

## **The Implementation of Green Tourism at Prambanan Park to Support Sustainable Tourism by Taman Wisata Candi Company**

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### **Abstract**

Development tourism in Indonesia has concept of sustainable tourism that support environmental preservation, increasing economic growth, preserving culture and social traditions. One of the sustainable tourism concept is Green Tourism. The example destination has implemented with Green Tourism concept is Prambanan Park. Prambanan Park is the largest Hindu cultural heritage destination in Indonesia, located Yogyakarta and manage by Taman Wisata Candi company that always initiative to create innovations to support Green Tourism so can be improve the quality of experience for visitors and environmental. The aims of this writing is to identify innovations and implementation of Green Tourism at the Prambanan Park by Taman Wisata Candi company. This writing use qualitative descriptive and data is obtained from observation, interviews and documentation. The conclusion of this writing is the implementation of green tourism in the Prambanan Park are recycling the organic and inorganic waste, using electric vehicles and Eco-friendly tour package.

**Keywords: Green Tourism, Prambanan Park, Recycling Waste, Electric Vehicle, Eco Friendly**

## INTRODUCTION

Tourism advancement in Indonesia is presently more situated to improvement within the benefit and industry segment, since it can open up openings for national financial development so that it can contribute to the success of a nation. On the off chance that tourism improvement is arranged legitimately, at that point the tourism exercises will bring benefits to tourism performing artists (Darsana & Sudjana, 2021). The victory of tourism can be seen from government incomes within the tourism division which can empower the development of other divisions and an increment within the number of tourist visits from time to time. In any case, at this time the government isn't only focused on seeking after an increment in traveler entries both residential and remote sightseers, it is additionally more centered on maintainable tourism in Indonesia.

To development sustainable tourism there is four pillars that focus on sustainable management, sustainable economy, cultural sustainability, and environmental aspects. The concept of sustainable tourism has the form of the concept Green Tourism activities that promote the implementation of knowledge and experience-based tourism activities in a responsible manner with Eco friendly or environmental sustainability and the protection and to participate of local culture. The Environmental Performance Index (EPI, 2022) that is quantitative method for measuring environmental performance shows the ranking 10 of 180 countries for the best performance to environmental challenges, especially from aspect air quality, sanitation, waste management. The countries are Denmark, United Kingdom, Finland, Malta, Sweden, Luxembourg, Slovenia, Austria, Switzerland, and Iceland.

While the UK and Japan are developed countries that have adopted the concept of green tourism with emphasis on natural activities such as rural tourism, in developing countries such as Indonesia, the concept of green tourism focuses more on the promotional aspects. The concept of green tourism is usually intended as a certification or environmental award given to the tourism industry such as hotels, resorts, shipping and transportation services, airlines, travel agencies, natural resources of the destination, and other tourism businesses. This green tourism certification ensures that the companies have a competitive advantage over their competitors (Furqan et al., 2010).

Finally, many destination companies use the green tourism certification as a trademark or logo to convey the message to the public, as a positive campaign in marketing the products of the green tourism industry, and as a promotional tool for the companies. Tourists usually only understand the concept of green tourism in the destination in general terms. Therefore, it is necessary to increase their insight and understanding of the concept of green tourism by providing tourists with all the information regarding the message of this green tourism activity that is not only environmentally friendly but also strengthens the integration of the local economy and the community, and culture is maintained.

An example of many destinations that apply the concept of green tourism is Prambanan Park. Prambanan Park is a temple heritage site of Indonesia's

Hindu culture, located in Sleman, Yogyakarta. This Prambanan temple consists of the temple, the temple grounds and the gardens surrounding the temple. Taman Wisata Candi company or TWC, the manager of Prambanan Park, contributes to the preservation of cultural and natural heritage, promotes Prambanan Temple by highlighting the tourism experience and makes it more known to many tourists. In other words, it creates a campaign for sustainable tourism and promotes the concept of green tourism. The implementation of green tourism in Prambanan Park is a special strategy to enrich the experience of tourists when visiting the destination. For example, tourists should use electric vehicles that are emission and pollution free and other package tour eco-friendly programs. In our research, we aim to find out the The Implementation of Green Tourism at Prambanan Park to Support Sustainable Tourism by Taman Wisata Candi Company

## **METHOD**

### **Research Design**

This research is a type qualitative. The qualitative method by Creswell (1998) adopted by Hesse-Biber (2012) is a research and understanding process based on a methodology that investigates a social phenomenon and human problems. and the writing of this research is based on the implementation of the Field Work Practice that the author has done, from February 1, 2022 to May 31, 2022 at PT. Borobudur, Prambanan, and Ratu Boko Temple Tourism Park which is located at Jl. Raya Yogya -Solo Km. 16 Prambanan, Yogyakarta, 55571.

