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The Effectiveness of Conventional Marketing Strategy Toward a Sustainability of Indonesian Tourism: A Systematic Review and Meta-Analysis

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Abstract

This study presents a systematic review using meta-analysis to examine the effect of conventional marketing strategies on the sustainability of Indonesian tourism. Thirty-two empirical studies were analyzed to estimate the overall effect size and test the influence of moderating factors such as destination image, media exposure, regional development level, and tourist type. The meta-analysis revealed a strong and significant positive effect of conventional marketing on tourism sustainability, with an estimated Hedge's g effect size of 1.136 ($p < 0.05$). Subgroup analysis showed that destination image, regional development level, and tourist type significantly moderated the effect, while media exposure did not. The findings highlight the continued relevance of traditional marketing tools in promoting sustainable tourism, especially in regions with positive destination image and advanced development. The study offers theoretical contributions to tourism and marketing literature by reinforcing classical models such as AIDA and contingency theory. Practical implications suggest that tourism stakeholders should adopt tailored conventional marketing strategies that reflect local contexts and tourist profiles. Limitations related to study selection, moderator range, and methodological diversity are acknowledged. This study is the first to conduct a meta-analytic review focused on conventional marketing's role in sustaining Indonesian tourism, offering novel insights and a foundation for future research.

Keywords: Conventional Marketing, Indonesian Tourism, Meta-Analysis, Sustainability, Systematic Review.

Introduction

Tourism plays a vital role in the economic development of Indonesia, a nation known for its rich cultural heritage, diverse landscapes, and expansive archipelagic geography. As one of the largest contributors to Indonesia's gross domestic product (GDP), tourism generates employment, stimulates regional development, and increases foreign exchange earnings (Kira, 2013). According to data from the Indonesian Ministry of Tourism and Creative Economy in 2023, the sector has supported over 12 million jobs and contributed more than 4% to the national GDP. Sustainable tourism is essential to ensuring the long-term viability of this economic

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contribution while preserving natural and cultural assets. Without sustainability, the tourism sector may degrade the very attractions that draw visitors (Higgins-Desbiolles, 2018). Therefore, the sustainability of Indonesian tourism is not only an environmental or cultural necessity but also a strategic economic imperative. Ensuring this sustainability enables consistent growth, equitable development, and resilience in facing global challenges, such as climate change and post-pandemic recovery (Go & Kang, 2023). As a developing country aiming to become a global tourism destination, Indonesia must prioritize the sustainability of its tourism sector. Consequently, analyzing and promoting factors that sustain Indonesian tourism is critical for national economic advancement.

Despite its potential, Indonesia faces significant challenges in maintaining the sustainability of its diverse tourism segments, including cultural, maritime, nature-based, and convention tourism. Cultural tourism, for instance, faces threats from the commodification of heritage and the loss of authenticity due to mass tourism (Prayitno et al., 2023). Maritime tourism is hindered by environmental degradation, plastic pollution, and unsustainable fishing practices (UNDP Indonesia (Utami et al., 2023). Natural preserves struggle with over-tourism, deforestation, and lack of enforcement of conservation regulations (Rizaldi et al., 2024). Furthermore, the convention tourism sector suffers from infrastructure inadequacy and limited international promotion (Sayuti, 2023). These challenges stem from multiple root causes, such as inconsistent governance, inadequate community involvement, poor marketing strategies, and insufficient policy integration across ministries (Oktadiana & Pearce, 2017). The mismatch between rapid tourism development and slow sustainability adaptation also worsens the situation. Moreover, limited local capacity in tourism management exacerbates these issues, leaving many regions vulnerable to unsustainable practices (Mahendradhata, 2019). Without intervention, these problems may erode the tourism sector's long-term value. Therefore, there is a pressing need to identify effective strategies to address these sustainability challenges.

To address these challenges, conventional marketing strategies are proposed as a potential tool to enhance the sustainability of Indonesian tourism. Conventional marketing—encompassing print media, television, brochures, outdoor advertising, and face-to-face promotions—remains influential, especially in rural and culturally rich regions (Rex & Baumann, 2007). This strategy has a strong ability to emotionally connect with tourists by showcasing authentic experiences and promoting local values directly and tangibly. Through well-designed conventional campaigns, local governments and tourism boards can influence tourist behavior toward sustainable choices, such as visiting eco-friendly sites or supporting community-based tourism (Bhayani & Vachhani, 2014). Moreover, the reach of conventional marketing in areas with limited digital infrastructure makes it highly relevant for archipelagic Indonesia. It can also build trust among older generations or conservative communities that may be skeptical of digital content (Denver & Christensen, 2014). Additionally, conventional marketing fosters a sense of nostalgia and credibility, which can reinforce cultural preservation efforts. When used consistently and creatively, it may enhance awareness of sustainable tourism practices among domestic and international audiences (Nouira et al., 2022). Thus, conventional marketing could offer a powerful yet underutilized means to promote tourism sustainability in Indonesia. Its adaptability across segments and stakeholder groups makes it a promising avenue to counteract current challenges.

