



ENHANCE THE COMPETITIVENESS IN THE SIGHTSEEING ECO-TOURISM INDUSTRY

Dr. Liu Ying-Yen
Chang Jung Christian University,
Ph. D. in Business and Operation Management, Taiwan
Empresarial Commercial University Ph. D.
in Leisure Management, Costa Roca
Doctoral Research, California State University

Liu Ying-Yen Studio
Studio Principal
(Academic Research, and Business Management Consultant)

Abstract

Tourism is global activities focus on geographical regions and cultural Characteristics. It is not only general industry but also is industrial development activities of economic, Social and community. Many scholars and professionals conduct in-depth research on the environmental, social and cultural influence of the tourism industry, especially the tourism service industry, then propose the opinion of sustainable development, environmental protection, and fulfilling social responsibility.

This study that elaborates connotation of sightseeing and tourism industry and also explain how ecotourism has the least impact on the environment and use business philosophy of strategy management, to achieve the greatest economic benefit.

Keywords: Leisure management, Sustainability, economic development, differentiation, Service quality, Competitive advantage

I. Introduction

Tourism industry enhances economic development

In the period of knowledge economy, the tourism and leisure industry has become one of the most important industries. Due to liberalization and globalization trends, the leisure industry has gradually garnered attention from countries worldwide. The huge benefits of investments in this sector have also become a key development and business. Liu (2020): Said the core of business management is to promote the sustainable operation of enterprise. Huang, et al. (2015): Believed that the tourism industry is considered to be an agglomeration industry that accommodates many industries, and also an important strategy local economic development.

The tourism industry is extremely broad in scope. With the widespread availability of information, people now demand greater accuracy and rational thinking, to enhance the status of the tourism industry. Cook, Hsu and Marqua (2014): Said travel is a key component in all tourism activities; therefore, a basic understanding of geography can enrich our understanding of the tourism industry. By exploring tourism markets across different countries, to understand

local leisure industries, consumption policies, and management institution.

Tourism industry various features.

Liu (2020): Said the tourism industry is a multiple and unique industry that includes characters, activities, facilities, and is combined with public. Including consumption activities, product marketing, and psychological factors. Key initiatives include stimulating local economic growth, advancing socio-cultural diversity, ensuring political stability, and the cultivation of green environmental protection. Whether domestic or international leisure activities, it is of great significance and benefits, a vital industry for sustainable development in a peaceful and secure international environment. Roy, Cathy and Joseph (2014): Noted that meeting the needs of travelers by providing tourism-related goods and services has proven to be an attractive form of economic development. And marketers design more effective marketing strategies; under the influence of today's technology, marketers collect and have a large amount of information to aim target consumer groups. Chen (2017): Believes that under the influence of different cultural backgrounds, tourists have different perceptions and satisfaction regarding their travelling motivations and experiences.

Dyer, Godfrey, Jensen and Bryce (2023): Said many companies choose to make shared values explicit in a mission statement, or a statement of vision and values. Effective product design and planning are essential to meet consumer expectations, to frame harmonious experiences and personal growth, and to enhance their satisfaction and perceived value. The successful element has service organization ability of group lies multiple capabilities, strengthen knowledge advantages and enhance training quality of human resource management to create sustainable competitive advantages. Improving service quality is crucial for ensuring that tourists have unforgettable experiences during their leisure activities. For the tourism industry to achieve multiplier effects, it has to enhance customer satisfaction and generate national economic benefits.

*Combining elements to profit
community.*

Cook, Hsu and Marqua (2014): Said basic knowledge of geography, marketing, management, and finance concepts will provide many of the tools needed for your future success in the tourism industry. And said to make a profit, managers must use their marketing and management skills to extend hospitality and high-quality service that meet guests' needs. including (1)

strengthening and stabilizing the development of local economies; (2) encouraging business growth through diversified economic models, cultivating human resources, enhancing employment rates, and increasing government tax revenue; and (3) create local tourism resources and distinctive features to maximize benefits for the community. Roy, Cathy and Joseph (2014): Believe that attempts to encourage the development and growth of tourism activities are often desirable because tourism creates jobs and brings money into a community or country. Cook, Hsu and Marqua (2014): Said the management of a natural attraction demands careful environmental planning and creative carry capacity design to balance visitor enjoyment and education with the well-being of the flora and fauna of the location.

Developing infrastructure in rural areas can effectively attract outside visitors, promote local prosperity, and stimulate economic vitality. With active promotion and cooperation from governments at all levels, this approach can generate unlimited economic benefits and business resources, further enhancing the overall competitiveness of sustainable tourism.

