

GREEN ECONOMY PRACTICES: A SERVICE PROVIDER'S PERSPECTIVE IN MUARAJAMBI COMPUND TEMPLE

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Abstract. This study aims to describe green economy practices by service providers in the Muarajambi Temple Complex, including implementation forms, supporting and inhibiting factors, and their impact on tourism sustainability and local communities. The study used a qualitative approach with data collection techniques through interviews, observation, and documentation of tour guides, MSMEs, local transportation providers, parking operators, and area managers. Data analysis was conducted thematically through the stages of data reduction, categorization, data presentation, and drawing conclusions to identify patterns of green economy practices developing in the tourist area. The results show that green economy practices are implemented through reducing plastic use, utilizing local materials, waste management, energy efficiency, and promoting environmentally friendly transportation. The implementation of these practices is supported by business awareness and support from area managers, although still facing obstacles such as limited infrastructure and differences in community awareness levels. These findings indicate that green economy practices contribute to tourism sustainability, business efficiency, and improving the welfare of the surrounding community.

Keywords: Green Economy, Service Providers, Muarajambi Compund Temple, Sustainable Tourism

Abstrak. Penelitian ini bertujuan untuk mendeskripsikan praktik ekonomi hijau oleh penyedia layanan di Kompleks Candi Muarajambi, meliputi bentuk implementasi, faktor pendukung dan penghambat, serta dampaknya terhadap keberlanjutan pariwisata dan masyarakat lokal. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi terhadap pemandu wisata, pelaku UMKM, penyedia transportasi lokal, pengelola parkir, dan pengelola kawasan. Analisis data dilakukan secara tematik melalui tahapan reduksi data, kategorisasi, penyajian data, dan penarikan kesimpulan untuk mengidentifikasi pola praktik ekonomi hijau yang berkembang di kawasan wisata. Hasil penelitian menunjukkan bahwa praktik ekonomi hijau diterapkan melalui pengurangan penggunaan plastik, pemanfaatan bahan lokal, pengelolaan sampah, efisiensi energi, serta promosi transportasi ramah lingkungan. Implementasi praktik tersebut didukung oleh kesadaran pelaku usaha dan dukungan pengelola kawasan, meskipun masih menghadapi kendala berupa keterbatasan infrastruktur dan perbedaan tingkat kesadaran masyarakat. Temuan ini menunjukkan bahwa praktik ekonomi hijau berkontribusi terhadap keberlanjutan pariwisata, efisiensi usaha, dan peningkatan kesejahteraan masyarakat sekitar.

Kata Kunci: Ekonomi Hijau, Penyedia Jasa, Kompleks Kuil Muarajambi, Pariwisata Berkelanjutan

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INTRODUCTION

Indonesia is one of the largest archipelagic countries in the world, with rich ethnic, cultural, religious, and natural diversity that supports the growth of the tourism sector. Tourism has become an important contributor to the national economy, particularly through the development of rural and cultural tourism destinations that attract both domestic and international visitors (Arjun et al., 2022; Ishadi et al., 2020). One of the prominent heritage tourism destinations in Indonesia is the Muarajambi Compound Temple (MCT) in Jambi Province, a National Cultural Heritage Area that possesses significant historical, educational, and cultural value. Besides functioning as a heritage site, MCT also supports local economic activities involving communities and small businesses that provide tourism services.

Historical and cultural heritage tourism areas require development strategies that not only increase tourist visits but also maintain environmental sustainability and cultural preservation. However, the main problem faced by MCT is the fluctuation and overall decline in tourist visits during the 2022–2024 period, indicating that tourism management and supporting service activities have not yet fully created sustainable attractiveness. This condition highlights the importance of strengthening tourism practices that are environmentally friendly, socially inclusive, and economically sustainable. In this context, service providers around MCT play a strategic role because tourism activities such as culinary services, local transportation, souvenir businesses, and guiding services directly influence visitor experiences and environmental quality.

The concept of the Green Economy (GE) emerged globally as a response to environmental degradation and unsustainable economic development. Pearce et al. (1989) introduced the green economy concept as an approach integrating economic growth with environmental protection. UNEP further defines a green economy as low-carbon, resource-efficient, and socially inclusive, emphasizing that economic development should simultaneously improve social welfare and preserve ecosystems (Pratiwi et al., 2024). Green economy practices encourage efficient resource use, waste reduction, environmentally friendly transportation, and community-based economic development that supports sustainability (Pradani & Rohmawati, 2025; Genaro et al., 2025).

