

MARKETING STRATEGY FOR SPIRITUAL ECOTOURISM BASED ON BUDDHIST VALUES IN THE HERITAGE DESTINATION OF MUARA TAKUS TEMPLE IN RIAU PROVINCE, INDONESIA

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Abstract: This research aims to formulate an authentic and sustainable spiritual ecotourism marketing strategy for Muara Takus Temple, whose potential has not been worked on due to conventional marketing. Using a qualitative approach of case studies, this study adapts the 7P service marketing mix framework by integrating Buddhist fundamental values. Data was collected through in-depth interviews with key stakeholders and validated participatoryly. The result is a holistic strategy model that transforms products into spiritual experiences, implements value-based pricing, and prioritizes authentic promotion and local community empowerment. This study also recommends that the management of Muara Takus Temple also involve multi-parties so that Muara Takus Temple is not only known as a religious area but has greater benefits for the development of the economic level of the surrounding community.

Keywords: Marketing Strategy, Spiritual Ecotourism, Buddhist, Muara Takus Temple

1. Introduction

The development of global tourism shows an increase in interest in destinations that offer spiritual and contemplative experiences. Muara Takus Temple in Riau Province, as the only monumental Buddhist heritage in the region, has great intrinsic potential to be developed as a spiritual ecotourism destination (Sukma & Sunarminto, 2016). However, the marketing strategies that exist today tend to still be conventional, emphasizing purely historical and architectural aspects (Surya, 2024). As a result, there is a significant gap between the potential spiritual value contained and the image projected to the public, thus failing to attract a niche market of relevant and qualified tourists. The following is a graph of the growth of tourists visiting Muara Takus Temple for the 2023 period, while for 2024 there are no records that can be concluded from tourist visits to Muara Takus Temple.

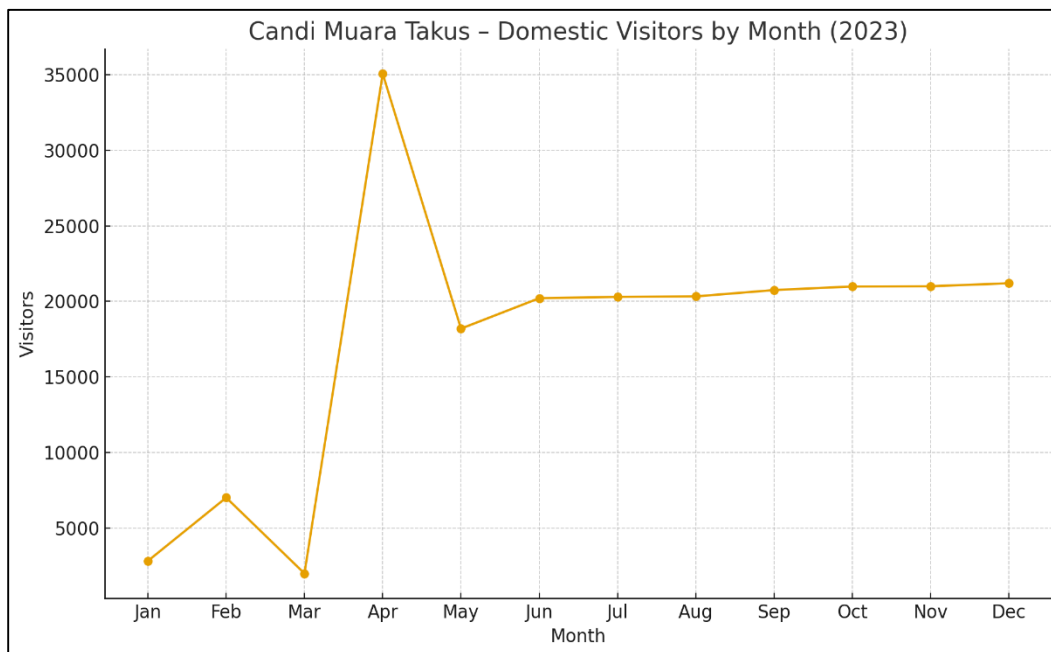


Figure 1. Tourist visit trends to Muara Takus Temple in 2023
 Source: processed from various sources, 2025

From the graph above, it appears that the trend of tourist visits to Muara Takus Temple in 2023 is highest in April, this is in line with the Eid holiday. This means that the promotion of the Muara Takus Temple area as a religious-based tourist area is still very little, while if it is associated with the development of religious ecotourism, the trend of visitors should increase because this area can become a center for religious ecotourism in the Asean region (Sukma & Sunarminto, 2016). Therefore, this study aims to formulate an authentic and sustainable spiritual ecotourism marketing strategy for Muara Takus Temple. To achieve this goal, this study adopts a comprehensive theoretical framework of the services marketing mix (Services Marketing Mix 7P) (Co., 2024). This framework is specially adapted by integrating fundamental Buddhist values such as compassion (karuna) and full consciousness (sati) into each of its elements (Bhonsale, 2019). The qualitative approach with the case study design was chosen to obtain an in-depth and contextual understanding of the perceptions of stakeholders and the realities in the field so that from the design comprehensive knowledge and study limitations in related studies were obtained.

