

Original Article

Cultural and Environment-Based Integrated Tourism Development Assistance Program at Tegalinggah Cliff Temple, Gianyar, Bali

Roy Saputra^{1✉}, Nengah Nita Loktika², I Gede Maharta Fujiasa³

^{1,2,3}Politeknik Omna Trisakti Chandra, Indonesia

Correspondence Author: roysaputra16@gmail.com ✉

Abstract:

This study aims to analyze the Integrated Tourism Development Assistance Program Based on Culture and Environment at Tebing Tegalinggah Temple, focusing on empowering local communities and preserving the environment and culture. A descriptive qualitative approach was used by collecting data through in-depth interviews, participatory observation, and documentation. The results show that the assistance program successfully increased active community participation in tourism management, environmental conservation, and cultural promotion. The program also had a positive impact on the local economy, particularly by increasing income from the tourism sector and empowering women and youth groups. Challenges include limited infrastructure and the need to strengthen tourism promotion strategies. Additionally, there are opportunities to develop ecotourism and educational tourism as part of sustainable tourism management. Therefore, this assistance program can serve as a model for integrated tourism development based on culture and environment in other regions.

Keywords: Assistance, integrated tourism, culture, environment, Tebing Tegalinggah Temple, community empowerment.

Introduction

The development of cultural and environment-based tourism is currently one of the main strategies in strengthening the sustainable tourism sector. Culture-based tourism allows communities to introduce local cultural heritage to visitors, while environment-based tourism encourages nature conservation through conservation efforts and environmentally friendly resource management. One of the tourist destinations that has great potential to be developed with this approach is Tebing Tegalinggah Temple, a historical site that is not only rich in cultural value but also surrounded by natural beauty.

However, suboptimal management and limitations in terms of infrastructure, promotion, and involvement of local communities are the main challenges in maximizing the tourism potential at Tebing Tegalinggah Temple. To answer these challenges, mentoring programs that are integrated with local culture and environment are urgently needed. This assistance is expected to be able to provide continuous guidance and support

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for the community in managing this tourist site effectively, while preserving the local environment and culture.

This research focuses on the Cultural and Environment-Based Integrated Tourism Development Assistance Program at Tegalinggah Cliff Temple. This program aims to increase the involvement of local communities in the management of tourist destinations, build supportive tourism infrastructure, and develop tourism promotions that highlight cultural and environmental aspects. Thus, it is hoped that Tegalinggah Cliff Temple can become a sustainable tourist destination and provide economic and social benefits for the surrounding community.

Methods

This study uses a descriptive qualitative approach to describe and analyze the implementation of a culturally and environment-based integrated tourism development assistance program in Tegalinggah Cliff Temple. This approach was chosen because of its flexible nature in exploring a deep understanding of social, cultural, and environmental dynamics that occur in community-based tourism management. The research was conducted at Tebing Tegalinggah Temple, which is located in Gianyar Regency, Bali. This site was chosen as the object of research because it has great potential in the development of cultural and environment-based tourism, as well as the involvement of local communities in its management. The geographical and socio-cultural conditions around Tegalinggah Temple are the right background for the implementation of this mentoring program.

Results

Research on the Cultural and Environment-Based Integrated Tourism Development Assistance Program at Tebing Tegalinggah Temple produced several main findings related to the implementation of the assistance program, its impact on the local community, and the challenges faced in the management of these tourist destinations. The results of this research are grouped based on several important aspects, namely: community involvement, environmental management, culture-based tourism promotion, as well as emerging challenges and opportunities.

Community Involvement in Tourism Management

The mentoring program implemented has succeeded in increasing the active participation of local communities in tourism management at Tegalinggah Cliff Temple. The results of interviews and observations show that:

- a. **Increased Community Awareness:** After receiving training and socialization from the program facilitators, the local community began to understand the importance of cultural and environmental preservation as part of efforts to increase the region's tourism potential. They not only play the role of tourism actors (guides, traders, and homestay managers), but also become the guardians of the Tegalinggah Temple site.
- b. **Participation in Decision Making:** Local communities are beginning to be involved in decision-making related to the management of tourist areas, including in terms of ticket pricing, arrangement of tourist activities, and planning for the development of supporting facilities. This creates a stronger sense of ownership towards tourism management in their villages.

