiasm	0,883	0,000	Valid
Relationship Marketing (X1)	X1.1 <- Bonding	0,877	0,000	Valid
	X1.2 <- Empathy	0,766	0,000	Valid
	X1.3 <- Reciprocity	0,918	0,000	Valid
	X1.4 <- Trust	0,910	0,000	Valid
Education-Based Marketing (X2)	X2.1 <- Teaching	0,705	0,000	Valid
	X2.2 <- Education	0,827	0,000	Valid
	X2.3 <- Guidance	0,820	0,000	Valid
	X2.4 <- Training	0,842	0,000	Valid
	X2.5 <- Quality	0,730	0,000	Valid
Sustainable Marine Tourism (Y)	Y1 <- Job Creation	0,724	0,000	Valid
	Y2 <- Business Viability	0,737	0,000	Valid
	Y3 <- Quality of Life	0,733	0,000	Valid
	Y4 <- Water Quality	0,851	0,000	Valid
	Y5 <- Waste Management	0,865	0,000	Valid
	Y6 <- Energy Conservation	0,838	0,000	Valid
	Y7 <- Maintenance of Community Integrity	0,786	0,000	Valid

The convergent validity test findings in Table 2 reveal that the outer loading values of variable indicators are more than 0.50 with a p-value less than 0.05. As a result, all indicators have met the convergent validity standards.

b) Discriminant Validity

Table 3
Discriminant Validity Test Results

	Education-based Marketing (X2)	Positive Emotion (M)	Relationship Marketing (X1)	Sustainable Marine Tourism (Y)
Education-based	0,787			

Marketing (X2)				
Positive Emotion (M)	0,523	0,867		
Relationship Marketing (X1)	0,458	0,707	0,870	
Sustainable Marine Tourism (Y)	0,618	0,735	0,755	0,793

Table 5 shows the discriminant validity results utilising the Fornell-Larcker Criterion. These findings reveal that the average variance extracted (AVE) root value is greater than the correlation between the model's latent variables, which shows that the model fulfilled the criterion for discriminant validity.

c) Composite Reliability

Table 4
Composite Reliability Test Results

	Composite Reliability
Education-based Marketing (X2)	0,890
Positive Emotion (M)	0,924
Relationship Marketing (X1)	0,925
Sustainable Marine Tourism (Y)	0,922

According to Table 4, the composite reliability value for all research variables is more significant than 0.7. These results show that each variable met composite reliability, implying that all variables have a high level of reliability.

The total evaluation results, both convergent, discriminant validity, and composite reliability indicate that all indicators as measures of latent variables are valid and reliable, allowing for future testing.

Goodness Of Fit – Inner Model (Structural Model)

The inner structural model's goodness of fit is tested using the predictive relevance value (Q2), which measures how well the model produces the observation values and the estimated parameters. Table 5 below shows the R2 value for each endogenous variable in this study.

Table 5
R2 Value of Endogenous Variables

	R Square	R Square Adjusted
Positive Emotion (M)	0,551	0,541
Sustainable Marine Tourism (Y)	0,910	0,907

The R2 value of the Sustainable Marine Tourism (Y) variable is 0.910, which means that 91.0% of the variation in the Sustainable Marine Tourism (Y) variable is explained by other variables used in the model, while other variables or factors outside

the model explain the remaining 9%. The predictive–relevance value is obtained by the formula:

$$Q^2 = 1 – (1 – R1^2) (1 – R2^2) => Q2 = 1 – (1 – R12) (1 – R22)$$
$$Q^2 = 1 – (1 – 0.551) (1 – 0.910)$$
$$Q^2 = 0.960$$

The results above show a predictive-relevance value of 0.960, > 0. The Q2 value is close to 1, meaning the model has a relevant predictive value, and it can be stated that this structural model fits the data.