In the context of heritage tourism, green economy practices are highly relevant because tourism activities often generate environmental pressures, including waste production, excessive resource use, and ecosystem degradation. Nevertheless, studies discussing green economy implementation among tourism service providers in cultural heritage areas remain

limited, particularly in the context of Indonesian heritage tourism destinations. Previous studies have mainly focused on environmental sustainability policies or tourism development in general, while the practical role of local service providers in implementing green economy principles has received less attention. Therefore, this study seeks to fill that gap by examining how green economy practices are implemented by service providers at MCT, including the supporting and inhibiting factors as well as their impacts on sustainable tourism development.

Table 1. Number of tourist visits to MCT (2022–2024)

No	Years	Tourist Visits	Growth (%)
1	2022	156.000	-
2	2023	103.393	-33,72
3	2024	123.942	19,87
Average			-6,92

Source: Jambi Cultural Heritage Preservation Office (processed, 2026)

Based on Table 1, tourist visits to MCT fluctuated considerably during 2022–2024. Although the number of visitors increased again in 2024, the overall average growth remained negative, indicating that tourism recovery and destination sustainability still face significant challenges. This condition suggests the need for tourism management strategies that not only focus on increasing visitor numbers but also strengthen environmental sustainability and community participation.

Therefore, this study aims to analyze the implementation of green economy practices among service providers at Muarajambi Compound Temple, identify the factors supporting and constraining these practices, and examine their impacts on sustainable tourism development and local community welfare. In addition, this research seeks to provide a deeper understanding of how environmentally oriented tourism practices can strengthen the sustainability of cultural heritage destinations while maintaining economic benefits for local communities. The findings of this study are expected to contribute theoretically to the development of green economy studies in heritage tourism contexts and practically to become a reference for tourism managers, local governments, and community-based tourism businesses in designing more sustainable tourism development strategies.

METHOD

This study uses a qualitative exploratory approach to examine green economy practices implemented by service providers at the Muarajambi Compound Temple (MCT). This approach was chosen because the study aims to understand the experiences, perceptions, and practices of local actors in applying environmentally friendly tourism activities within a

cultural heritage area (Creswell & Poth, 2018). The research informants were selected purposively and included MSME actors, culinary business owners, tour guides, local transportation providers, parking managers, and area managers who are directly involved in tourism services at MCT.

Data were collected through in-depth interviews, direct observation, and documentation. Interviews were conducted to explore the forms of green economy practices, supporting and inhibiting factors, perceived impacts, and recommendations from service providers. Observation was used to examine actual practices in the field, such as waste management, use of local products, energy efficiency, and environmentally friendly transportation. Documentation was used to support interview and observation data through photos, records, and relevant documents. Data were analyzed using thematic analysis. The analysis process included transcribing interview data, coding important information, grouping codes into themes, comparing findings across informant groups, and interpreting the relationship between green economy practices and sustainable tourism development (Ahmed et al., 2025; Guest et al., 2020). This procedure enabled the study to identify recurring patterns, differences among service providers, and key factors influencing the implementation of green economy practices at MCT.

RESULTS

Provider practice

When the National Cultural Heritage Center was designated a national priority in 2022, its development became even more significant. The government allocated funds for the excavation of identified stupas, specific royal installations within the MCT area, museum construction, and the improvement of MSMEs in the surrounding area. In line with the stages, BI incorporates with MCT to establish UMKM.

The BI imposes green practices on all eight surrounding MCT villages. In 2026, BI prepared two villages to implement green practices in their own businesses. BI described their involvement in managing MCT by analogizing it to a fried egg.

Mr. Robi, a BI representative, explained the BI position MCT, which is a bull's-eye. BI handles the various activities represented by egg white, while MCT management handles those represented by egg yolk.

Thus, BI is aware of urgent issues, such as the excavation of stupas, the maintenance of temples, and other areas of MCT management. BI provides installation amenities and surroundings for SMES that call Pasar Paduka. According to culinary practice (Bunda Hani), she said the following.

"For us, eco-friendly practices involve maintaining the cleanliness of our stalls and the surrounding environment. We also strive to use locally sourced ingredients to reduce waste and ensure freshness. Furthermore, vendors are reminded not to litter, as this is a historical tourist area."

The reason is that using local ingredients keeps them fresher and reduces waste during production. In doing so, they hope to conserve the local ingredient as well. BI also considers that transport should better manage noise. So they encourage the villagers to provide electric bikes, which they call Betrik (Becak Listrik). BI encourages the villagers to install their own bikes for use in the MCT. The purpose is to support a calm situation. One of the Betrik operators said:

"The vehicles we use are electric, so they don't emit fumes like regular motorcycles. We're also instructed to drive slowly and orderly to avoid damaging the temple area."