Sustainable Environmental Management

Assistance in environmental management aspects focuses on conservation efforts and sustainable management of natural resources. Some of the key outcomes related to environmental management are:

- a. **Environmental Conservation Around the Temple:** This program introduces environmentally friendly techniques in the management of tourist areas, such as waste management, reducing the use of plastic, and preserving vegetation around Tegalinggah Cliff Temple. The community has started reforestation activities in several areas, as well as building tourist routes that do not damage the local ecosystem.
- b. **Reduction of Negative Environmental Impact:** The observation results show a decrease in the amount of waste and damage to the area around Tegalinggah Temple compared to before the assistance program was implemented. Visitors are now more aware of the importance of maintaining cleanliness and preserving the environment during their trip.

Development and Promotion of Culture-Based Tourism

The cultural aspect is the main focus in the development of tourism at Tegalinggah Temple. The mentoring program has successfully introduced several strategies for the development and promotion of culture-based tourism, including:

- a. **Strengthening Local Cultural Identity:** Various elements of local culture, such as religious rituals, traditional performing arts, and Balinese cuisine, are beginning to be integrated into the tourist experiences offered to visitors. Local communities are also encouraged to utilize cultural values in their daily activities involving tourists.
- b. **Increased Digital Promotion:** One of the successes of this program is the strengthening of promotional strategies through digital platforms. The community is trained to use social media and websites as promotional tools, which has helped to increase the visibility of Tebing Tegalinggah Temple at the local and national levels. This activity also involves the creation of digital content, such as documentary videos and photography, that highlight the cultural richness and natural beauty of the site.

Economic and Social Impact

The results of the study show that this mentoring program has had a positive impact on the economic and social conditions of the community around Tegalinggah Cliff Temple:

- a. **Increased Community Income:** With the increasing number of tourists visiting, the income of the local community from the tourism sector has increased significantly. This can be seen from the development of small businesses such as homestays, souvenir shops, and food stalls.
- b. **Women and Youth Empowerment:** The program also pays special attention to the empowerment of community groups that were previously less involved in tourism management, such as women and youth. They are involved in skills training, such as foreign languages, homestay management, and tour guides, so that they can contribute more to the tourism sector.

Challenges in Tourism Management

Although this mentoring program has brought many positive changes, several

challenges are still faced in tourism management at Tegalinggah Cliff Temple, including:

- a. **Limited Infrastructure:** One of the main obstacles encountered is the lack of supporting infrastructure, such as adequate access roads, sanitation facilities, and proper parking facilities. This can hinder the increase in tourist visits, especially those coming from outside the region.
- b. **Challenges in Promotion and Branding:** Although digital promotion has helped increase the visibility of Tebing Tegalinggah Temple, consistent and attractive tourism branding still needs to be strengthened to attract more international tourists. In addition, coordination between local communities and local governments in terms of promotion and development of integrated tourism strategies still needs to be improved.

Opportunities for Further Development

The results of the study also identify several opportunities that can be utilized for the development of cultural and environment-based tourism in the future:

- a. **Ecotourism and Agrotourism:** With the natural wealth and environment owned by the Tegalinggah Cliff Temple area, the development of ecotourism and agrotourism can be a long-term strategy to attract tourists who are more concerned about nature conservation.
- b. **Educational Tourism:** Through mentoring programs, the potential for educational tourism is increasingly open, where visitors can learn about the history of Tegalinggah Temple, environmental conservation, and local Balinese culture.

The results of the study show that the Cultural and Environment-Based Integrated Tourism Development Assistance Program at Tebing Tegalinggah Temple has had a positive impact in increasing community participation, preserving the environment, and promoting local culture. However, challenges such as infrastructure and tourism branding still require further attention. In the future, the potential of ecotourism and educational tourism can be a strategic development direction for the sustainability of tourism in this region.

Conclusion

Research on the Cultural and Environment-Based Integrated Tourism Development Assistance Program at Tebing Tegalinggah Temple shows that this program has succeeded in having a positive impact on tourism development and local community empowerment. Active community involvement in tourism management, environmental conservation, and increasing the promotion of culture-based tourism are important achievements of this program. The mentoring program has also increased community income through the tourism sector and opened up new opportunities in empowering women and youth groups.

However, there are challenges that still need to be overcome, such as the limitations of tourism support infrastructure and the need to strengthen more consistent and effective promotion strategies. Despite these challenges, this mentoring program provides a strong foundation for the development of integrated tourism based on culture and environment in Tebing Tegalinggah Temple, as well as opening opportunities for further development such as ecotourism and educational tourism.

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