

Encouraging Expats Purchase Interest in Bali Through Green Economy Perception and Green Entrepreneurship Practices in the Tourism Sector

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ABSTRACT: Bali, with its natural and cultural prospects, has great potential in attracting expatriates with environmentally conscious characters. By adopting the perception of green economy and green entrepreneurship, Bali can strengthen its image as a destination committed to environmental conservation and open the door to sustainable economic opportunities, especially for expatriates interested in sustainable living. However, Bali is experiencing serious challenges related to waste management and waste burning practices. This phenomenon is not only detrimental to the environment, but also has a negative impact on public health and challenges the sustainability of tourism. Based on this phenomenon, the formulation of the problem is described as follows: 1) How does the perception of green economy affect the purchasing interest of expatriates in the Bali tourism sector? 2) What is the direction of the relationship between the perception of green economy and green entrepreneurship on the purchasing interest of expatriates in the Bali tourism sector? This study aims to determine the effect of the perception of green economy on the purchasing interest of expatriates in the Bali tourism sector and the direction of the relationship. This study uses a purposive sampling technique with sampling criteria: 1) Expatriates who have a residence permit in Bali, 2) Millennial generation expatriates with an age range of 24-39 years. The total respondents were 100 expatriates whose results were then analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) where the research period was conducted for 1 year.

Keywords: Expatriates, Green Economy Perception, Green Entrepreneurship Practices, Purchase Interest

1. INTRODUCTION

In recent years, sustainability and environmental responsibility have become a major focus worldwide. In line with the achievement of the sustainable development growth (SDGs) agenda by 2030, environmental values are a priority on a par with economic and social values as stated by Elkington as the triple bottom line theory. (Akkus and Çalıyurt, 2022) stated that entrepreneurs contribute to realizing the SDGs so that their role is diversified into social and environmental goals. Climate change triggers various natural disasters such as droughts, heat waves, tidal waves, floods and others that disrupt human welfare. (Balaguera-Quintero et al., 2022) air pollution is caused by the release of gases such as CO₂, CH₄, N₂O forming greenhouse gas emissions that have an impact on ozone depletion and trigger global warming. This condition increases the temperature of the earth so that it reduces the quality of the global ecosystem which disrupts people's welfare. Two decades earlier, the World Resource Institute reported the threat of a decline in the quality of the global ecosystem including "agriculture, coastal, forest, clean water, and wetland" (Masjud, 2020). (Suparta and Yatim, 2020) emphasize the phenomenon of heat waves that have a direct impact on agricultural productivity, health and welfare.

Environmental sustainability is a concern of the SDGs including clean water (SDGs-6), affordable energy (SDGs-7), sustainable city (SDGs-11), responsible consumption & production (SDGs-12), climate change (SDGs-13), life below water (SDGs-14) and life on land (SDGs-15) as an effort to overcome no poverty (SDG-1), zero hunger (SDGs-2) and improve good health and well-being (SDGs-3). These targets are shared challenges so that stakeholder support is needed to overcome environmental degradation and ensure sustainable social welfare. In achieving the SDGs, the green economy is an approach to creating low-carbon economic growth, resource savings and social inclusion by involving the community and stakeholders. As a basis for building partnerships to realize a green economy and accelerate the 2030 SDGs agenda through market-driven environmentally friendly solutions, awareness is needed between consumers and business actors in realizing sustainable prosperity in the future. Bali, with its natural and cultural prospects, has great potential in attracting expatriates with environmentally conscious characters. By adopting the perception of a green economy and green entrepreneurship, Bali can strengthen its image as a destination committed to environmental conservation and open the door to sustainable economic opportunities, especially for expatriates interested in sustainable living (Yamawati, 2023). The importance of transforming Bali into an environmentally friendly destination is not only related to environmental sustainability, but also has a positive impact on the local economy. Therefore, the first step in encouraging expatriate buying interest is to improve Bali's image as a tourist destination committed to environmentally friendly practices. Yani and Saputra (2023) explain that amidst the complexity of this problem, an inspiring force has emerged and provides new hope: green entrepreneurship. Green entrepreneurship in Bali can be a driving force for a sustainable economy. Support for businesses that focus on environmentally friendly practices according to Bradu et al (2023) can create a balanced business ecosystem and provide expatriates with more options in terms of purchasing products and services.

