

Culture-based tourism development strategy in Tegalinggah Hamlet, Bedulu Village, Blahbatuh, Gianyar

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ABSTRACT

This study focuses on developing a culture-based tourism strategy for Tegalinggah Hamlet, Bali, to address challenges while leveraging local opportunities. A SWOT analysis reveals strengths such as archaeological heritage and man-made attractions, combined with accessible locations, and opportunities in the realms of spiritual tourism and the European market. However, drawbacks include management deficiencies, a lack of digital information, and ineffective promotional efforts. Additionally, threats arise from competing attractions, insufficient support, market fluctuations, and poor management practices. To counter these issues, the study proposes a multifaceted solution incorporating innovative digital marketing, strategic external partnerships, a robust online presence, effective management practices, and product differentiation. These initiatives aim to foster sustainable tourism, enhance local economies, and maintain environmental integrity in a competitive landscape. By implementing these strategies, Tegalinggah Hamlet can cultivate a distinctive tourism identity that not only attracts visitors but also supports the community and preserves cultural heritage for future generations. The findings contribute to a comprehensive approach to tourism development, balancing economic growth with cultural preservation in Bali.

1. INTRODUCTION

Tourism is one of the largest industries in the world that contributes significantly to the global economy (Andalecio et al., 2022). Despite its great economic potential, the benefits of the tourism industry are not felt equally by all communities, especially in remote areas. Many people living in major tourist destinations still face economic difficulties and do not benefit directly from the tourism industry. This creates a significant gap between the thriving tourism hubs and the local communities that are often just spectators in the large stream of revenue generated. According to the UNWTO, tourism contributes to global GDP by 10.4%, but not all countries or regions experience the same benefits.

To maintain this gap, the concept of Community-Based Tourism (CBT) or community-based tourism is becoming increasingly relevant. CBT emphasizes the active participation of local communities in the tourism industry, so that they can benefit directly from tourism activities in their area (Andalecio., 2024). With CBT, the community not only benefits but also serves as the primary force behind sustainable tourism development. This empowers them to independently manage local resources, generate employment, and protect their culture and environment. According to Asker et al (2010), CBT is crucial in empowering local communities and delivering a more equitable economic impact. Despite its many benefits, implementing CBT comes with significant challenges, particularly regarding the understanding and participation of local communities. Many communities have yet to fully grasp how to develop tourism in their regions using the CBT approach (Indrianto et al., 2024). Education is essential in this process, beginning with the introduction of fundamental concepts and extending to training in development strategies such as SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). An example of a location currently in the CBT development phase is Tegallingah Hamlet in Bedulu Village, Blahbatuh District, Gianyar Regency. Local communities need to be guided in identifying their strengths and weaknesses, as well as existing opportunities and threats, to create sustainable tourism that benefits all parties. A case study from Timothy & Tosun (2003), shows the importance of education in the development of CBT in order to achieve the desired results.

Tebing Tegallingah Temple is an unfinished hermitage complex, then abandoned. The site has shallow carved niches and large boulders, suggesting that the construction of the site was halted due to an earthquake. Even so, this temple has an interesting decoration in the form of a kala statue and still has high historical value (Eksani, 2022). The Cliff Temple has a good ranking on the TripAdvisor website but is not well maintained in the digital footprint. This can be seen from the Figure 1 below.

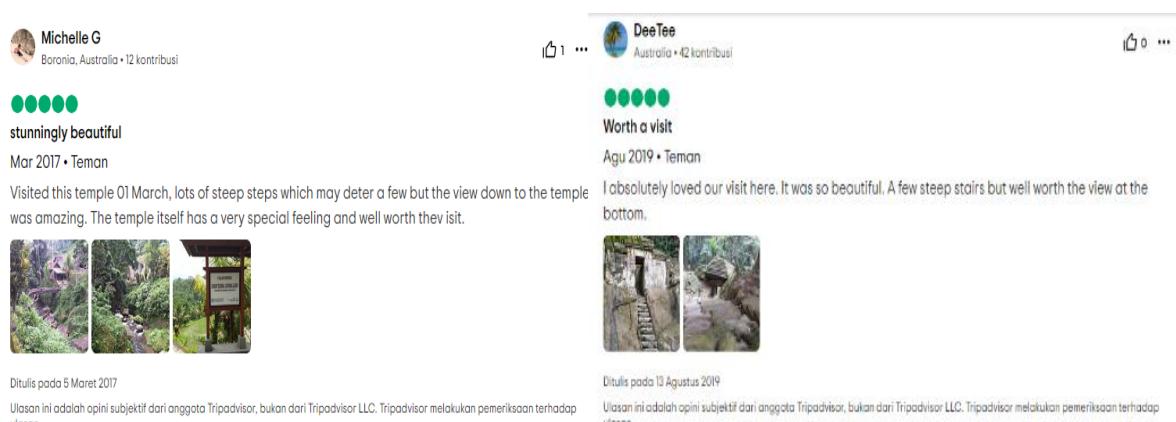


Figure 1. Traveler Reviews from Trip Advisor Sites

Source: Tripadvisor.com

As part of Bali's cultural tourism potential, Tebing Tegallinggah Temple is a unique attraction for tourists who are interested in Balinese history, archaeology, and culture. The management and utilization of cultural potential like this is one of the important focuses in the development of tourism in Tegalinggah Hamlet, because it can increase the attraction and added value of tourism on this island.

