

Development of educational recreation facilities and digital promotion strategies for Arboretum Tourism Park sustainability

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ABSTRACT

The Arboretum Tourism Park, located in Bumi Harapan, holds great potential to become a leading tourism destination in Central Sulawesi, particularly in Banggai. Therefore, this community service aims to assist the village government in developing the Arboretum Tourism Park through the creation of educational recreational facilities and the implementation of digital promotion strategies. The Asset-Based Community Development (ABCD) method was applied to address the partner's needs. The results showed significant improvement in the development of educational recreational facilities, increasing from 20 percent to 90 percent, marked by the establishment of three attractions. Furthermore, technical guidance on digital promotion strategies enhanced the managers' skills from 40 percent to 95 percent, as evidenced by the establishment of an official website and social media platforms for the park. The contribution of this program lies in increasing the park's attractiveness, which is expected to boost tourist visits and, ultimately, contribute to improving the village economy. This program supports sustainable village-based tourism development.

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1. INTRODUCTION

Central Sulawesi, particularly in Banggai, has a variety of tourist destinations with the potential to become leading attractions. One of the destinations that requires further development is the Arboretum Tourism Park, located in Bumi Harapan, West Toili Subdistrict. As one of the village's key assets, the local government has undertaken several initiatives to develop and ensure the sustainability of this tourism park. However, various challenges have prevented the Arboretum Tourism Park from developing optimally as expected by the local government.

Through the Community Service Program (PKM) funded by DRTPM, the team carried out the revitalization of the Arboretum Tourism Park (Nurlaela et al., 2024). The revitalization effort yielded positive outcomes, as evidenced by the park's improved condition and the return of visitors. Before

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revitalization, the number of visitors to the park was only 3-5 people per month; however, after the revitalization, the number of visitors from within and outside the village increased by around 7-10 people per month. Despite these improvements, the number of visitors has not significantly increased as anticipated by the local government of Bumi Harapan.



Figure 1. The Arboretum Tourism Park of Bumi Harapan after revitalization program

Based on interviews with the local government and a comparative study conducted by the team on several leading tourist destinations in Banggai, it was found that one of the main factors behind the limited number of visitors to the Arboretum Tourism Park was the absence of recreational facilities that could enhance its attractiveness. The appeal of a tourism destination is not only determined by its natural beauty but also by the availability of facilities, including recreational attractions (Nopriana et al., 2024). When compared to Salodik, one of Banggai's leading destinations that consistently attracts large numbers of visitors, it is evident that recreational facilities play an essential role in increasing tourist appeal.

Therefore, the development of educational recreational facilities is a strategic step that must be taken by BUMDes Wana Sari, as the managing body of the Arboretum Tourism Park, to enhance its attractiveness. Education and recreation are fundamental elements of sustainable edu-tourism (Murtini et al., 2022). Accordingly, the development of recreational facilities in this park was designed to align with the concept of educational tourism by integrating barcode-based technology. Planned facilities include rubber boat rides along the river, an ecology-based children's playground, and an outbound track that integrates adventure with educational elements through barcodes. These facilities are expected to increase the park's attractiveness by offering both enjoyable and educational experiences.

In addition to developing educational recreational facilities, digital promotion strategies are also crucial for the sustainability of the Arboretum Tourism Park. Digital promotion has a significant impact on increasing the number of tourists (Susanti & Amelia, 2021). Social media is considered one of the most effective digital-based promotion strategies to attract tourists (Asnawi, 2021; Kumar & Barua, 2024). At present, the Arboretum Tourism Park managers have not yet developed optimal promotion strategies, either through social media such as Instagram, TikTok, Facebook, or websites and other digital platforms. Therefore, through this program, the service team, together with practitioners, will assist BUMDes Wana Sari in implementing digital promotion strategies for the Arboretum Tourism Park. The activities include training and mentoring on creating official social media accounts, developing a website, managing digital content such as photography and videography, copywriting, and applying Search Engine Optimization (SEO) strategies (Kamuri & Kurniawati, 2020).

Thus, this community service program purposes to assists the village government in developing the Arboretum Tourism Park through the development of educational recreational facilities and digital promotion strategies. This program is expected not only to enhance the attractiveness of the Arboretum

Tourism Park and increase visitor numbers significantly but also to ensure its sustainability. This effort is also in line with Mission 4 of the Banggai government concerning the sustainability management of natural resources based on environmental considerations (Pemerintah Kabupaten Banggai, 2023).