Hosany, Ekinci and Uysal (2006) suggested that tourism development should effectively utilize branding

theory, that is creating and managing a suitable destination image and distinctive characteristics of a tourist location not only help achieve product and tourism positioning but also groom loyalty to the tourism brand. K. Douglas Hoffman and John E. G. Bateson (2006): Believed to deliver a consistent set of satisfying experience that can build into an evaluation of high quality requires the entire organization to focus on the task.

Conservation of ecology

With the continuous expansion of global business organizations, the natural environment and resources have been damaged due to excessive exploitation (e.g., endangered species of flora and fauna, toxic waste pollution, illegal logging, etc.), and thus, operation faced a crisis, sustainable development has become a goal discussed by economies around the world. The United Nations Environment Programme has proposed the Green Economy Initiative. In 2003, Taiwan's Sustainable Development Commission defined ecotourism as: "a form of tourism conduct by visitors in natural areas, emphasizing the concept of ecological conservation to gain sustainable development goals for the region."

The Pure Green Foundation states: "We are committed to forest restoration

and woodland conservation, enabling damaged forests to recover their health, and ecosystems to return to the woodlands, and restoring the once abundant natural ecological beauty." Hetzer (1965) also pointed out that ecotourism is a form of tourism that integrates sightseeing with educational and cultural experiences. It should minimize environmental impact, to properly use appropriate use of local culture, attain maximum economic benefits, promote the economic effects of tourism, and provide tourists with optimal recreational experiences while enhancing their satisfaction.

Youndt et al. (2004) Pointed out that in the period of the knowledge economy, organizational capital is a key factor that helps companies create value and achieve sustainable competitive advantages. Enterprise development focus that should sufficiently cognition and understand consumer's needs to base on the customer's relationship and interate for each other for conducting effectively promoting activities to create benefits and business opportunities. Malhotra and Agarwal (2021): Noted multiple high-quality contacts experience both relational motivation and confidence. And in the competitive enterprise must realistically position the value and benefit of the products and service, and provide information that the targeted consumers can obtain. In recent years, ecotourism is

a special type of tourism planning for the global development of the industry, in order to provide tourists with profound experiences in the natural environments to hidden wonderful scenery, having a heart for protecting the ecological environment, attaching important to ecological conservation resources to generate promoting environmental protection concepts and cognitions.

Use a niche to create performance

Mintzberg, Lampel, Quinn and Ghoshal (2003); stated corporate strategy is an organization process, in many ways inseparable from the structure, behavior, and culture of the company in which it takes place. Successful corporate strategies must be built on solid foundational capabilities, high-quality products and services, and have strong technical expertise. Mastering a company's niche and exerting leverage complementary performance properly place through execution direction on resources. Then attain competitive goals and create performance enhancing profit, further initiate economic benefit of sustainable operation and social responsibilities.

The concepts of ecotourism

The definition of ecotourism that tourism activities should take into

account the protection and cherishing of natural ecosystems, maintain the well-being of local communities, and possess a sense of mission as a priority when engaging in tourism activities. Therefore, ecotourism is a green innovation economy whose ultimate goal is to assist business organizations in improving the functionality of their products and services, increasing future resource utilization efficiency, enhancing economic benefits, and strengthening competitive advantages to achieve sustainable value. Roseta et al. (2020): Explained that ecotourism represents an liberalization theory. It not only protects the surrounding environment from destruction but also promotes various forms of environmental education and culture. Cook, Hus and Marqua (2014): Noted to provide services to visitors, a tourism area must first develop the necessary infrastructure to support these services. Hoffman and Bateson (2006): Explained the determination of what the bundle of 'green benefits' comprise — the benefit concept purchased by consumers — is the heart of marketing and it transcends all goods and services. Rivera (2002) deemed that a green innovation strategy helped companies differentiate products from those of competitors. By fulfilling environmental responsibilities and implementing ethical environmental practices, cause enterprises can gain multiple benefits. Cook, Hus and Marqua (2014):

Noted many destinations experience a substantial influx of tourists who are attracted by the local handicrafts and tradition of the area. Maintenance of the tourism industry that emphasize the impact of development on natural resources. We should strive to reduce the damage from development and ensure that local environmental resources to gain the greatest economic and cultural benefits. Dyer, Godfrey, Jensen and Bryce (2023): Explained green-field entry proves a preferred strategy when the firm can readily exploit its existing resources and capabilities, is not pressed for speed, and can enter a new line of business at a small or moderate scale.