However, Bali is facing serious challenges related to waste management and the practice of burning waste. This phenomenon is not only detrimental to the environment, but also has a negative impact on public health and challenges the sustainability of tourism. Inadequate waste management in Bali is reflected in the increasing volume of waste, coupled with the lack of adequate infrastructure to manage waste effectively. In addition, the lack of environmental awareness among the community exacerbates this problem, one of the serious impacts of the inability to manage waste is the practice of burning waste which is still common in several areas of Bali including the Ubud tourism area. Handayani et al (2023) revealed that burning waste causes air pollution with hazardous pollutants that can endanger human health and damage the ecosystem. Smoke and residue from burning can also damage soil and water quality, putting additional pressure on the ecosystem which is a topic of conversation among expatriate groups in Bali. Basically, Bali has great potential to become a model for sustainable tourism and economic destinations with the motivation of entrepreneurs who pay attention to environmental and social impacts in business through business models that focus on resource efficiency, use of renewable energy, carbon emission reduction, and other sustainable practices (Pradnyani et al (2023). By combining the perception of green economy and green entrepreneurship, the island will not only attract environmentally conscious expatriates, but also create an environment that supports economic and environmental sustainability. Through these steps, Bali can play a bigger role in creating a greener and more sustainable world.

2. LITERATURE REVIEW

SDGs is a fifteen-year United Nations program with an agenda achievement in 2030. As a continuation of the Millennium Development Goals (MDGs) which were previously implemented from 2000 to 2015 with an emphasis on eight targets. SDGs have seventeen targets with a vision of realizing sustainability in the future (Filho et al., 2022), as shown in Figure 1. SDGs are designed as a comprehensive agenda for human well-being and the sustainability of the entire planet (Fallah Shayan et al., 2022).



Source: United Nations

The image above shows all SDGs targets including "No poverty, zero hunger, good health and well-being, quality education, gender equality, clean water, and sanitation, efficient and clean energy, decent work and economic growth, industry, innovation, and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate changes, life below water, life on land, peace, justice, and strong institutions, and partnership for the goals". All targets are divided into three domains: social, economic and environmental or called the triple bottom line by Elkington. Acceleration of SDGs achievement is supported through a green economy with the aim of realizing SDGs targets in 2030. To achieve all targets with a global community orientation, strategic collaboration between stakeholders in various countries is needed. (Alvarez-Risco et al., 2021) proves that through a supporting system including education development support, conceptual development support, and country support, it has a significant positive impact on green entrepreneurship intention. The study (Quiroz-Niño and Murga-Menoyo, 2017) concluded the importance of training to form competencies regarding SDGs where these goals are achieved through education. This argument further shows the importance of the role of educational institutions in building a learning framework based on SDGs.

Green Economy Concept

The United Nations, through the environment program (UNEP) defines that the green economy is an economic idea that seeks to produce increased human welfare and social balance while significantly reducing environmental risks and ecological scarcity. It can be concluded that the green economy is an economy that seeks low carbon, resource efficient, and socially inclusive, the concept of the green economy needs support from various levels of society such as encouraging public and private investment to reduce carbon emissions and population (D'amato and Korhonen, 2021).

Green economy is an economic system that focuses on sustainable and environmentally friendly economic growth. According to Firmansyah (2022), the concept of green economy emphasizes the importance of maintaining a balance between economic, environmental, and social growth. In a green economy, the use of natural resources is carried out wisely and efficiently, by reducing waste and carbon emissions and encouraging the use of renewable energy and environmentally friendly technology. Green economy also pays attention to the importance of social development, including increasing access to education, health, and gender equality. Green economy is a solution to address global environmental challenges such as climate change, loss of biodiversity, and water crises. In a green economy, economic growth is not carried out by damaging the environment, but by utilizing it wisely and sustainably (Adnyana and Primasari, 2020).