Through a data collection process that involves in-depth interviews with key stakeholders and participatory observation, the study explores a variety of perspectives to build a solid strategic foundation. The formulation of strategies is not only based on academic analysis, but is also validated collaboratively through participatory workshops to ensure its relevance and applicability. Thus, this research resulted in a holistic marketing model that is not only market-oriented, but also deeply rooted in the ethics of cultural heritage preservation and ecological sustainability, offering a blueprint for the management of similar spiritual destinations.

2. Literature Review

This theoretical framework adopts the theory of the services marketing mix (Services Marketing Mix 7P) which is a development of the traditional 4P model. This theory consists of seven core elements: product, price, place, promotion, people, process, and physical evidence

(Co., 2024). The use of the 7P model is considered very relevant for the service industry such as tourism because it is able to capture the complexity of intangible offers. This framework provides a comprehensive approach to analyzing and formulating effective and integrated marketing strategies. In the context of spiritual ecotourism of Muara Takus Temple, the product element does not only refer to the physical destination, but also to the holistic experience offered. It includes meditation activities, spiritual retreats, and interpretations of Buddhist values integrated with the beauty of the surrounding nature. Meanwhile, the price element should reflect the intrinsic value of the experience, not just operational costs (Kunchamboo & Little, 2023). Pricing needs to take into account aspects of ecological sustainability and the economic empowerment of local communities, in line with Buddhist ethical principles of righteous livelihoods (Adebayo, 2021).

The element of place is related to the accessibility and distribution channels of spiritual ecotourism packages. This includes strategic partnerships with the Buddhist community, specialized travel agencies, as well as the use of digital platforms to reach globally relevant audiences (Dodi Sukma et al., n.d.). On the other hand, promotions will be focused on authentic and in-depth communication (Baggio, 2024). This strategy will use digital narratives and content marketing that highlights the values of serenity, contemplation, and spiritual connection to the heritage of Muara Takus Temple, avoiding a superficial mass tourism approach. The people component is crucial because human interaction shapes the quality of spiritual experience (Ho et al., n.d.). This includes tour guides who have a deep understanding of Buddhism and the local ecology, as well as the surrounding communities involved in the provision of services. Furthermore, the process refers to the entire flow of tourists' travel, starting from booking to the implementation of activities on site. This process should be designed to create an atmosphere conducive to reflection and tranquility, ensuring that each stage of the traveler's journey runs smoothly and is in harmony with the spiritual values carried out (Fedorova, 2016). Finally, physical evidence includes all tangible elements that tourists feel. These include the authenticity of the temple's architecture, the cleanliness of the natural environment, eco-friendly accommodation facilities, as well as information materials that support contemplative experiences (Yoder, 2017). The integration of these seven elements of the marketing mix, imbued with Buddhist values such as compassion (karuna) and mindfulness (sati), will form a holistic marketing strategy (Jia, 2020). This strategy not only aims to attract tourists, but also ensures the long-term sustainability of the destination.

3. Method

Research Approach and Design

This research adopts a qualitative approach with a case study design, this approach was chosen because of its ability to explore a deep and holistic understanding of complex phenomena, namely the formulation of spiritual ecotourism marketing strategies. The exploratory nature of the research allows researchers to identify key variables that are relevant to the specific context of Muara Takus Temple. Through this single case study, researchers can intensively analyze the interaction between Buddhist values, ecotourism potential, and stakeholder perceptions. This design is considered best suited to generate rich contextual insights to formulate authentic and applicable strategies. The design of this research is prepared in several systematic and interrelated stages. The first stage is a preliminary study that includes a comprehensive literature review of the concept of spiritual ecotourism, service marketing, and Buddhist fundamental values. The second stage focuses on collecting primary and secondary data in the field to identify the existing conditions, potentials, and challenges faced by Muara Takus Temple. The third stage is qualitative data analysis to synthesize the findings. The final stage

is the formulation of a marketing strategy that integrates the results of the analysis into the 7P service marketing mix framework, ensuring each element of the strategy is rooted in empirical data. The selection of this qualitative case study design was based on the justification that the core of spiritual ecotourism lies in subjective experiences and values that cannot be accurately quantified through quantitative methods. This design provides flexibility for researchers to explore the deep meaning attached by the participants to Muara Takus Temple. Further, this approach allows for the contextualization of the theoretical framework of the 7P marketing mix, so that it becomes not only a rigid theoretical application, but a model that is sensitively adapted according to local wisdom and Buddhist ethical values that are the main cornerstones of the research.

