

## The Mapping of Plumeria Eco Park Potencies as a New Tourism Destination in Muara Enim, South Sumatera

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### ABSTRACT

In today's digitalized world, written information is essential because eco-parks offer a variety of tourist attractions in one convenient location. Established in the regency, Plumeria Eco Park is a large eco-park located in Muara Enim. Its sustainability can be attained by collaborations by determining the potencies through a community service initiative. The purpose of this project was to map Plumeria Eco Park's potential as a new tourist attraction in Muara Enim to produce English-language content for its upcoming website eventually. Descriptive qualitative analysis through observation and interviewing was the methodology employed. For the potency mapping, every area within the eco-park was observed. Interviews were conducted with the owner and staff to get potency-related information. The mapping approach focused on five aspects of tourist destination potential: attraction, activities, amenities, accessibility, and accommodation. After the procedure, the results showed that Plumeria Eco Park could become the new tourism destination in Muara Enim since it fits the five criteria. This community service project is expected to help grow Plumeria Eco Park shortly as the first stage of a content-writing website.

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## INTRODUCTION

A macro business view is necessary for the tourist sector to focus on a destination's competitiveness. This means stakeholders should collaborate by emphasizing the destination's shared benefits rather than opportunistic goals. As a result, it appears that a stakeholder approach would be a suitable way to examine the intricacy of the destination competitiveness problem. In connection with this condition, it is necessary to identify and map prospective pre-existing areas and manage tourist attractions that have been built from both the attraction and its supporting infrastructure. Recent years have seen a rise in environmental awareness and interest among tourists, which has led to ecotourism growing more quickly than traditional tourism (Carvache-Francoa, M Segarra-Oñab, M Carrascosa-López, 2019).

The sustainable tourist development ideas used in the eco-park planning process are assessed by Yudistira (2021). The study's findings indicate that planning fails to adhere to the fundamentals of sustainable tourism development, including the lack of conservation programs, the layout of tourist attractions, the distribution of stakeholder power, the management and supervision of ecotourism areas, the assessment of the skills and knowledge of local human resources, and the provision of necessary infrastructure and technology. According to Mahyuni et al. (2020), the millennial generation's intention to visit an eco-park is significantly accounted for by their favorable opinions of the park, the impact of outside influences, and their judgments of perceived obstacles to visiting the park. The study's conclusions have an impact on how eco-park business models that cater to millennials are planned and designed. It is critical to create and preserve a favorable perception of the eco-park that caters to millennials.

To improve the eco-park, Suryantari et al. (2022) examined the state of the facilities, and possible visitors, and offered recommendations for reducing the cap on weekend and holiday visits. Making an online visitor survey is the second. The construction of a lactation area is the third. Making an activity calendar for the Eco Park is the fourth step. Furthermore, Sah (2023) investigates a thorough guide to creating an eco-tourism park anywhere, providing insights into the project's planning, implementation, and long-term management. These include determining the site and carrying out feasibility studies, forming strong partnerships with local communities and stakeholders, creating a sustainable master plan, acquiring the required licenses and certifications, and putting in place eco-friendly infrastructure and amenities. According to Kamuri et al. (2024), optimizing digital marketing material boosts competitive advantage and improves knowledge, skills, and talents as capital for business development. Novienda et al. (2024) also note that e-commerce platforms and social media can boost visibility and accessibility as a marketing tactic to support business expansion. Triwibowo and Sumatri (2024) also point out that by providing human resources with the right guidance and support, information technology can enhance the caliber of services provided by village apparatus.

With its abundance of natural resources, Indonesia has great potential to become a popular tourism destination. A few of these natural riches have been put to good use and transformed into several captivating tourist destinations. One of the Indonesian provinces with a large number of naturally occurring tourist attractions is South Sumatra. These include the cities of Palembang, Pagar Alam, Lahat, and Muara Enim. The province of South Sumatra has a lot of tourist attractions, including hills, waterfalls, mountains, and even parks. Muara Enim is one of the cities with equally impressive natural beauty and tourist attractions as other places.

In addition to being well-known for its vibrant culture, Muara Enim offers a wide range of tourist attractions. The parks in Muara Enim are Adipura Park, Gor Park, Ribang Gale Park, and Plumeria Ecopark, a recently popular tourism attraction that draws large numbers of visitors from both inside and outside the city. It is a brand-new location that leads to instruction about nature and eco parks in Muara

Enim. It is a delightful destination for tourists seeking leisure and education. Situated in Muara Harapan village, Muara Enim sub-district, this new tourist destination is 10 km from the center of Muara Enim city. It may be accessed from the hero's graveyard by passing through the growing house and heading towards the Trans oil palm area.

Sihombing (2023) looked into whether visitors were satisfied with Plumeria Eco Park's facilities and services. The quality of facilities and services has an impact on visitor satisfaction at the same time, according to the study's findings. Travelers will be more delighted the better the facilities and services are. The mapping of Plumeria Eco Park potencies is considered about this problem. According to Desfandi et al. (2021), mapping is a tool used by media presenters to explain and illustrate the distribution of tourist attractions. Furthermore, Salam (2022) contends that mapping the potential for tourist attractions—taking into account accessibility, connectivity, and infrastructure provision—is crucial to accelerating the development of tourism.