The noise from vehicles and their emissions was uncomfortable before the reconstruction of MCT into a tourist destination. Buddhists were particularly disturbed by the noise, but with the transition to Betrik, the situation has become safer due to the absence of noise. The vehicles used are electric, so they don't produce exhaust fumes like conventional motorized vehicles. Furthermore, operators are instructed to operate their vehicles in an orderly manner and at low speeds to ensure tourist comfort and protect the temple area's environment.

Tour guides play a crucial role in maintaining green practices. During tours, whether by e-bike or on foot, guides emphasize the importance of maintaining tourist attractions. Fragile attractions, such as fragile temples, should be carefully monitored, not stepped on, and avoided. Tour guides not only deliver the story but also model the behavior that controls tourist activities. Similarly, homestay managers educate tourists on how to maintain a green lifestyle. Informant Mr. Borju, a tour guide who also manages a homestay, said that.

"We usually remind guests not to litter and to maintain the temple area. At the homestay, we also provide separate trash bins and encourage guests to conserve water."

In this case, the homestay owner also educates tourists on keeping the area clean and avoiding littering. Handicraft vendors are also an important part of the service provision. Mrs. Nur said that:

"We usually remind guests not to litter and to maintain the temple area. At the homestay, we also provide separate trash bins and encourage guests to conserve water."

Their behavior emphasizes commitment to reducing plastic use, for example, Mother Hani said:

"Now, we've started to reduce plastic use, with some using paper wrappers or reusable food containers and eliminating straws for drinking. But not all vendors have made the switch immediately."

Plastic use has begun to decline as packaging is replaced with reusable wrapping paper or food containers. Ms. Nur's response revealed that they have been using paper bags and small woven bags for product packaging to be more environmentally friendly. Not only that, but they also manage waste well to support their green behavior.

"Food waste is usually collected immediately, and then staff will pick it up. We also separate wet waste and plastic waste to make cleaning easier."

According to the land allocation, MCT covers nearly 400 hectares divided into core, supporting, and other utilization zones. This large tourism area requires environmentally friendly transportation to support visitor mobility. One of the green economy practices identified in this study is the use of electric bicycles and electric vehicles operated by local service providers. As explained by Mr. Zirin during the interview, "We use electric vehicles, so we only need to manage charging. Besides saving fuel, it is also quieter for use in tourist areas." This finding indicates that service providers have begun adopting low-emission transportation as part of environmentally oriented tourism services.

The results also show that the implementation of electric transportation supports the main objective of this research, namely identifying forms of green economy practices among service providers at MCT. The use of electric vehicles not only reduces fuel consumption and environmental pollution, but also contributes to visitor comfort because the vehicles produce less noise in the heritage tourism area. Service providers charge approximately IDR 50,000 for eight hours of vehicle use per day, after which the batteries must be recharged. This practice demonstrates that green economy implementation at MCT is still carried out in a practical and participatory manner by local actors, even though it has not yet been formally institutionalized through specific regulations or operational guidelines.

Furthermore, the findings reveal that external institutional support plays an important role in encouraging green practices. The commitment of service providers to adopting environmentally friendly transportation is strengthened by Bank Indonesia's intervention in promoting green behavior and sustainable tourism awareness. This result is closely related to the research objective of identifying supporting factors in implementing green economy

practices. At the same time, the absence of formalized policies indicates that green economy implementation at MCT still faces structural limitations and requires stronger collaboration among tourism managers, local government, and related stakeholders to ensure long-term sustainability.

Service Provider Model

Based on the results of the informant's answers, a model for implementing green economic practices was formed at Muarajambi Compund Temple, which can be seen in the following image:



Picture 1. Service providers green economy implementation.

Table 2. Service Providers Green Economy Implementation.

Services Providers	Motivation (Internal)	Benefit	Impact
Culinary	Utilizing local raw materials and increasing income through culinary businesses in tourist areas	Opening up job opportunities for local communities and increasing regional economic turnover	Increasing tourist attractions and the number of tourist visits
Crafting	Developing creativity and preserving local culture through craft products	Local products have higher selling value and expand the MSME market.	Preservation of local culture and improvement of the community's creative economy
Electric Bike	Taking advantage of tourism transportation	Facilitate access for tourists in exploring tourist areas	Facilitate access for tourists in exploring tourist areas

	opportunities to increase income		
Tour Guide	Desire to share knowledge about local history and culture	Providing educational experiences to tourists and creating employment opportunities	Improve tourist satisfaction and the image of tourist destinations
Fotografer	Improve tourist satisfaction and the image of tourist destinations	Tourists get quality documentation during their visit	Increase destination promotion through shared photos
Rent Equipment	Providing supporting facilities for tourism activities to meet the needs of tourists	Provides convenience for tourists without having to bring their own equipment	Increase the comfort and variety of tourist activities.