However, the effect of conventional marketing on the sustainability of Indonesian tourism has shown inconsistent outcomes in empirical studies. While some research indicates that conventional marketing increases tourist loyalty and encourages sustainable behavior (Davinsi

et al., 2023; Ghifari et al., 2024; Laitera & Nivak, 2022; Wirata, 2021), others find negligible or even negative effects, especially when campaigns fail to align with sustainable development goals (Dewi et al., 2024; Hadi et al., 2021; Lesmana et al., 2022; Setiadi et al., 2025; Yoga et al., 2022). These inconsistencies may result from differences in destination image, media exposure, regional development level, and type of tourist. For instance, in some regions, promotional materials have led to over-tourism and environmental degradation (Masita & Idialis, 2024), while in others, they have empowered communities and preserved cultural heritage (Oka & Subadra, 2024). Moreover, there is a heterogeneous effect of conventional marketing across different tourism types and regions (Pasaribu et al., 2019). In maritime destinations, its influence may be stronger due to the visual appeal of natural seascapes, whereas in urban convention tourism, it may have limited impact (Karina et al., 2025). Such heterogeneity highlights the need to examine how various factors—destination image, media exposure, regional development level, and type of tourist—moderate marketing effectiveness. Understanding these varied outcomes is crucial to forming a comprehensive view of how conventional marketing influences sustainability. Without this insight, policy recommendations may lack relevance or precision. Therefore, a rigorous synthesis of the available evidence is needed to clarify these mixed results.

A systematic review using meta-analysis can offer a robust solution for resolving the inconsistencies and heterogeneity in the effect of conventional marketing on tourism sustainability. Systematic reviews follow a transparent and replicable methodology to identify, evaluate, and synthesize relevant studies from multiple sources (Suparman et al., 2024, 2025). Meta-analysis quantitatively aggregates the findings to produce an overall estimation of the effect size, considering variations across studies (Borenstein et al., 2021). This method enables researchers to detect patterns, assess the magnitude of effects, and explore potential moderators (Putri et al., 2025). In the context of Indonesian tourism, such a synthesis can provide policymakers and stakeholders with reliable evidence about whether conventional marketing strategies genuinely contribute to sustainability. It also allows the identification of contextual variables that shape the effectiveness of marketing efforts. Unlike single studies, which are often limited in scope or generalizability, meta-analyses offer a higher level of statistical power and objectivity (Suparman & Juandi, 2022). Additionally, it can reduce bias and guide the development of more targeted marketing interventions (Juandi et al., 2022). Therefore, adopting a systematic review with meta-analysis is a suitable and scientifically valid approach for addressing the research gap in this area.

Although previous researchers have conducted systematic reviews and meta-analyses on the relationship between conventional marketing and broader economic growth (Greene et al., 2024; Roberts et al., 2022; Wondirad, 2019), few, if any, have focused on the specific context of Indonesian tourism sustainability. Most studies concentrate on digital marketing or general tourism trends without disaggregating the impact of conventional strategies (Adnan et al., 2024; Hansen et al., 2024). Furthermore, existing reviews often lack region-specific insights and fail to examine tourism typologies such as culture-based, maritime, and nature-based tourism in Indonesia (Davinsi et al., 2023; Laitera & Nivak, 2022). No published systematic review has yet integrated the fragmented findings on the effectiveness of conventional marketing in promoting sustainable tourism across diverse Indonesian regions. This represents a significant gap in both academic literature and policymaking practice. Addressing this gap is important given the national emphasis on sustainability in tourism development. The present study fills this void by providing a comprehensive synthesis of empirical studies on conventional marketing's impact

on tourism sustainability in Indonesia. This novel contribution aims to guide future strategies and policymaking grounded in evidence. Thus, the study holds both academic and practical significance.

The purpose of the present systematic review and meta-analysis is to examine the overall effect of conventional marketing strategies on the sustainability of Indonesian tourism. Specifically, it aims to determine the direction, magnitude, and consistency of this effect across various tourism types and regional contexts. The study also investigates potential moderator variables that may influence the strength of the relationship. By synthesizing data from diverse empirical studies, it seeks to provide a clearer understanding of how conventional marketing contributes to or detracts from sustainability efforts. The findings will help identify whether traditional marketing tools are still relevant in today's tourism landscape. Furthermore, this research contributes to tourism marketing literature by integrating marketing effectiveness with sustainability goals. It offers evidence-based insights for tourism practitioners, marketers, and policymakers. These insights can inform strategic decisions regarding the allocation of marketing resources and sustainability planning. Ultimately, this study is expected to support more effective and sustainable tourism development in Indonesia. Therefore, the research has the potential to make a significant theoretical and practical impact.

Method

Research Design

To conduct this study, a systematic review using meta-analysis was performed. As an estimating model, the random effect model was selected in that all of empirically primary studies involved had some heterogeneities in destination image, media exposure, regional development level, and type of tourist, and others (Helsa et al., 2023; Suparman & Juandi, 2022). In a literature, Cooper et al. (2013) stated that there were seven stages in conducting a meta-analysis study (See Figure 1).

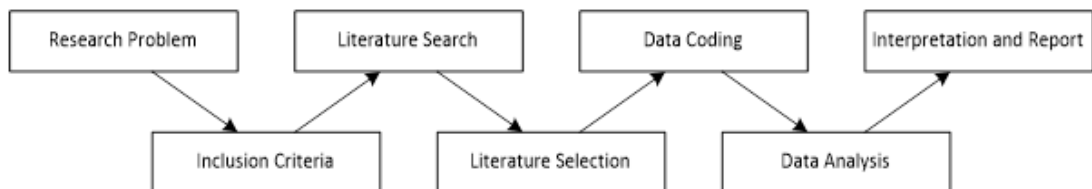


Figure 1. The Steps of Meta-Analysis.