## METHOD

Through interviews and observation, this community service initiative employed the descriptive qualitative method. For the potency mapping, every region within the eco-park was observed. The owner and personnel were interviewed to gather information about the potencies. The five components of tourist destination potencies—attraction, activities, amenities, accessibility, and accommodation—were then the main emphasis of the mapping process. The project activities flow chart can be found below.



**FIGURE 1.** Project Activities

According to Hadinejad and Moyle (2023), mapping works well for summarizing previous knowledge because it captures how important concepts are arranged. Although widely used in many research fields, concept mapping's potential to express future trends and orientations both within and between tourist knowledge (sub)domains is not fully appreciated. The Plumeria Eco Park, situated 10 km from the center of Muara Enim city, is the site of the project's activities. It is situated in Muara Harapan village inside Muara Enim sub-district. After that, the data were gathered and summarized, the primary output was selected, themes and patterns were searched for, and the process was completed. It is intended that the data gathered from each can be used as a written foundation for the creation of an English-language website.

## RESULT AND DISCUSSION

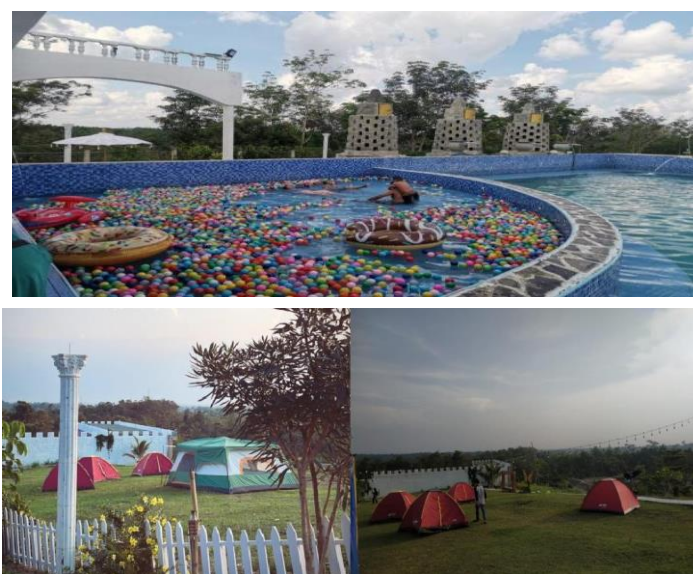
Over 2.5 hectares, Plumeria Eco Park offers a well-planned and cozy space for socializing with loved ones and friends, as well as a kid-friendly educational section. The owner, who enjoys riding, designed this route and constructed this tourist destination at the beginning of 2020. The park is open from 7:00 a.m. to 7:00 p.m., Monday through Friday, for a cost of IDR 20,000, and on Saturday and Sunday, for an additional IDR 25,000. Plumeria Eco Park has the potential to grow for each of the five components of a tourism destination. It offers a flying fox arena, a miniature zoo, a little garden, and

cultural events as attractions. A substantial positive correlation was discovered by Satrya et al. (2023) between ecotourism, cultural and natural beauty, and environmental awareness, which was linked to travel intention and destination image. Further, Mulya (2020) contends that holding regional or national tourist festivals, community forest parks, and cultural locations, and creating alternate forms of tourism, including playgrounds and outbound travel, can enhance the potential of tourism development in the future.



**FIGURE 2.** Mini Zoo of Plumeria Eco Park

The activities come next. Plumeria Eco Park has a swimming pool, camping space, fishing pond, and horseback riding facility for visitors. Properly cared for local and imported horses are provided by the Plumeria Eco Park management. The equestrian arena is open for visitors to explore while taking in the breathtaking surroundings. To teach kids who wish to know how to take care of horses, tourists can also observe some of the horses in the stables. A fishing pond is another place to have fun. Visitors can take in the view while feeding the fish in the pond. Typically, fishing competitions are held here to draw in fishing enthusiasts as visitors. It also features adult and kid-only swimming pools. For those who would like to camp near Plumeria and watch the sunset, Plumeria Eco Park offers a space. Plumeria offers many camping amenities, like tents, bonfires, and other items, to make it a great place to camp. Numerous locally developed activities have the potential to be enhanced for tourism, according to Raka et al. (2022). It becomes an excellent chance to grow into an engaging tourist activity, regardless of how modest. Furthermore, Sari et al. (2022) draw the conclusion that the eco-humanist tourism perspective offers insight into the notion that a tourist destination is successful when human needs are satisfied without causing harm to the environment, social, cultural, or economic aspects of the destination.



**FIGURE 3.** Swimming Pools and Camping Ground of Plumeria Eco Park

Accessibility makes up the third component. Although there were a few challenges on the route, this Plumeria Eco Park tour in Muara Enim is rather accessible. This is because the crossroads leading to Plumeria was still unpaved and rough. However, that did not stop many from visiting. Visitors can use a variety of modes of transportation, including private vehicles and public transportation, to get where they are going.