Research Purpose

Tourism for the sightseeing and leisure industry utilizes the characteristics of tourism services and sustainable knowledge management to enhance environmental awareness and cognition, creating multiplier effects for business organizations while generating unlimited economic benefits and opportunities. This approach not only mitigates environmental damage caused by over-development but also facilitates the global expansion of tourism enterprises.

This research aims to explore how the tourism and leisure sector can not only ensure service quality and

substance through cultural literacy but also capable of implementing differentiated strategies by developing unique products and service contents that are different from those of competitors.

Dyer, Godfrey, Jensen and Bryce (2023): Explained a firm that chooses a differentiation strategy focuses on offering features, quality, convenience, or impression that customers cannot get from competitors. This study is provided as a reference for corporate practice and academic institution.

II. Literature Review

Environmental Resource Theory

Ecological development is founded on the basis of common development of economic growth, green environments, and local communities. The concept of sustainability it is also included in the development strategies of most regions. Cook, Hsu and Marqua (2014): Said international travelers are a large and growing segment of tourism consumers. And said travel to international destinations has been growing at a rapid pace. Sustainable tourism is defined that maintain the style of natural activities, stabilize economic growth and social justice through effective management and tourism development, and ensures the sustainable conservation of natural landscapes and cultural resources. This

concept involves the coordination and participation of various organization in tourism activities and decision-making processes. Cook, Hsu and Marqua (2014): Explained tourists are naturally attracted to destinations that are easy to access, are blessed with natural beauty, have well developed entertainment offerings, or offer consistently mild climate.

Environmental Resource Theory mentions that people possess the motivation to establish and protect resources, and tend to cultivate resources and accumulate reserves to cope with external pressures. The theory emphasizes that to safeguard their own resources, positive maintain and develop social relationships to gain support and achieve continuous preservation and regeneration of resources. Kelly (1982): Stated that leisure is described as "activities taken out of personal reasons". Leisure activities choose the real effects that can transfer the sense of inner authenticity to the outer attractive through action.

Environmental Resource Theory also refers to combination that integrates theories the exploitability, measurability, and explorability of resources to explore human environmental and emotional preferences to explain the differences between natural and urban environments. 1984, scholar Wernerput

proposed the Resource-Based View (RBV), exploring that business organizations possess a variety of resources, including both tangible and intangible assets. These resources possess both uniqueness and difficult to replicate and not easily transferred in the enterprise. Therefore, the Resource-Based View point out resources are the source of a company's capabilities and to retain competitive advantage. A company's ability to consistently win consumer favor is a relevance of resource characteristics and strategic elements, because of their different ways of thinking. Enterprise business strategies applied to appropriate and rational to make decision lies in configuration of various resources, to create benefit and to form new resources, then moving on to the next decision generating a virtuous cycle. Qu & Liu (2022) said a primary goal of green product innovation is to reduce the environmental impact of the manufacturing process by incorporating renewable or non-toxic materials into existing products or developing entirely new ones. The RBV considered enterprises possess various profitability capabilities, which stem from the allocation, and utilization of resources. Thus, possessing abundant and unique resources is a primary reason for a firm's ability to maintain competitive advantages and achieve economic benefits. Dyer, Godfrey, Jensen and Bryce (2023): Said

successful integration ensures that acquisitions add value to the organization.

Strengthening Service Quality to Enhance Business Competitiveness

Lovelock and Wirtz (2011) believe that service quality is a kind of experience and evaluation that customers obtain in the process of consumption. The service industry, by definition, is a "people-centered" enterprise. Not only are people the recipients of services, they are also the assets of the business, depend on knowledge and skills to provide various conveniences and services to individuals or legal entities. Services are intangible, and the quality is often challenging to control. To attract customer interest, the tourism industry focuses on the creative design and planning of products. Cooke and Tate (2011): Noted projects with a strong link to the organization's strategic objectives are most likely to be defined by executive management.

However, during the execution of tourism activities, frequent interactions occur between tourists and service staff, leading to variations in tourism quality and differences. Therefore, service quality is a top priority for the tourism industry in the market. The key focuses are (1) strengthening the cultivation of human resources and knowledge

management training and professional education; Hoyer, MacInnis and Pieters (2018): Noted knowledge content, structure and flexibility affect our ability to relate new information to what we already know. (2) enhancing customer satisfaction to ensuring customers while participating in the activities; Woodside et al. (1989) believed that overall customer satisfaction is a function of overall service quality. (3) materializing service functions in tourism product sales through making price public, diversified products, and standardized sales processes; and (4) possess creative service can enhance enterprise competitive advantage. Liu (2022): Noted customer perceived value relativity is to select, organize, elaborate and produce a meaningful experience through enterprise, communication, innovation and transmission so that customers can accept and identify to achieve this satisfaction. The development of sustainable tourism, meanwhile, relies on improving the practical capabilities of resource management, maximizing competitiveness and customer satisfaction, and promoting the integration of interests.