Djajadiningrat (2014:132) stated that the concept of green economy has basic principles, namely: Prioritizing utility value, intrinsic value and quality; Following the flow of nature; Waste is food; Neat and diverse functions;

Appropriate scale / scale of relevance; Self-ability, self-organization and self-design; Direct participation in protecting and preserving the environment; Creativity and community development; Strategic role in built environment, landscape and spatial design

Green Entrepreneurship Concept

Conceptually, green entrepreneurship is related to businesses that focus on the environment and sustainability (Trapp and Kanbach, 2021). Such businesses usually seek creative and innovative solutions to reduce negative impacts on the environment and improve people's quality of life. Green entrepreneurship aims to create financial benefits while considering environmental balance. According to Makhloufi et al (2022), this concept is very important because it helps reduce the use of fossil fuels and limited natural resources and reduces waste generated by human activities. Green entrepreneurship also includes businesses that focus on environmentally friendly products and services, such as renewable energy, waste processing, environmentally friendly building materials, and organic farming. Green entrepreneurs seek business opportunities by considering their positive impact on the environment (Trapp and Kanbach, 2021). This means that they must have a good understanding of environmental problems and think of ways to solve these problems through the businesses they build.

Green entrepreneurship has several basic principles. First, businesses must pay attention to the environmental impact of every activity they carry out. Second, businesses must build environmentally friendly products and services. Third, businesses must consider social and environmental values in making business decisions. Fourth, businesses must innovate to create better solutions to environmental problems (Cullen and De Angelis, 2021). Green entrepreneurship must be studied more deeply regarding its concept and implementation, therefore green entrepreneurship needs to have certain characteristics. As according to Farinelli, Bottini and Akkoyunlu in Romanowski: Having high internal motivation, Carefully seeing business opportunities with low business risks, Having business activities that have a positive impact on the environment and economic stability, Having awareness to protect the environment for a sustainable future. In addition, the difference between green entrepreneurs and entrepreneurs in general, as explained by Schaper in Robert Romanowski, namely: Activities carried out by green entrepreneurs are things that care about the environment and entrepreneurship, Accepting risks from new developments and uncertainty, Having the skills to combine knowledge of the natural environment with entrepreneurship, having entrepreneurial motivation for personal gain as well as benefits for the environment and others, Having ideals and values that are included in five mottos including: green values, market gaps, self-esteem, lifestyle and passion for industry, production and services, Having an effect on the natural environment and sustainable future changes.

The Concept of Purchase Interest

Interest is one of the psychological aspects that has a significant influence on behavioral attitudes and interests are also a source of motivation that will direct someone in doing what they do" (Frans Sudiro, 2018:15). The concept of consumer purchase interest is a stage where consumers form choices between several brands that are included in the choice set, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations. (Sukmawati in Anggit, 2018:25). According to Kotler and Keller (2018) purchase interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Kotler and Keller (in Mardiani, 2018) stated that buying behavior is influenced by four factors, namely: Culture (culture, subculture, and social classes), Social (reference groups, family, and roles and status), Personal (age and life cycle stages, occupation and economic conditions, personality and self-concept, and lifestyle and values), Psychological (motivation, perception, learning, emotions, memory). The above factors can indirectly influence expatriate buying interest in a product or service. Meanwhile, according to Super and Crites (in Priyanti, 2017) explained that the factors that influence interest are: Differences in work, Socio-economic differences, Differences in hobbies or interests, Differences in gender, Differences in age. Through the practice of green entrepreneurship, market demand has increased for environmentally friendly accommodation, making this a good business opportunity from an entrepreneur's perspective. Meanwhile, the enthusiasm of