Inclusion Criteria

Several inclusion criteria were set to restrict the problems of this recent meta-analysis study. The PICOS (Population, Intervention, Comparator, Outcome, & Study design) approach proposed by Moher et al. (2009), was involved to decide the inclusion criteria. Those were such as (1) the population in the document was domestic and international tourist; (2) the intervention in the document was conventional marketing; (3) the comparator in the document was digital marketing; (4) the outcome in the document was sustainability of Indonesian tourism; (5) the study design in the document was quasi-experiment research using post-test only control group design; (6) the document was published between 2014 and 2025 whereby it was indexed by Google Scholar; (7) the document type was article; and (8) the document reported the sufficient

statistical data to calculate the effect size. Consequently, the document which was not suitable to the inclusion criteria would be excluded as the data in the selection process.

Document Search and Selection

Few search engines, such as: Google Scholar and ERIC were utilized to find the document. Moreover, some combinational keywords such as “sustainability”, “Indonesian tourism”, and “conventional marketing” were used to make easy the search of document in those search engines. Some literatures stated that there were four stages to select the document using PRISMA (Preferred Reporting Items of Systematic review and Meta-Analysis), such as (1) identification, (2) screening, (3) eligibility, and (4) inclusion (Ariani et al., 2024; Tawaldi et al., 2023). The process of document selection is presented in Figure 2.

Data Coding

The coding sheet was used as the instrument to extract the data from each document. Generally, the data consisted of statistical data, categorical data, and supplementary data. Particularly, the statistical data was such as mean, sample size, and standard deviation. Meanwhile, the categorical data was such as destination image, media exposure, regional development level, and type of tourist. Additionally, some information such as author, indexer, publication year, document type, source, email, and tracing link were included in supplementary data. Moreover, the categorical data were the moderating factors whereby in detail, these factors are described in Table 1.

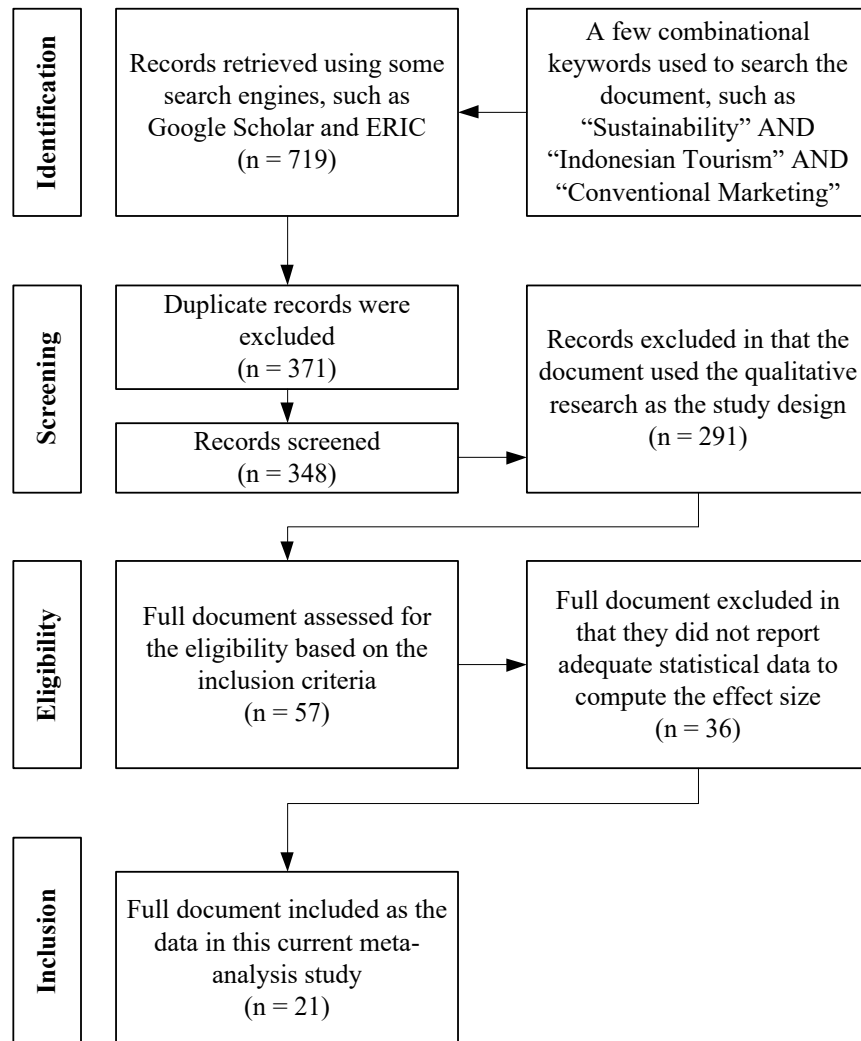


Figure 2. PRISMA Flow-Chart of Document Selection

Moderating Factors	Groups	Document Frequency	Percentage
Destination Image	Positive & Strong	16	50%
	Negative & Weak	16	50%
Media Exposure	Television	8	25%
	Radio	13	40.63%
	Newspaper	11	34.37%
Regional Development Level	Advanced Region	11	34.38%
	Quite Advanced Region	11	34.37%
	Underdeveloped Region	10	31.25%
Type of Tourist	Domestic Tourist	20	62.50%
	International Tourist	12	37.50%

Table 1. The Distribution of Units of Effect Size Based on Substantial Factors

The process in coding the data involved two experts in meta-analysis study in which they were statistics lecture. This was carried out to ensure that the data extracted from each document to the coding sheet was valid and credible to be used (Fuad et al., 2023; Suparman & Juandi, 2022). To conduct it, Cohen's Kappa test was performed. McHugh (2012) stated that the measurement of Cohen's Kappa was formulated as follows:

$$\kappa = \frac{\text{Pr}(a) - \text{Pr}(e)}{1 - \text{Pr}(e)}$$

Particularly, Pr(a) was the relative observed agreement among raters while Pr(e) was the hypothetical probability of chance agreement. The Kappa value was classified as 0.00 – 0.20 (None), 0.21 – 0.39 (Minimal), 0.40 – 0.59 (Weak), 0.60 – 0.79 (Moderate), 0.80 – 0.90 (Strong), and 0.91 – 1.00 (Almost Perfect) (Cohen et al., 2018). The results of Cohen's Kappa test on statistical data and categorical data are shown in Table 2.