Hypothesis Testing

This study presents seven hypotheses, with 5 (five) direct influence hypothesis tests and 2 (two) mediation influence hypothesis tests. Each hypothesis test will be described in detail below.

d) Testing the Direct Influence Hypothesis

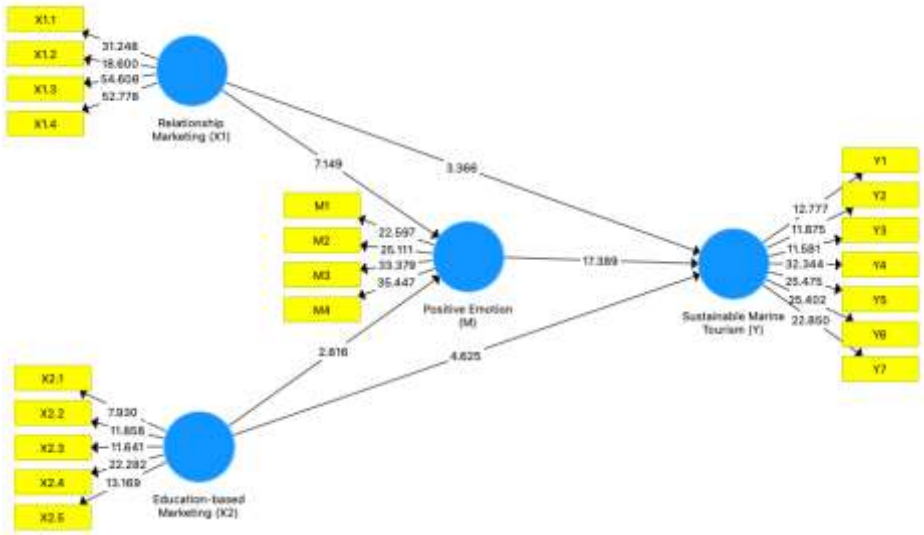

Figure 5. Bootstrapping

Table 6
Hypothesis Test Results

Direct Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Education-based Marketing (X2) -> Positive Emotion (M)	0,252	0,260	0,089	2,816	0,005
Education-based Marketing (X2) -> Sustainable Marine Tourism (Y)	0,158	0,153	0,034	4,625	0,000
Positive Emotion (M) -> Sustainable Marine Tourism (Y)	0,739	0,744	0,042	17,389	0,000

Relationship Marketing (X1) -> Positive Emotion (M)	0,592	0,588	0,083	7,149	0,000
Relationship Marketing (X1) -> Sustainable Marine Tourism (Y)	0,160	0,156	0,048	3,366	0,001

Based on the data from Table 6 above shows that the seven hypotheses proposed in this research can be explained as follows:

1. The influence of Education-based Marketing (X2) -> Positive Emotion (M), with an original sample value of 0.252 (positive), a t-statistics value of 2.816, and a p-value of 0.005, indicates that Education-based Marketing (X2) has a positive and significant influence on Positive Emotion (M).
2. The influence of Education-based Marketing (X2) -> Sustainable Marine Tourism (Y) with an original sample value of 0.159 (positive), a t-statistics value of 4.625, and a p-value of 0.000 indicating that Education-based Marketing (X2) has a positive and significant influence on Sustainable Marine Tourism (Y).
3. The influence of Positive Emotion (M) -> Sustainable Marine Tourism (Y), with an original sample value of 0.739 (positive), a t-statistics value of 17.389, and a p-value of 0.000, indicates that Positive Emotion (M) has a positive influence on and is significant for Sustainable Marine Tourism (Y).
4. Influence of Relationship Marketing (X1) -> Positive Emotion (M) with an original sample value of 0.592 (positive), a t-statistics value of 7.149, and a p-value of 0.000 indicating that Relationship Marketing (X1) has a positive and significant influence towards Positive Emotion (M).
5. Influence of Relationship Marketing (X1) -> Sustainable Marine Tourism (Y): An original sample value of 0.160 (positive), a t-statistics value of 3.366, and a p-value of 0.001 indicate that Relationship Marketing (X1) has a positive influence on and is significant for Sustainable Marine Tourism (Y).