Tourist visit data to support the potential of tourist visits to Tegalinggah Hamlet, especially to the tourist attraction of Tegalinggah Temple. The data will be included in Table 1.

Table 1. Data on Tourist Visits to Tebing Temple, Dusun Tegalinggah

No	Month/Year	Foreign Tourist	Domestic Tourist	Entire
1	December 2021	6	13	19
2	January 2022	4	43	47
3	February 2022	4	26	30
4	March 2022	3	43	46
5	April 2022	34	18	52
6	From 2022	7	14	21
7	January 2023	73	34	107
8	February 2023	69	48	117
9	March 2023	62	13	75
10	April 2023	74	26	100
11	Starting 2023	81	12	93
12	June 2023	89	30	119
13	July 2023	131	6	137
14	August 2023	150	24	174
15	September 2023	84	31	115
16	October 2023	108	31	139
17	November 2023	67	61	128
18	December 2023	64	40	104
19	January 2024	99	39	138
20	February 2024	91	12	103
21	March 2024	108	22	130
22	April 2024	8	5	13

Source: Sukanadi et al (2022)

According to the data, the average number of visitors to Tebing Temple includes 64 foreign tourists and 27 domestic tourists, with a total average of 91 tourists visiting the attraction. The number of tourists visiting Tebing Temple is relatively low due to its limited digital presence, and the potential of Tegalinggah Hamlet as a tourist attraction remains largely untapped by both foreign and domestic visitors. This study aims to create a strategy to improve Tebing Temple's digital footprint.

2. LITERATURE REVIEW

Tourism can be an assortment of visitor exercises and is supported by various offices and administrations provided by the community, business visionaries, governments, and environmental governments (Tourism Law, 2009). The thing that causes tourism is the

attraction of visitors. Agree with the Government of the Republic of Indonesia Supervision Number 50 of 2011. Tourist attractions consist of 3 types, especially public tourist attractions, social tourist attractions, and fake tourist attractions (PP, 2011). A distinctive tourist attraction may be a visitor attraction within the framework of different qualities. The attraction of social tourism can be an attraction for visitors in the form of human creations, tastes, and charity as social animals. The attraction of manufacturing tourism can be the attraction of visitors in the framework of artificial manifestations and other human exercises, exterior characteristics and social tourism (PP, 2011).

Community-based tourism is the concept of creating tourist destinations through the involvement of the surrounding community, where the community takes part in organizing, supervising, and providing guidance in the form of options in its improvement (Wijaya & Sudarmawan, 2019). There are 3 tourism exercises that can support the CBT concept, namely investigation (enterprise travel), social tourism, and ecotourism. A form of tourism that provides a gap for the nearby community to control and lock tourism trade is also beneficial and demands the strengthening of political rules and the majority and the spread of benefits to the desperate provincial people. There are several focuses from most angles of CBT improvement, specifically financial measurement, social measurement, social measurement, and nature measurement. The economic dimension with markers in the form of stores for the advancement of the community, the creation of works in the tourism division, the development of the income of the nearest community from the tourism division. The social dimension with markers promotes the quality of life, increases the pride of the community, the fair division of roles between men and women, the young and ancient eras, building a fortified community organization. The social dimension with indicators in the form of individual empowerment to consider different societies, making a difference in the progress of diverse social trade, the culture of improvement is closely included in the nearby culture. Natural measurements with indicators of regional carrying capacity learning, direct transfer, and increased awareness of the need for conservation.

It reflects on past work investigating as a reference. The main question about it as a reference is the Procedure for the Capital City of Community Progress based on the Tourism City in Situ Gunung Sukabumi (Kurniawan & Maulana, 2022). The reason for this reflection is to expand the demonstration of techniques for improving Tourism Village-Based Communities with the Delicate Framework Technique (SSM) approach. It is believed that this investigation can provide a conceptual demonstration in answering the techniques of increasing human assets or performing artists in tourism city communities by expanding the efficiency of environmental trade units and realizing decent welfare. This consideration test is the Situ Gunung Tourism City Community, Sukabumi. Methodologies in human asset development

(HR) and tourism in protest of this research can be the main effort to make the competence and quality of human assets, improve environmental teaching, and strengthen society.