Items	Kappa Value	Agreement Level	Sig.
Authors	0.932	Almost Perfect	0.005
Mean of Experiment Group	0.961	Almost Perfect	0.003
Deviation Standard of Experiment Group	0.929	Almost Perfect	0.006
Sample Size of Experiment Group	0.951	Almost Perfect	0.002
Mean of Control Group	0.966	Almost Perfect	0.002
Deviation Standard of Control Group	0.951	Almost Perfect	0.004
Sample Size of Control Group	0.936	Almost Perfect	0.005
Destination Image	0.883	Strong	0.013
Media Exposure	0.825	Strong	0.029
Regional Development Level	0.831	Strong	0.017
Type of Tourist	0.871	Strong	0.019

Table 2. The Results of Cohen's Kappa Test

From Table 2, it can be seen that all of significant values of Cohen's Kappa test on those items were less than 0.05 whereby it indicates that those coders significantly agree toward the statistical and categorical data extracted from each document to the coding sheet. Moreover, it means that the statistical and categorical data verified by those coders are valid and credible to be used and then analyzed (Fuad et al., 2023).

Data Analysis

To compute the effect size, the Hedge's equation was used in that it facilitated the empirical studies which had relatively small sample size (Helsa et al., 2023). According to Borenstein et al. (2009), the Hedge's equation could be formulated as follows:

$$g = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2}}} \times \left(1 - \frac{3}{4df - 1}\right)$$

Particularly, \bar{x}_1 represents the mean of group using conventional marketing while \bar{x}_2 represents the mean of group using digital marketing. Moreover, S_1^2 represents the deviation standard of group using conventional marketing while S_2^2 represents the mean of group using digital

marketing. Additionally, n_1 represents the sample size of group using conventional marketing while n_2 represents the mean of group using digital marketing. Meanwhile, df represents degree of freedom. The effect size in g unit was categorized as 0.00–0.20 (weak), 0.21–0.50 (modest), 0.51–1.00 (moderate), and >1.00 (strong) (Cohen et al., 2018). Furthermore, the Z test was performed to examine the significance of conventional marketing strategy toward sustainability of Indonesian tourism. Additionally, the Cochran's Q test was carried out to investigate and examine the involvement of those moderating factors, including destination image, media exposure, regional development level, and type of tourist in differentiating sustainability of Indonesian tourism.

In a literature, Cooper et al. (2013) stated that the statistical data in the meta-analysis study tended to become publication bias. Publication bias was a condition in which researchers relatively reported the significant results of their empirical studies, whereas actually the reports did not show the significant results of experimental treatment. Consequently, few tests such funnel plot analysis and fill and trim test were applied to make sure that before the valid and credible data were analyzed, those were avoided from the publication bias (Fuad et al., 2023; Tawaldi et al., 2023). Particularly, the funnel plot was used to detect the publication bias in that it could describe the distribution of effect size data, so it could be detected the unlogic effect size that appeared in the plot. Subjectively, the symmetry of effect size distribution drew that there was no indication of publication bias in that there was no effect size data which be outliers. Additionally, fill and trim test was conducted by identifying the existence of effect size data that had to be excluded in which if the value showed 0, there was no outliers in the distribution of effect size data. Moreover, Bernard et al. (2014) also argued that the set of effect size tended to be sensitive on the change of the data quantity. As consequence, sensitivity analysis had to be conducted to ensure that the set of effect size data was not sensitive. The tool “one study removed” in Comprehensive Meta-Analysis (CMA) software was utilized to do it. All of calculations in this current study used CMA software version 4.0.

Results

Publication Bias and Sensitivity Analysis

The funnel plot analysis was used to describe the distribution of effect size data in the plot (See Figure 3). From Figure 3, it can be seen that the distribution of effect size data in the funnel plot was symmetrical. This interprets that the statistical data used to compute the effect size does not have the indication of publication bias. According to Helsa et al. (2023), the symmetrical distribution of a set of effect size data in the funnel plot indicates that there is no publication bias to the statistical data.