Testing Mediation Variables

The criteria for assessing the mediation effect are based on the VAF value. If the VAF value is > 80 per cent, then the mediation variable is complete mediation; if ≤ 20% VAF ≤ 80 per cent, then the mediation variable is partial mediation, and if < 20 per cent, then the mediation variable is not a mediator. The results of the indirect influence test can be presented in Table 7 as follows:

Table 7
Indirect Effect, Total Variable Effect, and VAF Calculation

Indirect Influence	**Correlation coefficient**	**T-Statistics**
Education-based Marketing (X2) -> Positive Emotion (M) -> Sustainable Marine Tourism (Y)	0,186	2,774
Relationship Marketing (X1) -> Positive Emotion (M) -> Sustainable Marine Tourism (Y)	0,437	6,596
Total Influence	**Correlation coefficient**	**T-Statistics**

Education-based Marketing (X2) -> Positive Emotion (M)	0,252	2,816
Education-based Marketing (X2) -> Sustainable Marine Tourism (Y)	0,158	4,625
Positive Emotion (M) -> Sustainable Marine Tourism (Y)	0,739	17,389
Relationship Marketing (X1) -> Positive Emotion (M)	0,592	7,149
Relationship Marketing (X1) -> Sustainable Marine Tourism (Y)	0,160	3,366
VAF -> Indirect Influence / Total Influence (0,437/0.160)	**2,73**	
VAF -> Indirect Influence / Total Influence (0,168/0,158)	**1,06**	

As can be seen from the results above, Positive Emotion (M) mediates the influence of Relationship Marketing (X1) on Sustainable Marine Tourism (Y) with a VAF value of 2.73. This means that the VAF value of 2.73 Positive Emotion (M) is complete mediation with VAF (273%), far exceeding the 80 per cent limit, so it is considered complete mediation of the Relationship Marketing (X1) relationship with Sustainable Marine Tourism (Y).

Subsequently, positive Emotion (M) mediates the influence of Education-based Marketing (X2) on Sustainable Marine Tourism (Y) with a VAF value of 1.06. This means that the VAF value of 1.06 Positive Emotion (M) is complete mediation with VAF (106%) exceeding 80%.

Conclusion

The research findings provide important insights into the linkages under consideration. First of all, Relationship Marketing (X1) emerges as a critical influencer of Positive Emotion (M). The favourable and significant influence of Relationship Marketing (X1) on nurturing positive emotional responses emphasises the necessity of developing strong customer relationships through effective marketing methods. Furthermore, the study finds that Relationship Marketing (X1) positively correlates to Sustainable Marine tourism (Y), stressing the importance of relationship-focused marketing in supporting the sustainability of marine tourist initiatives. This research emphasises the power of relationship-oriented strategies to influence broader outcomes relevant to marine tourism sustainability.

In addition, Education-based Marketing (X2) has a positive and significant impact on Positive Emotion (M). This shows that educational marketing methods generate positive emotional experiences and help build a positive connection between the audience and the marketing initiatives. Furthermore, the research shows that Education-based Marketing (X2) positively affects Sustainable Marine Tourism (Y). This demonstrates the potential of educational marketing tactics to contribute to the long-term viability of marine tourism. Positive Emotion (M) is an essential mediator in both

the Relationship Marketing (X1) and Education-based Marketing (X2) pathways. This means that the good emotional experiences generated by these marketing methods are critical in linking them to Sustainable Marine Tourism (Y) development.

Nonetheless, this study has limitations. To begin, considering that the research focuses primarily on a unique setting of marine tourism, the findings should be generalised with caution. Second, survey methodologies may induce answer bias and fail to capture more in-depth features of the phenomenon under inquiry. Furthermore, the findings of this study highlight the need for additional research into other elements that may influence the interaction between marketing, emotions, and tourism sustainability. As a result, additional studies could yield fresh insights and give a more comprehensive framework for assisting marketing practitioners in building more effective strategies for sustainable marine tourism. Following the study, various relationship approaches are needed to elicit positive emotional responses for effective marketing management in sustainable marine tourism. For example, personalised engagement and loyalty programs can improve the emotional bond between tourists and the place. Concurrently, integrating educational initiatives, such as cooperation with environmental organisations and educational campaigns, is critical for promoting marine conservation and sustainable practices. Through interactive encounters, technology such as mobile apps or virtual reality can increase the impact of instructional marketing. Future research should use longitudinal methodologies, address cross-cultural variances, and involve stakeholders for a more comprehensive approach. Furthermore, combining quantitative and qualitative research might provide more significant insights into tourist decisions. These recommendations can help marketers design more effective strategies to benefit marine conservation efforts and enhance the tourism experience.

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