Social Exchange Theory

Wikipedia: "Sustainability, also referred to as sustainable development, denotes the process by which humanity meets and development in the future, the

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process of maintaining environmental harmony in resource development, investment direction, technological up-to-date, and institutional planning." The United Nations General Assembly has recognized that environmental issues are global and establishing that sustainable development policies are in the common interest of all nations. For human life have sustainability, the use of natural resources must be managed in a way that allows them to regenerate within a specific time frame. It is essential to slow the rate of natural resource consumption and maintain ecological growth and vitality. Xiao et al. (2023): Explained green knowledge strategies and leveraging them to produce green products and services linked to sustainable development concepts.

The concept of ecotourism was first introduced by Hetzer in 1965 under the term "ecological tourism." Ecotourism refers to a form of nature-based tourism committed to protecting natural ecosystems, socio-cultural values, and local economies, while enabling tourists to appreciate the wonders of the natural environment and its interrelated elements. It is also an education-oriented form of tourism that emphasizes the foundation of the natural environment. Through interpretation and planned management, it educates visitors to cherish and protect recreational areas, preserve cultural

heritage, cultivate resources, and use ecological resources sustainably.

Social Exchange Theory integrates fundamental concepts of modern economics with reinforcement theory from social psychology, proposing that interpersonal relationships are established and maintained through processes of exchange. That for analyzing human behavior and complex social organizational structures within interpersonal relationships. Homans (1958): Indicated that during interpersonal interactions, both participants engaged in activities related to each other and exchange valuable resources. In the process of communication and interaction, both sides proceed simultaneously exchanged rewards and pursued maximize benefits. Malhotra and Agarwal (2021): Said traditional definition of relationship marketing such as "all marketing activities directed toward establishing, developing and maintaining successful relational exchanges" has been broadened and customer relational touchpoints deepened. Therefore, when interacting parties encounter different situations, they must mutually adjust their respective resources to accommodate each other's needs. Mintzberg, Lampel, Quinn and Ghoshal (2003): Illustrated the people who do the work interact with one another to coordinate, much as two canoeists in the rapids adjust to one another's

action. Scholar Blau argued that the outcome of social exchange, as a result of reciprocal processes, generated mutual feelings of gratitude, respect, and trust. Establishing trust is a critical element in the social exchange process. Over time, both parties continuously represent the credibility of the exchange relationship through commitments. Malhotra and Agarwal (2021): Noted trust is an evaluation of partner's reliability and integrity that engenders confidence in the partner's future actions without fear of opportunism. And also said commitment represents exchange partners' desire to maintain valued relationships and thus their relational motivation toward partners.

III. Research Method

What are the degree of importance and the consequence of the critical factors respectively?

This study has discovered related measurement items from the past document records, and first through the professional training and experience of experts, to proceed with related construction aspects and the selection of evaluation standards and then consulted the opinions of scholars, experts, and those who actually involved in enterprise operation according to the Analytic Hierarchy Process (AHP) to simplify the

complicated problem evaluation system into a precise factor level system. And to build up a Pairwise Comparison Matrix after it was quantified to find out the Eigenvector of the matrix and to line up the priority sequence among different factors.

Developed by Saaty (1971), the analytic hierarchy process (AHP) is a method that is mainly applied to decision-making problems under uncertain conditions when many evaluation standards apply. The analytic steps of AHP include problem description, establishment of a hierarchical relationship after discovering influential factors, determining the relevant importance of decision attributes for each hierarchy by pairwise comparison and ratio scale, establishing a pairwise comparison matrix, and calculating eigenvector and feature values to obtain the relevant weight of the elements of all hierarchies, as described below.

1. Problem description

When using the ARP, the issue should be understood and analyzed in as much detail as possible, and possible factors influencing the issue shall be incorporated into the issue while determining the main target of the issue.

2. Establishment of a hierarchical relationship

In this stage, it is necessary to determine the target of the issue, all indexes for the overall target, the evaluation standard for the indexes, and the alternative solution to be considered and their evaluation standards. During establishing the schemes, the evaluation standard set and the alternative solution set can be brainstormed. In theory, for the hierarchy number of the hierarchical structure and the number of the elements in the same hierarchy, Saaty recommended that, in order to avoid deviation in the decision maker's judgment of the relevant importance of the standard, elements in the same hierarchy should not exceed seven.