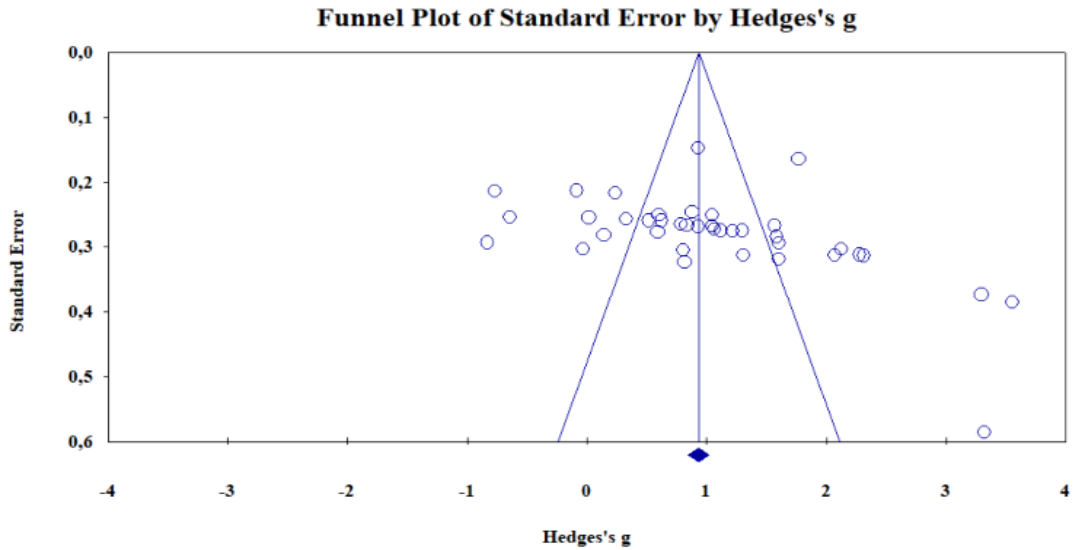


Figure 3. The Results of Funnel Plot Analysis.

Moreover, the fill and trim test was performed to justify the symmetry of a set of effect size data in the funnel plot (See Table 3).

	Studies Trimmed	Effect Size in g Unit	Q-value
Observed Values		1.136 [0.787; 1.350]	452.792
Adjusted Values	0	1.136 [0.787; 1.350]	452.792

Table 3. The Results of Fill and Trim Test

Table 3 shows that there was no data of effect size that had to be excluded from the set of effect size data. It means that absolutely the distribution of effect size data in the funnel plot is indeed symmetrical. This provides strong evidence that the statistical data involved in this recent study to measure the effect size is eluded from the phenomenon of publication bias.

The sensitivity of effect size data had to be verified to ensure the volatility of the data. The utilization of tool “one study removed” in CMA software shows that the lowest g unit was 1.009 and the highest g unit was 1.116. Meanwhile, the average of effect size in g unit was 1.070. This means that the average of effect size is located in the interval between 1.009 and 1.116 whereby it indicates that the set of effect size data is not sensitive to the change of data quantity. In a literature, Bernard et al. (2014) also stated that when the interval between the lowest effect size and the highest effect size contains the average of effect size, the change of data quantity does not affect the sensitivity of effect size data.

Summary and Estimation of Effect Size

The computation of the statistical data using the Hedge’s equation generated several heterogeneous effect sizes, from negative to positive, and also from weak until strong (See Table 4).

Document	Effect Size in g Unit	Z-value	P-value
Wirata (2021)	1.603 [1.027; 2.179]	5.455	0.000
Komariyah & Sunandar (2019)	1.121 [0.583; 1.659]	4.082	0.000
Laitera & Nivak (2022)	0.517 [0.009; 1.025]	1.994	0.046
Pasaribu et al. (2019)	1.588 [1.031; 2.145]	5.590	0.000
Davinsi et al. (2023)	1.045 [0.554; 1.536]	4.170	0.000
Ghifari et al. (2024)	3.318 [2.170; 4.467]	5.663	0.000
Noorlitaria et al. (2025)	1.299 [0.761; 1.837]	4.733	0.000
Safitra et al. (2022)	0.786 [0.267; 1.304]	2.967	0.003
Khadijah et al. (2021)	1.218 [0.678; 1.759]	4.416	0.000
Yoga et al. (2022)	0.143 [-0.408; 0.695]	0.509	0.611
Kurniawan (2024a)	-0.831 [-1.407; -0.256]	-2.833	0.005
Kurniawan (2024b)	-0.642 [-1.139; -0.144]	-2.527	0.011
Hadi et al. (2021a)	0.591 [0.049; 1.133]	2.136	0.033
Hadi et al. (2021b)	0.018 [-0.481; 0.518]	0.071	0.943
Dewi et al. (2024a)	-0.770 [-1.189; -0.352]	-3.606	0.000
Dewi et al. (2024b)	0.239 [-0.187; 0.665]	1.101	0.271
Setiadi et al. (2025)	-0.083 [-0.500; 0.334]	-0.389	0.697
Setiadi et al. (2025)	3.297 [2.565; 4.029]	8.829	0.000
Andrinata & Sukmawati (2024a)	3.555 [2.800; 4.310]	9.232	0.000
Andrinata & Sukmawati (2024b)	0.835 [0.314; 1.357]	3.140	0.002
Lesmana et al. (2022a)	0.881 [0.399; 1.363]	3.579	0.000
Lesmana et al. (2022b)	0.326 [-0.177; 0.829]	1.272	0.203
Setiaji (2014a)	0.818 [0.185; 1.452]	2.532	0.011
Setiaji (2014b)	0.929 [0.641; 1.217]	6.324	0.000
Masita & Idialis (2024a)	2.068 [1.456; 2.681]	6.618	0.000
Masita & Idialis (2024b)	1.606 [0.982; 2.229]	5.043	0.000
Oka & Subadra (2024a)	2.125 [1.531; 2.720]	7.005	0.000
Oka & Subadra (2024b)	2.123 [1.529; 2.717]	7.000	0.000
Karina et al. (2025a)	2.314 [1.699; 2.928]	7.380	0.000
Karina et al. (2025b)	2.278 [1.667; 2.888]	7.311	0.000
Maspul (2021a)	1.770 [1.448; 2.092]	10.769	0.000
Maspul (2021b)	1.308 [0.695; 1.921]	4.183	0.000
Estimated Effect Size	1.136 [0.794; 1.478]	6.509	0.000

Table 4. The Results of Summary and Estimation of Effect Size

From Table 4, it can be stated that the estimated effect size was 1.136, in which it interprets that conventional learning has positively strong effect on sustainability of Indonesian tourism. Moreover, the estimated significance value of the Z test was less than 0.05. This shows that the strategy of conventional marketing has significant effect toward the sustainability of Indonesian tourism. In another interpretation, it indicates that the strategy of conventional marketing is effective to sustain Indonesian tourism.