### **Research Subject**

the subject of this reaserch that is tourism destination Prambanan Park and staff Marketing and Sales divison in Taman Wisata Candi company.

### **Data Collection Technique**

The author uses a descriptive qualitative method. According to Auerbach and Silverstein stated that, qualitative methods are as follows. "*Qualitative research is research that involves analyzing and interpreting texts and interviews in order to discover meaningful patterns descriptive of a particular phenomenon.*" Qualitative research that is analyzes and interprets texts and interview results with the aim of finding the meaning of a phenomenon. The author used the techniques in data collection there are :

1. Interview, that is submitting a list of questions made by author to staff employees, namely Mrs. Ruri Agastya Public Relationship and Media Officer and Mrs. Galuh Indah as Manager in Marketing as Sales division at Taman Wisata Candi company.
2. Observation, the author is directly involved with the activities of the subject being, observed by writing starting from planning, implementation, and reporting.

3. Literature study, the author takes and collects research data from various sources originating from journals, books, documentation, internet and libraries.

### **Data Analyts technique**

The author used data analysis technique is descriptive qualitative analysis technique by Miles and Huberman model. The model is based on the process of data collection, data reduction, data display, and conclusion drawing.

## **RESULT AND DISCUSSION**

### **General Information of Prambanan Park**

Prambanan Temple is the largest Hindu temple complex in Indonesia and is located in Sleman, Yogyakarta. The first mention of Prambanan was in the Syiwagrha inscription (856 AD). It has three main temples of the Trimurti: Shiva, the destroyer of the universe, Vishnu, the preserver of the universe, and Brahma, the creator of the universe. During the glory days of the ancient Mataram Kingdom, Prambanan was used as Candi Agung for various royal and religious ceremonies.

The outside from Prambanan temple there is Garden that called venue. Prambanan temple can be used as a stunning background for every event held at venue Prambanan Park. There are types of Prambanan Park such as Candi Sewu venue, Angsa Mandala Prambanan venue, Agastya Prmabanan venue, Rama Shinta Camping Ground, Garuda Mandala Prambanan venue, Siwa Mandala Prambanan Park, Wisnu Mandala Park, and Brahma Mandala Park.

### **Implementation of Green Tourism in Prambanan Park**

Green Tourism program is one of Taman Wisata Candi's company efforts to maintain the sustainability of the temple and realize the balance of the ecosystem in one area. This program is to drive the Green Tourism program towards Sustainable Tourism such as :

- a. Organic Waste into Organic Fertilizer
- b. Transportation of organic waste by the cleaning department using trucks.
- c. The waste is taken to the sorting station to be separated from organic waste.
- d. After being sorted, organic waste is dried, while inorganic waste is taken to landfills.
- e. Next, organic waste is put into the bed to be fermented. Fermentation process with the addition of fermenter ingredients such as EM4, sugarcane juice, and animal manure. Then it is closed until tight for 21-30 days with certain periods of stirring so that the fermenter ingredients are well mixed.
- f. The results of waste fermentation are then aerated to later enter the milling process.
- g. After finishing grinding, then filtered to obtain a finer fertilizer and separate from the rest of the inorganic waste
- h. Organic fertilizer is then packaged into sacks.
- i. Organic fertilizer is ready to used



**Figure 1.** Place of Organic Waste into Organic Fertilizer  
Source : Self-Documentation (2022)



**Figure 2.** The result of Organic Fertilizer  
Source : Self-Documentation (2022)

### **The Use of Eco Transportation Or Electric Vehicles**

Eco transportation at Prambanan Park as vehicles around destinations that are emission-free, pollution-free, and noise pollution free.



Golf Car



Tayo



Ninebot

Figure 3. Types of Electric Vehicles at Prambanan Park  
Source: Self-Documentation (2022)

### Tour Package Eco-friendly

EduKriya Go Green package is the manufacture of Borobudur Temple souvenir crafts from the main material from plastic waste. Then it is combined with other environmentally friendly materials such as sand, red brick powder, starch and water.



Figure 4. Content Edukriya Package  
Source: Instagram Reels account @dyastunia (2023)

## CONCLUSION

Many tourism companies use the Green Tourism certification as a trademark or logo to convey the message to the public, as a positive campaign in marketing the products of the green tourism industry, and as a promotional tool for the companies on of them is Taman Wisata Candi company. Prambanan Park on of the destination that has implemented sustainable tourism concept namely is Green Tourism. The Taman Wisata Candi that managed Prambanan Park destination always support this tourism concept and contributes to the preservation of cultural and natural heritage, promotes Prambanan Temple by highlighting the tourism experience and makes it more known to many tourists. The implementation of green tourism in Prambanan Park is a special strategy to enrich the experience of tourists when visiting the destination there is Organic waste into fertilizer, tourists should use electric vehicles that are emission and pollution free and other package tour eco-friendly programs. So that, the environment in Prambanan Park is very well maintained in quality.

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