Location and Research Participants

This research was carried out in the Muara Takus Temple complex, which is located in Muara Takus Village, District XIII Koto Kampar, Kampar Regency, Riau Province. The selection of this location is based on its status as the only monumental Buddhist temple heritage site in Riau that has deep historical and spiritual significance. The natural environment around the temple that is still beautiful offers great potential for ecotourism development. The unique combination of intangible cultural heritage (Buddhist spiritual values) and natural assets makes Muara Takus Temple an ideal locus for an in-depth case study of the formulation of a spiritual ecotourism marketing strategy.

The research participants were determined using the purposive sampling technique, which aims to select key informants who have knowledge, experience, and direct involvement with Muara Takus Temple. The main selection criteria is an in-depth understanding of the spiritual, management, tourism, and socio-cultural aspects of the destination. Participants consisted of various stakeholders, including site managers from the Cultural Heritage Preservation Center, indigenous community leaders, monks or representatives of the Buddhist community, local tourism business actors, and representatives from the Kampar Regency Tourism Office. This diversity ensures the acquisition of rich and representative data from a variety of relevant viewpoints.

The engagement of a total of 12 informants from a diverse stakeholder group was designed to enable robust triangulation of data sources. The perspective of the site manager provides operational insights, while community leaders and the Buddhist community contribute an understanding of authentic local and spiritual values. On the other hand, tourism players and local governments offer practical views on markets and policies. This combination is crucial to validate the findings and ensure that the marketing strategy formulated is not only holistic, but also realistic, acceptable to all parties, and aligned with sustainability goals.

Data Collection Methods

The main method of data collection is in-depth interviews with selected key informants. Interviews are conducted using a semi-structured approach, which allows for the flexibility to dig into unexpected issues while still adhering to the interview guidelines that have been prepared. This guide is designed based on the 7P marketing mix framework to explore informants' perceptions of products, prices, places, promotions, people, processes, and physical evidence in the context of spiritual ecotourism. The entire interview session was recorded audio-recorded with the participant's permission and then transcribed verbatim to ensure the accuracy and completeness of the data for further analysis. To complete the interview data, the researcher also conducted a direct participatory observation at the location of Muara Takus Temple. This technique aims to observe and experience firsthand the spiritual atmosphere, interaction between tourists and the environment, the condition of supporting facilities, and the

flow of visitor experiences. Observations are focused on the elements of physical evidence and processes that exist today. Researchers systematically recorded the findings in field notes and documented them through photographs. This method provides rich contextual data regarding the realities on the ground, which may not be fully revealed through interviews alone.

Data collection is also supported by documentation studies to gain a comprehensive understanding. The researcher collected and analyzed various relevant documents, including tourism promotion materials from related agencies, site management reports from the Cultural Heritage Preservation Center, scientific articles, and media publications about Muara Takus Temple. The analysis of this document aims to identify existing marketing strategies, understand the applicable policy framework, and trace the historical and spiritual narratives inherent in destinations. This secondary data serves as a comparator and complement the primary data, strengthening the validity of the overall research findings.

Data Analysis Techniques

The data analysis in this study uses an interactive qualitative analysis model from Miles and Huberman, which consists of three simultaneous activity flows: data reduction, data presentation, and conclusion drawn. The initial stage is data reduction, where all the raw data from interview transcripts, field notes, and documents is selected, focused, and simplified. This process involves open coding to identify key concepts and initial themes that arise inductively. Each relevant data segment is code-labeled that reflects the essence of its meaning, forming the basis for further systematic analysis. After the initial coding stage, the analysis is followed by a thematic categorization process. The codes that have been identified are then grouped into broader and meaningful categories based on similarities in concepts. This process systematically organizes the data according to the theoretical framework of the 7P marketing mix. For example, codes related to meditation experiences, spiritual guides, and site authenticity are grouped into the "Product" and "People" categories. Constant comparative analysis is carried out to ensure the internal consistency of each category and to clarify the relationships between themes, thus forming a coherent analytical structure.