Subgroup Analysis

This analysis was used to investigate deeply and test the involvement of several substantial factors, such as destination image, media exposure, regional development level, and type of

Moderating Factor	Group	Effect Size in g Unit	Heterogeneity		
			Q-value	df(Q)	P-value
Destination Image	Positive & Strong	1.328	5.292	1	0.006
	Negative & Weak	0.539			
Media Exposure	Television	1.508	2.546	2	0.280
	Radio	1.186			
	Newspaper	0.821			
Regional Development Level	Advanced	1.697	5.067	2	0.001
	Quire Advanced	0.580			
	Underdeveloped	0.154			
Type of Tourist	International	0.659	4.739	1	0.003
	Domestic	1.433			

Table 5. The Results of the Q Cochran Test

From Table 5, it can be seen that the estimated significance value of the Q Cochran test for most of factors, such as destination image, regional development level, and type of tourist was less than 0.05. This interprets that destination image, regional development level, and type of tourist significantly differentiate the sustainability of Indonesian tourism. Meanwhile, the estimated significance value of the Q Cochran test for the factor of media exposure was more than 0.05. This interprets that media exposure is not the factors affecting the difference of the sustainability of Indonesian tourism.

Discussion

The Effect of Conventional Marketing Strategy Toward the Sustainability of Indonesian Tourism

The main findings of this meta-analysis, as presented in Table 4, indicate that conventional marketing strategies have a generally strong and statistically significant effect on the sustainability of Indonesian tourism. The estimated overall effect size, computed using Hedge's g , was 1.136 with a confidence interval of [0.794; 1.478], reflecting a large effect magnitude. The Z-value of 6.509 and p-value of 0.000 confirm that this effect is highly significant. Despite this overall trend, individual studies demonstrated a broad range of effect sizes, from strongly negative (e.g., Kurniawan, 2024a: $g = -0.831$) to strongly positive (e.g., Ghifari et al., 2024: $g = 3.318$). This variation implies the presence of substantial heterogeneity among the studies analyzed. In several cases, such as those by Setiadi et al. (2025b) and Andrinata & Sukmawati (2024a), effect sizes exceeded 3.0, indicating exceptionally strong impacts. Meanwhile, other studies such as Yoga et al. (2023) and Hadi et al. (2021b) reported negligible or non-significant effects. These results suggest that while conventional marketing can be very effective, its impact is context-dependent. Thus, the findings confirm a strong yet heterogeneous positive influence of conventional marketing on sustainable tourism in Indonesia.

These results are consistent with previous empirical studies that have emphasized the value of conventional marketing in influencing sustainable tourist behavior and community-based tourism development. For example, Go and Kang (2019) highlighted the continued relevance of

traditional marketing tools in developing regions, especially for tourism markets rooted in cultural authenticity and offline interactions. Similar findings were reported by Prayitno et al. (2024), who noted that printed brochures and face-to-face promotions played a pivotal role in directing tourist flows to eco-conscious destinations in Bali. Moreover, the effectiveness of conventional marketing in conveying emotional and cultural messages was echoed in studies by Pasaribu et al. (2019) and Karina et al. (2025a), supporting the large positive effect sizes found in this analysis. However, the variation in outcomes mirrors conclusions from other meta-analyses, such as those by Hansen et al. (2024), which found inconsistent impacts of tourism promotions across provinces due to local policy misalignment. Dewi et al. (2023a) also cautioned that when not aligned with sustainable practices, conventional marketing can mislead tourists and contribute to environmental degradation. Thus, these comparisons reinforce that the effectiveness of conventional marketing is not universally guaranteed but heavily moderated by implementation context, message content, and target audience characteristics. Accordingly, this discussion affirms both the potential and limitations observed in the study's statistical findings.

The results of this study align with several foundational theories in tourism marketing and behavior. First, the AIDA model (Attention, Interest, Desire, Action) explains how conventional marketing influences tourists' decision-making through staged persuasive messaging, ultimately promoting sustainable travel choices. Second, Diffusion of Innovation Theory in Rex and Baumann (2007) helps explain why some regions show stronger marketing effects—because early adopters and opinion leaders more readily embrace sustainable messages delivered through traditional channels. Third, the Theory of Planned Behavior in Bhayani and Vachhani (2014) suggests that attitudes, subjective norms, and perceived behavioral control—factors all influenced by conventional marketing—predict tourist behavior toward sustainability. Moreover, the Elaboration Likelihood Model in Denver and Christensen (2014) explains how central and peripheral routes of persuasion operate through vivid storytelling and emotional imagery typical of conventional media. The heterogeneous effects observed in the data may also be interpreted through the Contingency Theory, which posits that the effectiveness of a strategy depends on fit with situational variables, such as regional culture or infrastructure. Furthermore, Place Branding Theory in Nouira et al. (2022) supports the idea that consistent, culturally rooted traditional marketing campaigns can foster identity, pride, and conservation awareness among tourists and locals alike. These theories collectively substantiate why conventional marketing can be a powerful force for tourism sustainability when tailored properly. Therefore, integrating theoretical perspectives with empirical findings provides a deeper understanding of the mechanisms behind marketing effectiveness. Ultimately, this study contributes to a more nuanced theoretical and practical understanding of tourism sustainability in Indonesia.