Source: Interview result, 2026

Based on Table 2, green economy practices in the Muarajambi Compound Temple area have been implemented by various tourism service providers, such as culinary entrepreneurs, artisans, electric bicycle providers, tour guides, photographers, and equipment rental providers. Each service has different internal motivations, but generally they are oriented towards exploiting local potential, improving tourist comfort, and preserving the environment and culture. These practices provide various benefits, such as increasing community income, promoting local culture, streamlining tourism services, and facilitating visitor access to explore the tourist area. Furthermore, the implementation of a green economy also has a positive impact on tourism sustainability, such as increasing tourist appeal, preserving culture and the environment, increasing tourist satisfaction, and strengthening the image of a culturally and environmentally friendly tourist destination. These findings indicate that green economy practices in Muarajambi not only contribute to the economic aspects of the local community but also support the development of sustainable tourism in cultural heritage areas.

DISCUSSION

BI's intervention in two villages within the MCT area coincided with the implementation of GE practices in various forms, along with the businesses of service providers. MCT management oversees the activities and services under a single vision. Harmony of Nature and Culture. This vision was then translated into a regulation that MCT management must be aligned with nature and culture, incorporating extensive conservation practices.

The concept of harmony regulates service providers in this case. The commitment of service providers was built not on guidelines, but on the need to create green areas. So service providers implement it in their daily lives. It aligns with Weng et al. (2019), who argue that the provider service behavior is more important than management, local government, or other institutional interventions. Font et al. (2016) emphasize that the motivation of small businesses is more important in this regard, as they receive direct benefits from their work. Therefore, the policy is recommended to be behavior-based. (2005) then added that the collaboration between MSMEs around cultural heritage is part of a naturally occurring process, so that, in the future, this collaboration must be assessed.

Service providers at MCT are part of the community, which naturally plays a significant role in sustaining MCT services. Sentanu et al. (2025), placing the community in strong collaboration with local government and the private sector, including banks. placing the community in strong collaboration with local government and the private sector, including banks.

Transportation issues in MCT are crucial, as it covers nearly 4,000 hectares. For convenience, management and SMEs provide specialized vehicles. The management and community provide Betrik, an electric pedicab. (Musa et al., 2026) claim that replacing motorbikes with electric power, especially in cultural heritage destination areas, is part of the transformation, not the elimination of the role of community traditions. The use of alternative energy not only reduces pollution but also enhances a more comfortable tourism experience, as it could be the way to deliver it.

GE practices are evident in the role of tour guides, who take tourists around temples. Guides not only prevent damage to stupas and other objects but also convey the implicit values of each object. This broader role is conveyed as showing that guides are a key part of GE practices. Hu & Wall (2012) claim that tour guides can promote sustainability and serve as a standard against which their performance can be examined. Pu et al. (2023) explain further that tour guides play an even more intensive role, mediating the value content of historical heritage areas to tourists. Furthermore, guides can monitor tourist behavior, encourage conservation attitudes even after the visit, and help protect fragile sites while maintaining the quality of the tourist experience. This role makes tour guides practical actors, not simply travel companions.

CONCLUSION

The green economy implementation by service providers is reflected in various environmentally friendly activities, such as maintaining cleanliness, using local raw materials, reducing single-use plastics, sorting waste, improving energy and resource efficiency, and adopting electric-based. These practices have developed through participatory awareness among business actors, supported informally by area management through guidance and social supervision, thus forming a community-based model that integrates economic, environmental, and cultural preservation goals. Their implementation is driven internally by personal awareness and a responsibility to gain benefit and conserve. Although several obstacles remain, including the high cost of eco-friendly packaging, limited supporting infrastructure, and uneven awareness among business actors and consumers, these practices have positively contributed to business sustainability by increasing visitor comfort and satisfaction, reducing operational costs, strengthening environmentally oriented tourism products and services, and improving community welfare through local economic stability and sustainable opportunities. The success of this model depends on collaboration among managers, service providers, and visitors. At the same time, future research should develop a more comprehensive conceptual framework by incorporating variables such as community participation, institutional roles, local government policy, and tourist behavior; applying mixed-methods or quantitative methods; and conducting comparative studies across cultural heritage areas in Indonesia.

RECOMMENDATION

Based on these findings, it is recommended that area management and local government strengthen the implementation of green economy practices through clearer operational guidelines, ongoing education, and stronger collaboration with service providers and visitors. Efforts to increase awareness and participation among service providers, tourists, and the surrounding community should also be intensified so that environmental responsibility becomes a shared commitment rather than relying only on individual awareness. In addition, formal policy support is needed to ensure that green economy practices are implemented more consistently and sustainably while still preserving the cultural value of the heritage area.

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