The final stage of analysis is the synthesis and drawing of conclusions through data triangulation. Findings derived from in-depth interviews, participatory observations, and documentation studies are integrated to validate and enrich understanding. By comparing and contrasting data from these various sources, the credibility and validity of interpretation are significantly improved. This synthesis process results in a holistic understanding of stakeholder perceptions and real conditions on the ground. The results of this in-depth analysis then become a strong empirical foundation to formulate recommendations for spiritual ecotourism marketing strategies that are contextual, authentic, and applicative.

4. Results and Discussion

This section presents the findings from qualitative data analysis and an in-depth discussion on the potential, values, and formulation of a Buddhist value-based spiritual ecotourism marketing strategy for Muara Takus Temple. The development of Muara Takus Temple is still very possible because this object has never faded its history, the packaging of central issues in the development of this area becomes interesting when elaborated with market needs. Therefore, the findings of this study will comprehensively discuss the development of the Muara Takus Temple area from the 7P strategy and are associated with Buddhist values.

Marketing Strategy Formulation Procedure

The strategy formulation procedure begins with the synthesis stage of qualitative data analysis. All findings that have been reduced and categorized based on the 7P framework are integrated to form a complete picture of the existing conditions, potentials, and challenges of marketing spiritual ecotourism of Muara Takus Temple. At this stage, researchers systematically map each element—from the product of spiritual experience to physical evidence—while filtering it through the lens of Buddhist values such as compassion (karuna) and mindfulness (sati). The results of this synthesis are in the form of an initial analysis matrix that is the foundation for formulating authentic and relevant strategic initiatives, the results of this synthesis can be seen from the following figure:

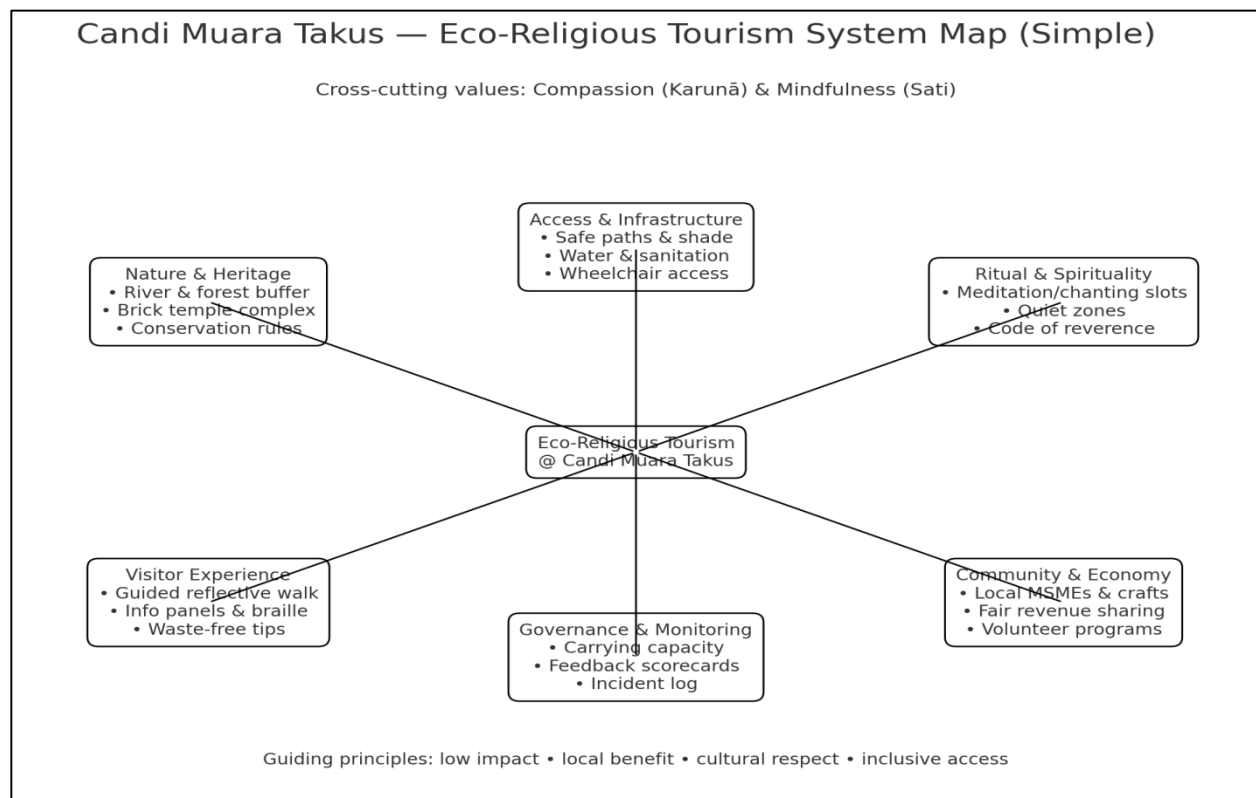


Figure 2. Integrated Spiritual Ecotourism Marketing Strategy Based on Buddhist Values and Stakeholder Validation