2. METHODS

The Asset-Based Community Development (ABCD) approach was applied in this community service program to address the challenges faced by the partners. ABCD is a community service method that focuses on identifying and utilizing the existing assets and potential within the village and community to support village development (Afandi et al., 2022).

This approach emphasizes community empowerment through the management of available assets, which in this case is the Arboretum Tourism Park, as one of the village's flagship assets. In this program, BUMDes Wana Sari, as the official manager of the Arboretum Tourism Park, served as the main subject and was directly involved in the implementation of the activities. 12 people from BUMDes Wana Sari are actively involved in this program. Their active participation ensured that the community service program was not only based on external assistance but also strengthened the capacity of local stakeholders to manage and develop their tourism assets sustainably. Table 1 is an explanatory regarding training and mentoring activities provided to BUMDes Wana Sari members.

Table 1. Training and mentoring activities of community service program

Meeting	Agenda
Meeting 1	<ul style="list-style-type: none"> - Developing concept of educational recreational facilities - Provision of Rubber Boats - Construction of children's swings - Outbound
Meeting 2-5	Creating educational recreational facilities
Meeting 6	Providing safety signs and guidelines for the use of recreational rides
Meeting 7	Training and mentoring related to digital promotion strategies regarding promotion techniques, branding, and the use of social media.
Meeting 8	Collaborating with IT practitioners/experts when assisting BUMDes in creating the official website for the Arboretum Tourism Park and social media.

Stages of Activities

This community service program was conducted over a period of 8 eighth months and consisted of four stages namely socialization, training and mentoring, technology implementation, and evaluation. The schedule for each activity is explained in the Table 2.

Socialization

The initial stage of this community service program was the socialization of the planned activities to the partner. At this stage, the partner was provided with clear information regarding the objectives of the community service program, the steps to be undertaken, and the implementation schedule. The purpose of this socialization was to ensure that the partner fully understood the program that would be carried out. Through this process, the partner was expected to be motivated to actively participate in each stage of the program. In this way, the objectives of the program could be achieved, namely the development of educational recreational facilities in the Arboretum Tourism Park of Bumi Harapan and the improvement of BUMDes Wana Sari's capacity in implementing digital promotion strategies effectively and sustainably.

Table 2. The schedule for the stages of activities

Stages	Activities	Time
Socialization	At this stage, the partner was provided with clear information regarding the objectives of the community service program, the steps to be undertaken, and the implementation schedule.	(Week 1-4) May 2025
Training and Mentoring	The next stage involved training and mentoring, which were carried out in two areas: the development of educational recreational facilities and the provision of technical guidance on digital promotion strategies.	(Week 1-4) June-September 2025
Technology Implementation	The technologies and innovations provided included the application of barcode in the educational recreational facilities, a website for the Arboretum Tourism Park, and social media.	(Week 1-4) August-September 2025
Evaluation	Evaluation of educational recreational development program and digital promotion strategies.	(Week 1-4) October-December 2025

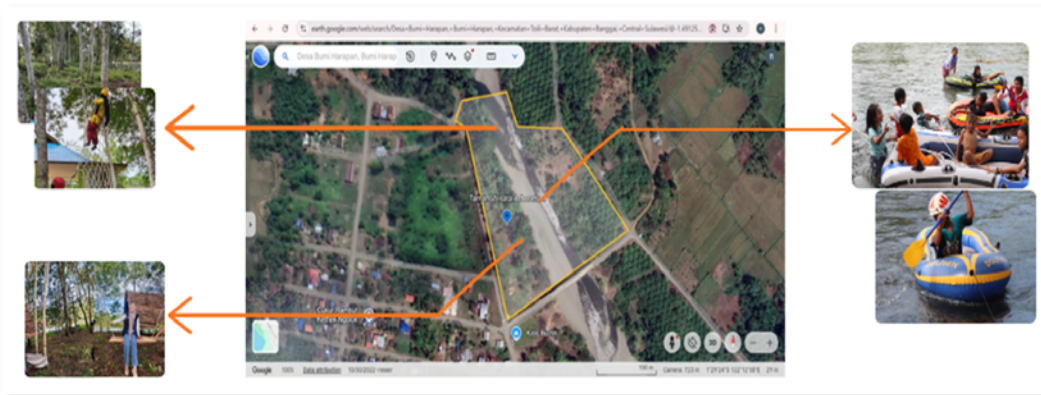


Figure 2. Landscape design for educational recreational facilities in the tourist area

Training and Mentoring

The next stage involved training and mentoring, which were carried out in two areas: the development of educational recreational facilities and the provision of technical guidance on digital promotion strategies. The activities in the development of educational recreational facilities included providing rubber boat rides along the river within the Arboretum Tourism Park area, constructing children’s swings, and creating an outbound track. In addition, the team also developed a usage concept for these facilities to ensure safety and feasibility. Collaboration with private stakeholders and the local government was also established to support the provision of infrastructure for recreational facilities, ensuring the sustainability of the Arboretum Tourism Park.