entrepreneurs to explore and implement innovative and environmentally friendly business practices in managing company operations is an important supporting factor in creating a sustainable business (Allal-Cherif et al, 2023). Meanwhile, based on research conducted by Nuringsing et al (2022) entitled Green Entrepreneurial Intention Through Green Economy and Green Entrepreneurial Orientation, the results of their study show the formation of student perceptions of the green economy so that it is expected to support someone's growth in green entrepreneurship. In line with previous studies, (Nuringsih et al., 2020) proved a significant relationship between understanding green entrepreneurship and sustainable development. In accordance with the research of Muangmee et al (2021) entitled "Green Entrepreneurial Orientation and Green Innovation in Small and Medium-Sized Enterprises (SMEs)" which shows that environmentally friendly innovation has the strongest influence on economic and environmental performance where environmentally friendly entrepreneurial orientation and environmentally friendly innovation can help company managers understand the factors that lead to sustainable business performance. In addition, Neumann (2022) emphasized the impact of the green entrepreneurship model on sustainable development, namely in line with three important moments, namely the G-20 presidency agenda as an acceleration of achieving the 2030 SDGs and in the context of implementing a green economy, the development of an entrepreneurial ecosystem is in line with these moments.

3. RESEARCH METHOD

This study was conducted on expatriates living in Bali using a questionnaire technique using a purposive sampling method as a sampling technique with sample criteria, namely: expatriates living in Bali for more than 3 months, productive age expatriates with an age range of 15-64 years with a sample size of 100 respondents who were then processed with the Warp Partial Least Square program as a data analysis technique. This system is a causal modeling approach that aims to maximize the variance of the latent criterion variable that can be explained (explained variance) by the latent predictor variable. SEM-PLS can work efficiently with small sample sizes and complex models. In addition, the assumption of data distribution in SEM-PLS is relatively looser. PLS can also analyze reflective and formative measurement models and latent variables with one indicator without causing identification problems (Sholihin and Ratmono, 2013: 7). Data analysis in PLS is carried out in three stages, namely outer model testing, namely validity and reliability testing, inner model testing, and hypothesis testing. The following are respondent data and their characteristics:

Characteristics of Research Respondents

No	Description	Detail	Frequency (person)	Percentage (%)
1	Nationality	Australia	21	21%
		Erope	37	37%
		America	42	42%
Total			100	100%
2	Age	25-39 years	59	59%
		40-54 years	28	28%
		55-64 years	13	13%
Total			100	100%
3	Gender	Man	68	68%
		Women	32	32%
Total			100	100%
4	Status	Single	66	66%
		Married	34	34%
Total			100	100%