Source: Research Results, 2025

The next step is the validation and development of strategies through participatory workshops involving key informants. The preliminary analysis matrix that has been compiled is presented to stakeholders, including site managers, community leaders, Buddhist community representatives, and local governments. The session is designed as a focused discussion forum to collaboratively formulate specific action programs for each element of the marketing mix. This participatory approach ensures that the resulting strategies are not only academically valid, but also practical, acceptable, and aligned with the aspirations and local wisdom of stakeholders.

The final stage is the finalization and structuring of comprehensive marketing strategy recommendations. Based on the inputs and agreements obtained from the participatory workshops, the researcher developed an integrated strategy framework. Each element of the 7P

marketing mix is outlined in detail, including specific objectives, proposed action programs, and indicators of initial success. The framework is designed holistically, ensuring synergy between elements and consistency with the basic principles of Buddhist values-based spiritual ecotourism. The end result is a strategy document that is systematic, applicable, and ready to be implemented for sustainable destination development.

Analysis of the Existing Conditions of the Service Marketing Mix (7P) of Muara Takus Temple Spiritual Ecotourism

The results of data analysis from in-depth interviews, observations, and documentation studies show that the product elements of Muara Takus Temple are currently still positioned as historical cultural heritage destinations, not as structured spiritual ecotourism products. Informants from the site manager and the tourism office confirmed that the main offer was a physical visit to the temple. The potential for spiritual experiences such as guided meditation or silent retreats has not been formally packaged. As a result, the experiences that tourists get tend to be superficial and have not touched the deep spiritual dimension. From the aspect of price and place, the existing conditions show significant weaknesses. The current pricing is only a cheap levy entrance ticket and does not reflect the value of the potential spiritual experience. Meanwhile, distribution channels (place) are very limited to conventional promotion by local governments and have not yet reached the niche market of spiritual tourists. The absence of partnerships with specialized travel agencies or the Buddhist community makes these destinations difficult to access for relevant target audiences, both domestic and international, who are looking for an authentic experience (Kunchamboo & Little, 2023).

The current promotional strategy is generic and lacks a spiritual narrative. The promotional materials analyzed emphasized more on the historical and architectural aspects of the temple, but failed to communicate the atmosphere of tranquility and contemplative values contained in it (Doan et al., 2025). According to local tourism actors, marketing communication has not made optimal use of digital platforms to build in-depth storytelling. As a result, the image of Muara Takus Temple as a potential spiritual destination has not been firmly formed in the minds of prospective tourists. In the elements of people and process, it was found that human resources in the field are not fully ready to support spiritual ecotourism (Nasir & Kasi'Ranteta'dung, 2023). The existing tour guides have good historical knowledge, but lack a deep understanding of Buddhist philosophy or the ability to facilitate spiritual activities. The flow of the traveler's experience (process) is also not structured to support contemplation; From arrival to return, there has been no service design that deliberately creates a quiet and reflective atmosphere for visitors with special interests.

Finally, the analysis of physical evidence shows that there is great potential that has not been optimized (Idedhyana et al., 2023). The majesty of the temple structure and the beauty of the surrounding natural environment are very strong physical evidence. However, supporting facilities such as dedicated meditation areas, spiritually inspired interpretation boards, or eco-friendly accommodations that support a calm atmosphere are still lacking. Field observations identified that the cleanliness and environmental management were good enough, but there was no specific arrangement aimed at strengthening the overall spiritual atmosphere of the destination.