For the digital promotion strategies, the activities included training and mentoring on promotional techniques, branding, and the use of social media. The service team assisted the park managers in designing attractive and interactive tourism promotion schedules, as well as in developing an official website and social media accounts (Instagram, TikTok, Facebook) for the Arboretum Tourism Park, which will be managed by BUMDes members as the official operators. Furthermore, the program provided training and mentoring in the use of Canva, AI Content Planner, and Search Engine Optimization (SEO) for the official websites, as well as Google My Business, to optimize the park’s online presence.

Technology Implementation

In this community service program, technology and innovation were introduced to the community. The technologies and innovations provided included the application of barcode (QR Code) technology integrated into the educational recreational facilities being developed, particularly the outbound track. In addition, the program facilitated the creation and management of official social media accounts for the Arboretum Tourism Park, including Facebook, Instagram, and TikTok, which serve to broaden the scope of promotion and enable easier interaction with potential visitors. Moreover, the development of an official website for the Arboretum Tourism Park was carried out as a central hub for digital information. To further support promotion, tools such as Canva and AI Content Planner were introduced to design attractive and professional promotional content.

Evaluation

In the community service activities, particularly in the aspect of developing educational recreational facilities, evaluation was carried out regularly, comprehensively, and in a structured manner. The evaluation included monitoring the entire process of developing the educational recreational facilities, as well as assessing the success of each activity by reviewing the objectives and performance indicators previously established to determine whether the targets had been achieved. In addition, the service team also conducted satisfaction surveys involving various stakeholders, including the local government, local community, and implementation team. The survey results were then followed by identifying aspects that required improvement or adjustment to ensure the success of the educational recreational development program.

Furthermore, in the activities related to the implementation of digital promotion strategies, evaluation was also conducted comprehensively. This involved assessing the participation of BUMDes Wana Sari in training and mentoring programs on digital promotion strategies, as well as evaluating the success of each capacity-building activity through training and mentoring sessions by revisiting the predetermined objectives and performance indicators. Additionally, an evaluation was carried out on the improvement of BUMDes Wana Sari's skills in applying digital promotion strategies for the Arboretum Tourism Park optimally and sustainably, in accordance with the scheduled meetings.

3. RESULTS AND DISCUSSION

Results

The community service program was carried out with enthusiasm and dedication to enhance and support the sustainability of the Arboretum Tourism Park in Bumi Harapan. This activity was motivated by the needs and expectations of the Bumi Harapan local government, which aims to develop the Arboretum Tourism Park as one of the tourist destinations in Banggai. In this program, the service team implemented a series of structured activities, including socialization, development of educational and recreational facilities, technical guidance on digital promotion strategies, application of technology, evaluation of all activities, and a review of the sustainability of the Arboretum Tourism Park in Bumi Harapan.

The outcomes of the program demonstrated significant progress in the development of educational recreational facilities at the Arboretum Tourism Park, increasing from 20 percent to 90 percent. This achievement was evidenced by the introduction of various recreational facilities, such as inflatable boats for use along the river that flows through the park, children's playground equipment such as swings, and

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the establishment of outbound tracks along pathways under the trees, each equipped with barcodes on the trunks. Moreover, the success of the digital promotion strategies was reflected in the improved skills of the members of BUMDes Wana Sari, which increased from 40 percent to 95 percent. This was marked by the creation of a dedicated website and social media accounts for the Arboretum Tourism Park, along with the improved ability of the management team to operate and maintain these platforms. Table 3 shows the achievement indicators obtained from each aspect of this community service program.