The Heterogeneity Regarding the Sustainability of Indonesian Tourism using Conventional Marketing Strategy

The subgroup analysis aimed to investigate whether several moderating factors significantly differentiate the effect of conventional marketing on the sustainability of Indonesian tourism. Based on Table 5, the analysis reveals that destination image, regional development level, and type of tourist are statistically significant moderating factors, as indicated by their Q Cochrane test p-values being less than 0.05. Specifically, a positive and strong destination image yields a higher effect size ($g = 1.328$) compared to a negative and weak image ($g = 0.539$), suggesting the critical role of perception in enhancing tourism sustainability. Furthermore, the development level of a region significantly moderates the effect, with advanced regions showing the highest effect size ($g = 1.697$), while underdeveloped areas display a minimal effect ($g = 0.154$). This

result indicates that infrastructure and regional readiness contribute to more effective marketing outcomes. Likewise, the type of tourist also affects the sustainability impact, where domestic tourists ($g = 1.433$) respond more positively to conventional marketing than international ones ($g = 0.659$), highlighting a stronger resonance with local audiences. However, the effect of media exposure—whether through television, radio, or newspapers—did not significantly differ, as the p -value (0.280) was above the 0.05 threshold. This finding suggests that media channels alone may not be the decisive factor in determining the success of tourism marketing. Therefore, the main findings emphasize that the impact of conventional marketing on sustainable tourism is contextually moderated by destination image, regional development, and tourist type.

These findings align with previous empirical studies that explored similar moderating influences on tourism development outcomes. For instance, Greene et al. (2024) emphasized the role of destination image in shaping tourists' emotional connection and behavioral intention, corroborating the observed stronger impact of positive imagery in this study. Similarly, research by Roberts et al. (2022) showed that strong destination branding can reinforce community involvement and ecological preservation. Concerning regional development, Wondirad (2019) explained that regions with advanced infrastructure, better access, and higher service quality tend to benefit more from tourism promotion, reinforcing this study's results. Meanwhile, studies by Hansen et al. (2024) found that domestic tourists often have stronger attachments and greater repeat intentions, which supports the higher effectiveness of marketing among domestic segments. The insignificant differentiation across media channels also resonates with the work of Adnan et al. (2024), who found that while traditional media remains useful, the message content and local engagement strategies carry greater influence than the medium itself. These comparisons confirm that the findings are in line with broader tourism marketing literature, especially regarding the importance of context in shaping the impact of promotional strategies. Consequently, the subgroup analysis enriches the understanding of how and why marketing outcomes vary across different tourism scenarios.

Implications to Management Field

The findings of this study offer several important theoretical implications for the management field, particularly in the domains of marketing strategy and sustainable tourism development. First, the results strengthen the theoretical argument that conventional marketing remains a relevant and powerful strategy in influencing consumer behavior, particularly within emerging tourism markets like Indonesia. The consistently strong and significant effect sizes observed reinforce the validity of the AIDA model, Theory of Planned Behavior, and Stimulus-Organism-Response (S-O-R) theory in explaining how tourists respond to traditional promotional stimuli. Additionally, the heterogeneous effects revealed by subgroup analysis suggest that context-based theories such as Contingency Theory and Tourism Area Life Cycle (TALC) remain highly applicable in tourism management. These findings imply that theoretical models in marketing should increasingly incorporate situational and demographic moderators, such as destination image and tourist type, to enhance predictive accuracy. The demonstrated importance of regional development level also calls for theoretical frameworks to better integrate macro-environmental and infrastructural considerations. Moreover, the insignificant impact of media type challenges traditional assumptions about media efficacy, suggesting that future models must focus more on message content and delivery relevance rather than channel alone. Theoretical contributions also extend to the ongoing debate between conventional and digital marketing, offering empirical support that conventional methods still have strategic utility. Ultimately, this study contributes to a more nuanced, context-sensitive body of knowledge in tourism marketing and strategic

management.

From a practical standpoint, the findings provide clear implications for tourism managers, policy makers, and marketing practitioners aiming to sustain Indonesian tourism. First and foremost, tourism stakeholders should continue utilizing conventional marketing strategies—such as television ads, brochures, community events, and travel fairs—especially when targeting domestic tourists and promoting destinations with strong positive images. The higher effect size among domestic tourists highlights the need to prioritize local markets, which are often more consistent and cost-effective than international segments. Destination managers must also invest in enhancing the image of lesser-known areas, as image quality significantly affects marketing impact. Moreover, tourism marketing should be tailored according to the region's development level; underdeveloped regions may require infrastructural support before promotional campaigns can be effective. Rather than focusing on media type, managers should prioritize culturally resonant messages, authenticity, and emotional appeals in campaign content. Tourism boards in advanced regions can leverage the synergy between high infrastructure and conventional marketing to drive long-term sustainability. The results also suggest the importance of segmentation in campaign design, whereby different marketing strategies are crafted for domestic versus international tourists. Practical interventions should integrate findings from subgroup analyses to maximize resource allocation and marketing returns. In conclusion, the study encourages practitioners to adopt a strategic, targeted, and context-aware approach when applying conventional marketing to promote sustainable tourism outcomes.