**FIGURE 4.** Road to Plumeria Eco Park

The fourth component of this potency mapping is amenities. Visitors can find parking, trash cans, restrooms, a prayer room, meeting spaces, and a restaurant at Plumeria Eco Park. There is a parking area fee of IDR 5000 for cars and IDR 2000 for motorcycles. The restrooms were in reasonably excellent building shape and were situated close to the parking lot and prayer room. Everyone can use it for free. Additional amenities offered by Plumeria Eco Park include a prayer room and a meeting room, both of which are housed in the same space but have separate entrances. The public is welcome to utilize the prayer area, so those who would like to pray can do so. Meetings can also be held in the meeting room by groups of individuals. In addition, there is a restaurant featuring a karaoke stage where guests can purchase food and souvenirs and perform live. There is a wide selection of cuisine and snacks at this restaurant. A trash can is a necessary facility that every tourist location needs to have. Every corner of the space has several trash cans.



**FIGURE 5.** Parking Area and Restaurant of Plumeria Eco Park

Accommodation is the final component. The Plumeria Eco Park tourism area is conveniently located near several lodging options. They are the Griya Sintesa Hotel, which is 4 km from the destination, the Griya Serasan Sekundang Hotel, which is 5 km away, and the Citra Hotel Kepur,



which is 3 km away. The rates for each room at the Griya Serasan Sekundang Hotel, Citra Hotel Kepur, and Griya Sintesa Hotel start at IDR 380.000/night, IDR 376.000/night, and IDR 427.000/night, respectively.



**FIGURE 6.** Accommodation close to Plumeria Eco Park

In summary, Plumeria Eco Park has the potential to be further developed when the five components of a tourism attraction have been mapped out. Previous research with similar designs provides support for the project's outcome. Dakwah and Abdurrahman (2023) mapped out tourist destinations to help stakeholders make better policies and enhance and facilitate visitor visits. The Tanjung sub-district's ten tourist attractions were mapped to guide their placement. While enumerating tourist attractions and assessing the possibilities of well-liked travel places, this mapping can also be utilized as a reference. Information on the tourism sites, such as their location, features, infrastructure and facility conditions, visitor volume, and development activities, are described. Additionally, Tangge, Robo, and Aji (2023) mapped tourist attractions, including historical, cultural, natural, and artificial ones. The mapping output showed the distribution of 60 tourist sites, divided into 12 artificial, 18 historical and cultural, and 30 natural attractions.

Similarly, Kusuma et al. (2022) examined the Marines Eco Park Beach Tourism object's supporting facilities in Pesawaran Regency to find out how visitors felt about the development of tourism objects with 4A features (attraction, accessibility, amenities, and ancillary service). According to the findings, the Marines Eco Park Beach Tourism management provides restrooms, gazebos, prayer rooms, canteens and stalls, parking spaces, security posts, and garbage cans; nonetheless, cafes and restaurants are the most helpful amenities. Furthermore, Kusumayudha, et al. (2020) used the ERT geoelectric approach and cave tracking to map the distribution of geomorphology, geological structures, subsurface conditions, and underground water availability. A map of caves and an inventory of cave tourism potential are the study's outputs. In the end, Hardiyanti, et al. (2020) sought to map the possible outcomes of agro-industrial operations as an initial step in creating local mementos and assisting in the growth of the Jatirejo Tourism Village. They discovered the possible agro-industry items that might be produced based on the survey's results.

## CONCLUSION AND RECOMMENDATION

Muara Enim's Plumeria Eco Park has the potential to become a well-known regency or even a provincial tourist destination. Due to its size, guests can take advantage of a wide range of tourism activities and attractions that are easily accessible and offer cozy lodging and all the conveniences needed. However, the mapping output indicates that, as a recently constructed eco-park, the

management team must consider some maintenance and development to ensure its survival. Although there is currently a wide range of activities and attractions, there is insufficient media advertising. Individuals can only obtain the information directly through their Instagram account. In this technology age, having a website might help them reach a wider audience. To make the distinctive features of written material for each element easily accessible to both local and foreign audiences, the information acquired through the mapping of its tourist destination elements can be used to compose the English website content.

Developing a sustainable tourist industry involves integrating all resources found in a place and necessitates the participation of all stakeholders. The industry will be managed with the help of the people and the government, who will ensure that development will have a positive influence while mitigating its negative effects on the environment and society. Planning and development will be implemented consistently and continuously. Achieving tourism expansion requires careful consideration of business and management issues. Exploiting the destination's comparative advantages and building the competitive advantages to set the destination apart from rivals is challenging without a unique value proposition that is tourist-centric in approach. To communicate the destination to potential consumers, establish emotional connections and ties with the public, and place the destination on the map, long-term marketing techniques are essential. The worth of an attraction's benefits determines how well it does on the international tourism scene.

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