Table 3. The achievement of the community service program

A. The development of educational recreational facilities		
Indicators	Achievement (%)	
	Before	After
Conducting the development of educational recreational rides in the Arboretum Tourism Park		
- Developing inflatable boat rides	0	85
- Adding a children's playground in the form of a swing between trees that has an educational barcode	0	85
- Create an Outbound that integrates adventure and digital-based educational elements (barcodes)	50	85
- Developing a rubber boat ride concept	20	90
- Developing an eco-based children's playground ride concept	20	90
- Developing the concept of an educational outbound (Arboretum nature adventure)	20	90
- Provide safety signs and recreational ride usage guidelines	20	100
- Establishing cooperation with the private sector and local governments to support the procurement of recreational facilities and infrastructure for the sustainability of the Arboretum Tourism Park	30	85
Total aspects achievements before the Development of Educational Recreation Vehicles	20%	90%
B. The digital promotion strategies		
Indicators	Achievement (%)	
	Before	After
Providing Skills related to Digital Promotion Strategy		
- Training and mentoring activities related to digital promotion strategies regarding promotion techniques, branding, and the use of social media.	60	100
- Collaborate with influencers in providing training related to promotional content on social media	40	95
- Training and Assistance for Arboretum Tourism Park managers in compiling tourism promotion schedules interestingly and interactively.	40	90
- Assistance in creating official social media accounts (Instagram, TikTok, Facebook) belonging to the Tourism Park, which will later be managed by BUMDes members as the manager of the Arboretum Tourism Park.	50	100
- Collaborate with IT professionals when assisting BUMDes in creating the official website of the Arboretum Tourism Park.	0	100
- Implementation of training and mentoring programs in utilizing Canva, AI Content Planner, SEO (Search Engine Optimization) on the official website of Taman Wisata, and Google My Business.	50	85
Total achievement of aspects before the provision of Digital Promotion Strategy skills	40%	95%

Implementation of community service

Socialization

During the socialization stage, the community service team provided information and explanations to partners regarding the program's objectives, stages to be implemented, the schedule for implementation, and efforts to foster support, active participation, and collaboration from all parties to ensure the program's success. This activity aimed to enable the partners to fully understand the community service program being implemented so that they would be motivated to actively participate in every planned activity. The socialization activity was conducted at the Arboretum Tourism Park Hall and was attended by the Head of Bumi Harapan, the local government, park management, youth organizations, and the local community.

During this activity, the team presented the planned programs, which included the development of educational recreational facilities and the provision of training on digital promotion strategies. The development of educational recreational facilities involved the provision of inflatable boat rides, the construction of children's playground equipment such as swings, and the creation of outbound tracks among endemic trees, each equipped with a barcode. Furthermore, training sessions were conducted for park managers on digital promotion strategies, covering the creation and management of the Arboretum Tourism Park's website and social media accounts.



Figure 3. Socialization of community service activities

Development of educational recreational facilities

The development of educational recreational facilities is a strategic initiative jointly undertaken by the service team and the local government as an effort to realize the vision of sustainable development for the Arboretum Tourism Park. This activity aims to enhance the attractiveness of the park so that it can become a leading tourist destination in Banggai. Beyond serving as a recreational space that provides entertainment, the park is also expected to foster environmental awareness among visitors and instill educational values. Accordingly, the development of educational recreational facilities is expected to strengthen the competitiveness of the Arboretum Tourism Park, generate added value, and create a positive impact on the surrounding community. The types of recreational facilities developed by the service team in collaboration with the park management and the local government include the provision of rubber boat rides, the construction of children's swings, and the establishment of outbound tracks.

Provision of Rubber Boats

This activity represents a crucial step in enhancing the attractiveness of the tourist destination. The rubber boat was selected because it supports the natural potential of the Arboretum Tourism Park, which

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is traversed by a river throughout its area. Since this natural resource had not been utilized previously, the service team collaborated with the park management to optimize this potential by providing rubber boats. Several key activities were carried out, including assessing the feasibility of the river route, procuring rubber boats and safety equipment, as well as conducting training on boat usage and safety procedures. These efforts aim to ensure both the safety and comfort of visitors who will use the rubber boats.



Figure 4. Provision of rubber boats

Construction of Children's Swings

The construction of children's swings at the Arboretum Tourism Park is part of the recreational development efforts aimed at creating a family-friendly tourism atmosphere while also providing a safe and enjoyable play area for children. This facility was built by utilizing shaded areas beneath lush trees. In this activity, the service team collaborated with the park management and was supported by the local Youth Organization (*Karang Taruna*) to determine the most suitable location and to construct the swings. The implementation stages included the design of simple yet sturdy swings, the selection of strong and durable materials, the installation process that adhered to safety standards, and usage trials. The establishment of this children's swing is expected to enhance the cheerful atmosphere of the tourism park and provide visitors with a more pleasant and memorable tourism experience.