Formulation of Buddhist Value-Based Product and Pricing Strategies for Spiritual Ecotourism

Based on the analysis conducted, the product strategy was reformulated from just a physical visit to offering a holistic spiritual experience. The main products proposed are thematically designed silent retreat and guided meditation packages. Based on input from the Buddhist

community, this package integrates the practice of mindfulness (*sati*) with the exploration of the natural beauty around the temple. This transformation aims to shift the perception of Muara Takus Temple from a historical tourist attraction to a sacred space for contemplation, self-reflection, and inner recovery. To reach diverse market segments, product diversification is carried out into several package options. It is proposed as a half-day short meditation introductory program for beginners, and a "Vipassana Package" as a three-day intensive retreat for tourists seeking spiritual depth. The results of the participatory workshop show that this differentiation is crucial to meeting different levels of spiritual need. Each package is designed with a clear curriculum, including meditation sessions, Dharma discourse, and the practice of mindful walking around the tranquil temple complex.

Price strategies are formulated based on value-based pricing, not operational costs alone. Premium pricing is justified by the uniqueness, exclusivity, and depth of spiritual experience offered. This price includes proper meditation facilities, guidance from a competent spiritual facilitator, and a sacred atmosphere. This approach is in line with the Buddhist ethical principle of the right livelihood, where the value of an offering is measured by the transformative benefits it provides to participants. Furthermore, the pricing structure is designed to support ecological and social sustainability. Part of the revenue is allocated transparently to the temple site conservation fund and the preservation of the surrounding ecosystem. Others are channeled to economic empowerment programs for local communities involved in the provision of services, such as eco-friendly accommodation and healthy culinary. This model, agreed upon by community leaders, ensures that the development of spiritual ecotourism provides fair and harmonious reciprocal benefits and is in line with the values of compassion (*karuna*).

The integration of product and pricing strategies results in a strong and authentic value proposition. Offering a structured spiritual experience package at a price that reflects its transformative value creates a sustainable business model. This model not only appeals to the niche market of qualified spiritual tourists, but also fundamentally maintains the sanctity of the destination. Thus, this strategy ensures that commercialization does not reduce the spiritual value of Muara Takus Temple, but rather strengthens the preservation of its cultural and natural heritage.

Authentic Distribution Channel and Marketing Communication Strategy

The distribution channel strategy (*place*) is focused on the formation of exclusive strategic partnerships. Based on input from representatives of the Buddhist community and tourism actors, collaboration with major monasteries, national Buddhist assemblies, and specialized travel agencies focused on spiritual tourism is a priority. This approach ensures that spiritual ecotourism package offerings reach the right audience and have genuine interests. This selected distribution channel fundamentally maintains the sacredness of the destination by filtering out tourists who are only looking for mass entertainment. To expand global reach, the development of digital platforms is the main pillar of the *place* strategy. It is proposed to create a special microsite or online booking portal dedicated to the spiritual ecotourism package of Muara Takus Temple. The platform, as agreed in the workshop, should be designed with an intuitive interface, provide in-depth information, and support a secure reservation system. This strong digital presence serves as a virtual storefront as well as an efficient direct distribution channel to reach the international market.

The promotion strategy transforms from the delivery of historical information to an in-depth authentic narrative (*authentic storytelling*). Marketing communication will rely on content marketing through blog articles, short documentary videos, and photo series that capture the essence of the tranquility of Muara Takus Temple. This narrative, according to community

leaders, must highlight the values of contemplation, connection with nature, and the potential for self-transformation. The goal is to build the image of the destination as a sacred space for reflection, not just an ordinary tourist attraction. The use of digital media in promotion will be focused on collaboration with credible figures in the realm of spirituality and mindfulness. Different from general tourism influencers, partnerships are forged with meditation practitioners or Buddhist academics who can convey messages authentically. In addition, this strategy includes building an online community through discussion forums and social media groups. This organic interaction aims to foster word-of-mouth advocacy that is more trusted by the niche spiritual traveler market.

All marketing communications are integrated under a strong Buddhist ethical framework. Promotional materials will explicitly highlight the destination's commitment to the principles of ecological sustainability and local community empowerment, in line with the value of compassion (*karuna*). Transparency regarding revenue allocation for conservation and community welfare is a key message. This approach not only builds trust, but also attracts a segment of quality tourists who appreciate and are willing to support socially and spiritually responsible tourism.

Development of People, Process, and Physical Evidence in Spiritual Experience

The development strategy of the people element focuses on improving the competence of spiritual guides. The results of the interviews confirm that the current guide is strong in historical narrative but weak in spiritual facilitation. Therefore, a special training and certification program was formulated that integrates Buddhist philosophy, meditation techniques, and ecotourism principles. Recruitment priorities are given to local communities to ensure the authenticity of the experience and economic empowerment, in line with the value of a true livelihood (*samma ajiva*) agreed upon by stakeholders. The involvement of local communities is a key pillar in this strategy, transforming them from objects to tourism subjects. Based on the input of traditional leaders, a mentoring program for accommodation providers is proposed to create a calm and environmentally friendly residential atmosphere. Culinary business actors are also encouraged to serve healthy vegetarian menus and support awareness practices. This active engagement not only enriches the authenticity of the traveller's experience but also distributes economic benefits equitably, reflecting the value of compassion (*karuna*).