Source: Processed data, 2024

4. RESULT AND DISCUSSION

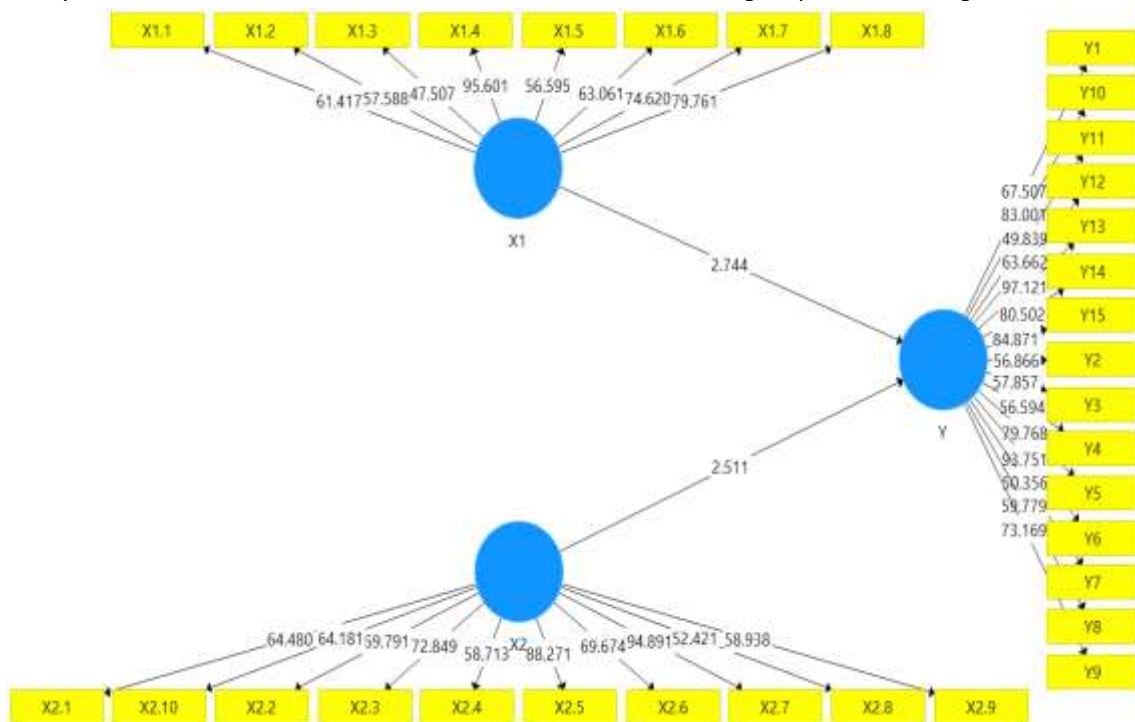
Hypothesis testing is done using the t-test (p-value) on each path of influence between variables. In PLS statistical testing of each hypothesized relationship is done using simulation. Problem testing with bootstrapping is also intended to minimize data abnormalities in research where hypothesis testing is done by looking at the P Values from the bootstrapping results. The results of data processing are presented in Table 5.7, then the P Value of several variable relationships can be concluded to have a positive and significant effect, where the variables of green economy perception (X1) and green entrepreneurship (X2) P values <0.05 which means that green economy perception and environmental issues have a positive effect on Expatriate Purchase Interest.

Test Results with PLS Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Economy Perception (X1) -> Expat Purchase Interest (Y)	0.304	0.314	0.139	2.185	0.029
Green Entrepreneurship (X2) -> Expat Purchase Interest (Y)	0.660	0.650	0.129	5.111	0.000

Source: Processed data, 2024

To clarify the influence of the tested variables, the research model design is presented in Figure below:



Source: Processed data, 2024

From the test results, it can be analyzed that the Perception of Green Economy and Green Entrepreneurship Practices affect expatriate purchasing interest in the Tourism Sector

Influence of Green Economy Perception: Expatriates who have a positive perception of the Green Economy tend to be more interested in participating in environmentally friendly activities during their travels. The belief that

these eco-friendly practices can improve the quality of their travel experiences encourages them to choose options that support sustainability. Although expatriates do not always actively search for environmentally friendly practices before traveling, they still consider these aspects in their decisions when spending. This suggests that increasing awareness and promotion of the benefits of the Green Economy can further increase expatriate purchasing interest.

Influence of Green Entrepreneurship Practices: Green entrepreneurship practices applied in businesses in the tourism sector have a strong appeal to expatriates. They are willing to pay more for environmentally friendly products and services, as reflected in their willingness to spend extra money on products made from organic materials or recycled materials. This suggests that expatriates not only appreciate but also actively support businesses that are committed to sustainability. While seeking out green businesses may not be a top priority in every spending decision, having clear and readily available green entrepreneurship practices can positively influence their decisions.

Perception-Practice Linkage: There is a clear linkage between perceptions of the green economy and green entrepreneurship practices in influencing expats' purchasing intentions. Expats who have positive perceptions of the green economy are more likely to support businesses that implement environmentally friendly practices. Therefore, increasing awareness and promotion of the benefits of the green economy and the presence of businesses committed to sustainability can help attract more expats.