Figure 5. Construction of children's swing

Construction of Outbound Track

This activity represents a strategic effort to provide a tourism experience that combines adventure and education. The initiative was carried out by utilizing the natural pathways among endemic trees within the Arboretum Tourism Park, allowing visitors to engage in adventure activities while simultaneously

gaining knowledge about the endemic trees through barcodes installed on the trunks along the outbound route. The implementation stages, conducted collaboratively by the community service team and the park management, included the planning of a safe and attractive track, the installation of outbound equipment such as ropes, and the trial of the completed route. The result of this activity is the establishment of a recreational facility that is not only engaging but also educational and enjoyable for visitors.



Figure 6. Construction of the outbound track and the trees' barcode in the outbound track

Provision of digital promotion strategy skills

The implementation of technical guidance (Bimtek) on digital promotion strategies for the management team of Arboretum Tourism Park in Bumi Harapan was an essential activity aimed at enhancing human resource capacity in managing and promoting the tourism park in a more effective and modern manner. In this activity, the community service team collaborated with an IT expert to develop the official website of the Arboretum Tourism Park. Subsequently, technical guidance was provided to the park management team on how to operate and maintain the website as a promotional medium. This initiative not only introduced a digital platform to strengthen the visibility of the Arboretum Tourism Park but also improved the managerial skills of the local team in utilizing information technology for sustainable tourism promotion.



Figure 7. Training in digital promotion strategy

During this technical guidance, the managers were provided with a comprehensive understanding of how to manage website content, including information on tourist attractions, details of endemic trees located in the Arboretum Tourism Park, supporting articles, photo galleries, as well as news and updates about the Arboretum Tourism Park in Bumi Harapan. In addition, training was also given on managing

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social media as an effective promotional strategy to reach a wider audience. The outcomes of this activity include the establishment of the Arboretum Tourism Park's official website and social media accounts, as well as the improved capacity of the park managers in implementing promotional strategies through both website and social media platforms (Link social media: <https://www.instagram.com/arbo1.2345/> ; Link website: <https://arboretumbumiharapan-banggai.com/>).

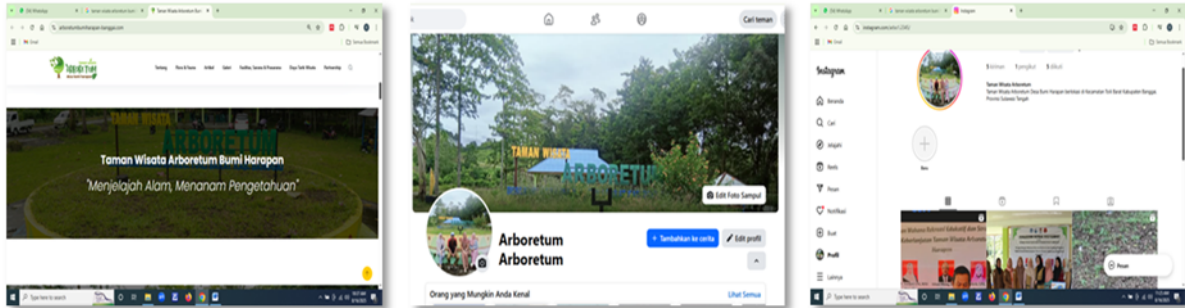


Figure 8. Website and social media of Arboretum Tourism Park

Evaluation and program sustainability

The evaluation and sustainability of the program for developing educational recreational facilities and implementing digital promotion strategies are crucial aspects that determine the success of this initiative. Evaluation is conducted periodically to assess the effectiveness of each activity that has been carried out. This process includes a review of the implementation of facilities such as rubber boat rides, children's swings, and outbound tracks, as well as the utilization of the Arboretum Tourism Park website and social media platforms as promotional tools. The evaluation involves the Arboretum Tourism Park management, local government, the Bumi Harapan community, and the service team from the University of Tompotika Luwuk. In addition, the evaluation also identifies challenges and obstacles encountered, as well as opportunities for further development to ensure that the management of the Tourism Park continues to grow and remain sustainable.