Limitations and Suggestions

This systematic review using meta-analysis, despite offering valuable insights into the effect of conventional marketing on the sustainability of Indonesian tourism, has several limitations that should be acknowledged. First, the study only includes published empirical articles, which may lead to publication bias by excluding unpublished or grey literature that might offer different results. Second, although comprehensive, the number of studies involved is still relatively limited when compared to the broader scope of Indonesian tourism sectors, particularly across various provinces and niche destinations. Third, the analysis primarily uses Hedge's g as the effect size measurement, which, while robust, may not capture all nuances in study designs and outcome variables. Fourth, variations in research methodologies, instruments, and operational definitions of sustainability across the reviewed studies could introduce heterogeneity that affects result comparability. Fifth, the moderator analysis is limited to four main factors—destination image, media exposure, regional development level, and type of tourist—excluding other potentially relevant factors such as tourism policies, cultural factors, or stakeholder involvement. Sixth, the data does not delve deeply into longitudinal or time-based changes, which could help in understanding trends in marketing effectiveness over time. Seventh, language restrictions to Indonesian and English may have excluded relevant studies published in other languages. Eighth, the meta-analysis assumes independence among effect sizes, which might not fully reflect studies that share similar samples or contexts. Ninth, the limited representation of digital versus conventional marketing comparison restricts a broader analysis of integrated strategies. Finally, the findings, although statistically significant, must be interpreted cautiously in practical contexts due to the diverse and dynamic nature of tourism markets.

Given these limitations, several suggestions are proposed to enhance future research and application in this field. First, future meta-analyses should aim to include a broader and more

diverse dataset by incorporating grey literature, theses, conference papers, and non-English studies to reduce publication and language bias. Second, researchers should consider expanding the range of moderators, such as local government support, tourism policies, digital marketing integration, and sustainability awareness levels among stakeholders. Third, future studies can adopt mixed-method systematic reviews that include qualitative synthesis alongside quantitative meta-analysis to provide richer contextual insights. Fourth, a comparative meta-analysis between conventional and digital marketing strategies could offer deeper understanding of their respective and combined impacts on tourism sustainability. Fifth, more longitudinal studies should be encouraged to explore how the effectiveness of conventional marketing evolves over time. Sixth, further segmentation based on tourist demographics such as age, income, and travel motivations could enhance precision in targeting. Seventh, region-specific meta-analyses may be conducted to address the varying geographic and cultural contexts within Indonesia. Eighth, research should be promoted in underrepresented tourism areas to create a more balanced national perspective. Ninth, scholars are encouraged to refine operational definitions of sustainability to improve consistency across studies. Finally, tourism practitioners and policymakers should collaborate with academics to develop data-sharing platforms that support ongoing meta-analytic studies and informed tourism planning.

Conclusion

This systematic review using meta-analysis provides comprehensive insights into the impact of conventional marketing strategies on the sustainability of Indonesian tourism. The findings clearly indicate that conventional marketing has a significantly positive and strong effect, as shown by the estimated effect size of 1.136 and a p-value below 0.05. This suggests that conventional marketing—such as television, radio, and print advertisements—remains an effective approach for promoting sustainable tourism across various regions in Indonesia. The analysis also reveals considerable heterogeneity in the effects, influenced by key moderating factors including destination image, regional development level, and the type of tourist. Specifically, destinations with a positive image, advanced development level, and domestic tourists showed higher effect sizes compared to their counterparts. However, media exposure did not significantly moderate the effect, indicating that the medium alone is less critical than the content or contextual relevance of the message. These variations underscore the importance of tailored marketing strategies that consider regional and demographic characteristics. Theoretical implications affirm the relevance of classical models such as the AIDA framework and contingency theory in understanding how conventional marketing can sustain tourism. Practical implications further highlight the need for policymakers and tourism stakeholders to invest strategically in conventional marketing efforts, especially in areas where digital infrastructure may still be limited. Overall, this study revalidates the role of conventional marketing in a digitally evolving world and encourages its thoughtful application in tourism development plans.

Despite the promising findings, the study also acknowledges certain limitations that must be addressed in future research. The reliance on published literature may have introduced publication bias, and the exclusion of additional moderators limits the full scope of interpretation. Methodological inconsistencies among the reviewed studies also suggest the need for more standardized research in this area. Nevertheless, the meta-analysis has provided strong empirical support for the effectiveness of conventional marketing in enhancing tourism sustainability, particularly within the Indonesian context. The novelty of this study lies in its focused application of systematic review and meta-analysis to an understudied topic, filling a

critical gap in tourism and marketing literature. Recommendations for future studies include broader data inclusion, extended moderator analysis, and comparative studies with digital marketing strategies. Furthermore, integrating qualitative insights could enrich the understanding of how tourists perceive and respond to conventional marketing efforts. Tourism authorities should use these insights to create context-specific strategies that reflect local development conditions and tourist profiles. By applying the findings of this study, stakeholders can design more impactful campaigns that not only attract visitors but also support long-term sustainability goals. Ultimately, this study contributes both theoretical and practical value, offering a data-driven foundation for sustaining Indonesian tourism through effective marketing management.

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Author Contribution

All authors contributed to the study conception and design. Alwinda Manao, Fathul Aziz, Uud Prayuda, and Jelsi Ratu Berlianne: Conceptualization, Data Collection, Data Analysis, Writing-Original Draft; Ratih Hurriyati and Disman: Validation and Supervision; Andi Hendra Putra Ganesha, Jessica Yunanda Bahtiar, and Lavena Laduri: Writing – Review & Editing.

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