5. CONCLUSION

This study shows that expatriates in Bali have a positive attitude towards the Green Economy and Green Entrepreneurship which are environmentally friendly in the tourism sector. Respondents indicated that they strongly believe that engaging in environmentally friendly activities during their travel can improve the quality of their experiences. The statement with the highest average, which is 8.78 in the Green Economy perception variable, reflects the belief that environmentally friendly practices provide significant added value to travel. This indicates that expatriates value actions that support sustainability and environmental preservation as an important part of a meaningful travel experience. However, although they consider sustainability as an important aspect, there are differences in the level of their involvement in seeking information related to environmentally friendly practices. The lowest average in the Green Economy perception variable, which is 8.49, indicates that expatriates do not actively seek information about eco-friendly practices in tourist destinations before making travel decisions with minimal access to exploring information related to businesses that use organic materials, recycled materials or non-plastic waste. So this indicates that although expatriates value the value of sustainability, the process of seeking information about environmentally friendly businesses is not their top priority. Therefore, eco-friendly businesses in Bali need to take proactive steps to introduce themselves and attract expatriates. A more strategic approach is needed, such as strengthening their digital presence through social media platforms, travel apps, and websites that highlight sustainability as a key selling point. The information provided should be easily accessible and understandable, and emphasize the positive impact that can be generated through supporting eco-friendly businesses.

In addition, it is important for eco-friendly businesses to collaborate with the expatriate community, business associations, and the tourism sector to create more opportunities for direct promotion and interaction. Educational tour programs, special events, or collaborations with eco-friendly accommodations can help introduce the business to expatriates more effectively. By increasing the visibility and accessibility of information, expatriates are expected to be more motivated to support and invest in sustainable products and services. Over time, actively seeking out eco-friendly businesses may become a more important part of their routine, especially as they increasingly understand the positive impact of their consumption choices on the environment.

In terms of Green Entrepreneurship, expatriates showed a strong commitment to sustainability, as reflected by the highest average of 8.81 on the green entrepreneurship variable. They are willing to spend extra money on

green products or services, such as organic products or recycled materials. This reflects the willingness of expatriates to support businesses that contribute to environmental conservation, even at a higher cost. However, the lowest mean for this variable, at 8.51, indicates that seeking out green businesses when traveling is not their top priority, although they still consider these aspects in their spending decisions.

It can be concluded that although expatriates have a strong interest and support for the Green Economy and Green Entrepreneurship in Bali, there are certain factors such as limited knowledge or access to information that can influence their purchasing decisions. The results show that they value green practices and are willing to pay more for products that are proven to support sustainability, but do not always actively search for them or make them a top priority in their shopping and travel experiences. Therefore, in order to increase expatriates' purchasing interest in green businesses, it is important to improve the accessibility of information and promote the benefits of green practices in the tourism sector.

Thus, an effective marketing strategy should focus on delivering information that is more accessible and understandable to expatriates, whether through digital media, brochures, or direct experience. Raising awareness can be done by providing education about the positive impacts of environmentally friendly practices and showing real evidence of their benefits to the environment and local communities. In addition, green businesses in Bali need to work together with tourism agents and accommodation managers to strengthen communication about the advantages of environmentally friendly products. Greater awareness among expatriates regarding the positive impacts of their consumption decisions is expected to create greater incentives for them to actively engage in green movements, making it an integral part of their lifestyle while living in Bali. This will not only benefit green businesses but also contribute to the long-term development of a sustainable economy in Bali. Based on these findings, it is important for destination managers and tourism industry players to strengthen and promote green practices and increase the accessibility of information about green entrepreneurship. This can be driven through information campaigns, green certification, or increased visibility of eco-friendly businesses to attract and meet the expectations of expatriates who are increasingly aware of the importance of sustainability. These steps will not only increase expatriate purchasing power but also support the development of sustainable tourism in Bali.

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