To ensure program sustainability, several strategic measures have been designed. These measures include capacity building for park managers through advanced training, maintenance of the developed recreational facilities, and the consistent use of social media and the Arboretum Tourism Park website for promotional purposes. Furthermore, establishing and strengthening partnerships with various stakeholders, such as local government, non-governmental organizations, educational institutions, and the private sector, is essential to support the sustainability of the program and the development of the Arboretum Tourism Park. Through this approach, the Arboretum Tourism Park in Bumi Harapan is expected to grow as a leading tourist destination in Banggai while providing social and economic benefits to the Bumi Harapan community.

Discussion

The development of educational recreational facilities and the provision of technical guidance on digital promotion strategies have shown significant results in increasing visitor appeal. During the development of educational recreational facilities, three attractions were successfully created: a rubber boat ride, children's swings, and an outbound track. Each facility was designed to provide not only enjoyable recreational experiences but also educational insights related to nature. The rubber boat ride

offers an entertaining water adventure while simultaneously fostering a sense of appreciation for the surrounding natural environment. The children's swings create a cheerful atmosphere within the tourism park, thereby enhancing visitors' overall recreational experiences. Meanwhile, the outbound track is equipped with tree information barcodes, allowing visitors to engage in adventurous activities while also acquiring knowledge about endemic tree species through scanning the barcodes attached to the trees along the trail.

The development of educational recreational facilities aligns with the increasingly popular concept of educational tourism, where tourist destinations serve not only as places for recreation but also as enjoyable learning environments. This is consistent with the findings of [Khairunnisa et al. \(2019\)](#), which shows that educational recreational facilities represent an attractive feature capable of increasing tourists' desire to visit. Similar results have also been reported in previous community service programs focusing on educational tourism, which demonstrate that tourist destinations are not merely recreational spaces but also enjoyable venues for enhancing knowledge related to local potentials, including arts and cultural heritage ([Aini et al., 2024](#); [Hanafi & Yudhiasta, 2024](#); [Prasetyo & Nararais, 2023](#)).

On the other hand, the provision of technical guidance on digital promotion strategies for the management team of Arboretum Tourism Park as contributed significantly to raising public awareness of the destination. This activity resulted in the establishment of the official Arboretum Tourism Park website and social media accounts. Furthermore, there was a noticeable improvement in the knowledge and skills of the park management in utilizing these platforms as promotional media. Such capacity building is crucial for ensuring the sustainability of the park, as skilled managers can maximize the use of websites and social media as effective promotional tools. This finding is consistent with previous studies ([Andayani et al., 2024](#); [Isman et al., 2020](#); [Martiyanti et al., 2025](#)), which highlights the importance of strengthening the capacity and skills of tourism managers in leveraging technology to enhance management effectiveness and promotional efforts.

The contribution of educational recreational development and digital promotion strategies is also highly relevant to SDG 11 (Sustainable Cities and Communities), particularly in promoting sustainable tourism destinations with an environmental education approach. Moreover, the use of digital technology to facilitate promotion and learning in tourism parks represents an innovation with the potential for replication in similar tourist destinations. With effective management, Arboretum Tourism Park can provide significant social and economic benefits to the community in Banggai, specifically in Bumi Harapan.

4. CONCLUSION AND RECOMMENDATIONS

This community service program aimed to develop the Arboretum Tourism Park by establishing educational and recreational facilities and providing digital promotion strategies for park management. The activities were successfully implemented and made a significant contribution to the advancement of the Arboretum Tourism Park. The results and benefits obtained include the development of educational recreational facilities such as rubber boats, children's swings, and outbound tracks, which provided visitors with engaging and educational tourism experiences. In addition, the implementation of digital technology through the Arboretum Tourism Park website and official social media accounts has enhanced the effectiveness of promotional activities. Furthermore, the training on digital promotion strategies has successfully improved the capacity of park managers in conducting digital marketing. It is expected that these initiatives will increase public awareness of the Arboretum Tourism Park and strengthen its position as a preferred tourist destination.

For the future development of the Arboretum Tourism Park, several actions are necessary. The development of educational recreational facilities should be carried out sustainably, accompanied by regular evaluations to ensure alignment with the objectives and expectations of visitors. In addition, collaboration with stakeholders, including local government, non-governmental organizations, educational institutions, and the private sector, is essential. Moreover, the park management, together with the local government, should encourage broader community participation, particularly involving the younger generation, in supporting the development of the Arboretum Tourism Park in Bumi Harapan.

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