The traveler experience flow (process) was thoroughly redesigned to create a contemplative and seamless journey. This process starts from the online reservation stage which has instilled a sense of tranquility, followed by a silent welcome protocol at the location. Each stage, from orientation, guided meditation sessions, to mindful walking activities, is systematically arranged to minimize external distractions. The design of the process agreed in this workshop aims to facilitate the inner journey of the visitor in an optimal and structured manner. Strengthening physical *evidence* is focused on creating a supportive spiritual atmosphere. This strategy proposes the construction of a simple meditation pavilion (*kuti*) that blends in with the nature around the temple. In addition, the conventional interpretation board was replaced with markers containing contemplative quotations from Buddhism. According to representatives of the Buddhist community, the addition of these tangible elements serves as a visual trigger and a constant reminder for tourists to switch from tourist mode to reflective pilgrim mode.

Physical evidence is also expanded to include supporting facilities that are aligned with the value of spiritual ecotourism. It is proposed to develop eco-friendly accommodation standards for partner homestays, which emphasizes minimalist design, the use of local materials, and responsible waste management. Facilities like this are deliberately designed without modern

distractions like televisions. The entire built physical environment, from architecture to information materials, consistently communicates the values of simplicity, awareness, and respect for nature.

Synthesis of Integrated Spiritual Ecotourism Marketing Strategy Based on Buddhist Values and Stakeholder Validation

The synthesis of the seven elements of the marketing mix results in an integrated and holistic strategy model. Each component—from the product of spiritual experience to supporting physical evidence—does not stand alone, but rather reinforce each other within one coherent framework. This integration ensures that the message of authenticity and peace of mind is consistently conveyed at every traveler touchpoint. This integrated model fundamentally shifts Muara Takus Temple from a mass tourist destination to a sacred space that is managed sustainably and with full awareness. Buddhist fundamental values serve as a common thread that binds all elements of strategy. The principle of compassion (*karuna*) is manifested in a price structure that supports the conservation and empowerment of the community. Mindfulness (*sati*) is at the core of product design, experience, and contemplative service processes. Meanwhile, the principle of righteous livelihood (*samma ajiva*) is the foundation for the development of local human resources. As such, these values are not just ornaments, but ethical foundations that ensure every aspect of marketing is aligned with the spiritual goals of the destination.

The validation process through participatory workshops confirms the acceptance and strong support from stakeholders. Representatives of the Buddhist community and indigenous leaders specifically agreed that the strategy formulated succeeded in maintaining the authenticity and sacredness of the site. They consider this approach to be able to filter tourists and avoid excessive commercialization that can damage the spiritual atmosphere. This consensus shows that the proposed strategy is in line with local aspirations for the preservation of the intangible cultural heritage contained in the Muara Takus Temple. The synthesis of this strategy can be seen in the figure 3.

In terms of implementation, stakeholders from local governments and tourism business actors validated the practical feasibility of the proposed strategy. They expressed a commitment to collaborate on spiritual guide training programs and the development of partnerships with specialized travel agents. The discussions in the workshop confirmed that this framework provides a clear and realistic direction for the development of quality tourism. This validation is crucial because it ensures that the designed strategy is not only conceptually ideal but also applicable in the field. The end result of this synthesis and validation is a comprehensive and sustainable spiritual ecotourism marketing blueprint. This model synergistically integrates ethical commercial goals with the mission of cultural and nature conservation. By placing spiritual values at the core, this strategy ensures that tourism development becomes an instrument to strengthen the sacred identity of Muara Takus Temple.