3. Establishment of a pairwise comparison matrix for all hierarchies

After establishing the evaluation element for the target analytic hierarchy and the next hierarchy by questionnaire survey, the decision maker shall perform pairwise comparison for the relevant importance of both standards and obtain the relative weight of the standards by the eigenvector of the pairwise comparison matrix. Saaty recommended that the pairwise comparison is expressed with nine evaluation scales. According to the attribute design of each standard in the

questionnaire, after pairwise comparison, the decision maker or experts of various fields filled in scales 1-9. According to what is obtained by the questionnaire survey, the pairwise comparison matrix A of the hierarchies can be established.

4. Calculation of the eigenvector and feature value to obtain the relevant weight of the elements of all hierarchies

For the established pairwise comparison matrix A, the eigenvector and the feature value are calculated using the theoretical basis of eigenvector for the relevant weight of the elements.

This study uses an expert AHP questionnaire to obtain the weight relationship of all constructs and weight indexes. The competitive strategy was developed through the entertainment industrial structure and the obtained key success factors. We expect practicable competitive strategy to improve the advantages for enterprises in their country. Through discussion and revelations of the related literature, this study maps out the research framework of key success factors for enterprise operation strategies.

IV. Conclusion

The sustainable and operational development of the tourism industry has become a widely discussed trend. Ahmed et al. (2002): Stated consequently, organizations started valuing the signification of a green environment, which motivated them to pay attention to re-designing their operations and management system. The necessity for sustainable development in tourism relates to the constrained use of environmental resources. The long-term and continuous development of the tourism industry can be ensured by applying the principles of ecotourism and environmental conservation. Ecotourism aims to enhance positive influence try to minimize impact on the earth and people. Liu (2022): Noted the tourism industry provides products and services required by consumers, it encourages the development of tourism and leisure activities, and it effectively stimulates economic growth. Ecotourists based on "learning for growth," emphasize natural environmental education, and dedicated to maintain the natural landscapes and the enhancement of local community economic benefits. This distinct from itineraries primarily aimed at recreation and enjoyment.

Porter pointed out that if enterprises maintain a competitive advantage, differentiation strategy is the one of the important strategy. Dyer, Godfrey, Jensen and Bryce (2023): Noted it is

important to note that a product differentiated based on quality or reliability offers essentially the same features and functionality of other products, but lasts longer. Unique products can attract customers and help companies to find market competitiveness, is for successful differentiation. "Core competitiveness" represents the capability to build sustainable competitive advantage and professional characteristics and unique operational abilities. It provides enterprises into diverse markets and enables core products and services to separate from competitors. Mintzberg, Lampel, Quinn and Ghoshal (2003): Stated the interdependence of purposes, policies, and organized action is crucial to the particularity of an individual strategy and its opportunity to identify competitive advantage.

Establishing a strategic plan gain commitment and support; the implementation and execution of the plan are regarded as an integrated process. Dyer, Godfrey, Jensen and Bryce (2023): Said integration means the degree to which the two companies share facilities, operating procedures, compensation systems, organizational structures, and even cultural norms. And this bold strategy required the companies to truly build a new organization, on both the customer front-end and operational back-end. When various conditions prove valuable,

rare, and difficult to duplicate, the ability to rapidly and effectively handle repetitive processes, therefore the capacity for strategic change represents a sustainable competitive advantage. Dyer, Godfrey, Jensen and Bryce (2023): Explained strategy implementation occurs when a company adopts a set of organizational processes that enable it to effectively carry out its strategy.

Strategic management is the most critical part for organizational operation. Strategy and organizational growth are primary factors in corporate profitability. Mohan et al. (2021): Stated organization utilize knowledge to improve customer satisfaction and competitive advantage. Rapid changes in market competition and advancing technology have increased organizations' focus on business models, creating a dynamic environment that continually fosters successful adaptation and variation. Mintzberg, Lampel, Quinn and Ghoshal (2003): Noted the powers of company constituting a resource for growth and diversification accrue primarily from experience in making and marketing a product line or providing a service. Dyer, Godfrey, Jensen and Bryce (2023): Said the organization's structure, systems, staff, skills, style, and shared values are designed to facilitate the execution of the strategy. Kerr.(1962), Neulinger (1981): Leisure is a product of people's subjective

emotions and their psychological condition. The tourism industry promotes quality of life for health of body, mind and spirit, and generates positive benefits to society, the economy, and politics. Service quality and customer satisfaction are key issue under discussion when it comes to the marketing of leisure activities. Lee and Chou (2006): Stated that companies must promote their service and relationship quality at the same time, and then they can boost customers loyalty, and take advantage of the competition to create more profits.

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