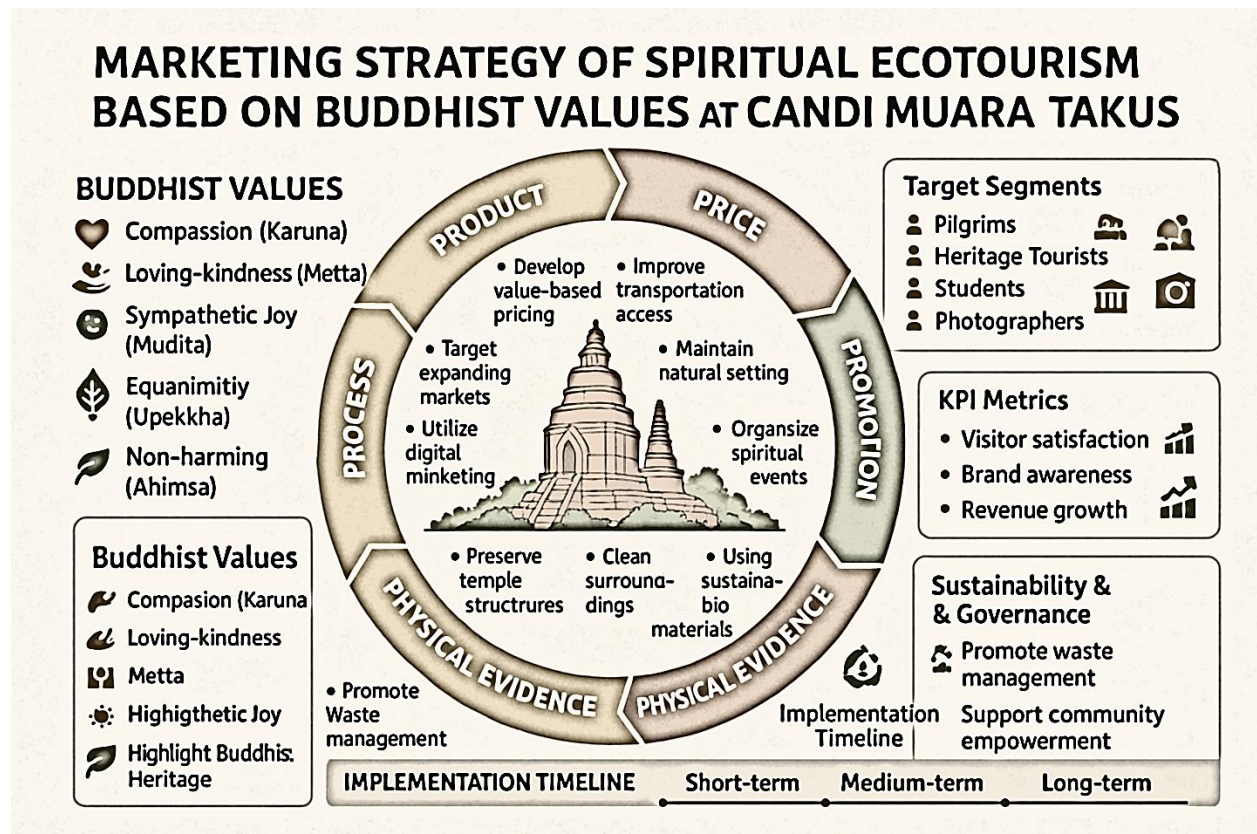


Figure 3. Integrated Spiritual Ecotourism Marketing Strategy Based on Buddhist Values and Stakeholder Validation
Source: Research Results, 2025

5. Conclusion

This study concludes that the potential of Muara Takus Temple as a spiritual ecotourism destination has not been optimally utilized due to marketing strategies that are still conventional and focus on historical aspects. Analysis of existing conditions shows fundamental weaknesses in the development of superficial experience products, generic promotions, and inadequate human resource readiness. Therefore, a holistic marketing strategy was formulated based on the 7P marketing mix framework that is fundamentally imbued with Buddhist values. This strategy transforms Muara Takus Temple from just a cultural heritage object into a sacred space for deep contemplative experiences.

The proposed strategy synergistically integrates all seven elements of the marketing mix, with Buddhist values as its ethical foundation. The principle of compassion (karuna) is realized through a pricing model that supports the conservation and empowerment of local communities. The core of experiential products, such as meditation retreats, is designed based on the practice of mindfulness (sati). Meanwhile, the development of local spiritual guide competencies is based on the principle of righteous livelihood (samma ajiva). The integration of these values ensures that every aspect of marketing is not only authentic, but also actively maintains the sacredness of the destination and encourages sustainable and responsible tourism. The main implication of this study is the resulting a marketing blueprint that is not only conceptually valid, but also applicable and has been validated by key stakeholders. Through a participatory workshop process, this strategy proved to be aligned with the aspirations of the

local community to maintain the spiritual authenticity of the site while reaping equitable economic benefits. Thus, this research contributes in the form of a model of replicable heritage destination development, where tourism functions as an instrument of cultural preservation and spiritual enrichment, not as a threat of commercialization that damages its intrinsic value.

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