The focal point of the investigation was the tourism potential and the strategies for sustainable tourism development in Sukajadi City, Bogor Regency (SwaeSwayo, 2021). These points are to clarify the recognizable evidence about the potential of the Sukajadi Tourism City in the Bogor Rule and its improvement methodology. This kind of investigation is an expressive quality with an exploratory approach to case thinking. Key information was gathered through coordinated perceptions and interviews with primary sources, including Pokdarwis and the Chairman of the Bogor Regency Tourism City Affiliate. Additional insights were obtained from written reflections and inquiries regarding documentation.

This study investigates the method of examining the work of SWOT and Network examination, examining tourist trends, investigating the Bogor Regulation's tourism improvement vision work program that alludes to the Territorial Tourism Improvement Ace Arrange (RIPPARDA), together with the investigation of the direction of CHSE. The results of this study can be an extraordinary procedure for the progress of the newly established Sukajadi Tourism City, specifically making sincere and strong efforts in improving the 10 components of tourism so as to form a tourism village that has competitiveness and economy by alluding to the nearest potential, visitor tendencies, and also regulating arrangements and approaches. The emergence of this question can be a reference and understanding for comparative reflection, especially in the methodology of sustainable tourism city improvement. The third investigation that became a reference was the Methodology of Community-Based Ecotourism Improvement in the Tourism City of Rejowinangun (Tisnawati et al., 2019). This study aims to analyze the possibility of increasing community-based ecotourism in Rejowinangun Tourism City, and to achieve this goal, investigations are carried out from all angles, especially the examination of the viewpoint of tourist objects and visitors, community perspectives, administrative aspects, to the angle of community strengthening.

In collecting information, the strategy used is community participation. In this strategy the community is the center and ultimate goal of the movement, citizen cooperation will increase citizens' self-esteem and capacity to be able to take an interest in missions that concern communities and cities (Intiar et al., 2024). Citizen support can foster an environment that is conducive to expanding the natural potential and growth of the community. Other similar research similar to this study is "Building a development strategy towards community-based tourism (CBT) in Thekelan Hamlet" (Rezagama et al., 2021). The main point of this research is to analyze the potential of Thekelan Hamlet located in Batur, Getasan, Semarang Regency, to be developed into a successful tourism village. This study assessing the current state of Thekelan Hamlet to understand its strengths, weakness, potentials, and challenges as a

tourist village, proposing strategies for developing tourism in Thekelan Hamlet that involve the local community and incorporate local wisdom, emphasizing the importance of integrating tourism development with educational aspects and local culture, allowing tourists to enjoy natural beauty while engaging with the local community, suggesting collaboration between the community and local government as well as innovations in tourism service packages and improving local human resources related to tourism.

3. METHODOLOGY

This research uses a qualitative approach to gain an in-depth understanding of the potential for cultural tourism in Tegallilinggah Hamlet. Qualitative research is a research method based on philosophy used to study scientific conditions where researchers as instruments of data collection and qualitative analysis techniques emphasize more on meaning (Advice, 2022). This approach allows researchers to explore the views, experiences, and perceptions of stakeholders related to tourism development. The sampling technique in this study uses the Purposive sampling. Technical Purposive sampling is a sampling technique with certain considerations or with certain criteria to suit the needs of research data (Swito & Ali Sondik, 2015). The criteria for selecting the sample in this study include tourism stakeholders who are actively involved in Tegalinggah tourism and have been participating for at least one year. The resource persons selected in this study are the head of Tegalinggah Hamlet, business actors who have a mecca in Tegalinggah Hamlet tourism, and also the manager of tourist attractions in the Tegalinggah Hamlet area. The data collection techniques used in this study are interviews, observations, and literature studies. The data analysis technique used in this study is a SWOT matrix. The SWOT Matrix is a tool to compile the strategic factors of a company's organization and clearly describe the opportunities and threats faced by the organization or company can be adjusted to the strengths and weaknesses of the organization or company (Featuring Juliana Sukmana, 2020).

Table 2. Matrix SWOT

MATRIX SWOT	Strength	Disadvantages
Opportunities (Options)	SO Strategy	WO Strategy
Threats	ST Strategy	WT Strategy

Source: Sugiyono (2023)

From Table 2, it can be interpreted that the SO strategy leverages all strengths by considering opportunities, while the WO strategy addresses weaknesses by focusing on opportunities. The ST strategy utilizes strengths while accounting for threats, and finally, the WT strategy tackles weaknesses by addressing potential threats.

4. RESULTS AND DISCUSSION

The object of this research is Tegalinggah Hamlet, Bedulu Village, Blahbatuh District, Gianyar Regency, Bali Province. Tegalinggah Hamlet, which is located in Bedulu Village, Blahbatuh District, Gianyar Regency, Bali Province. The area offers a combination of stunning natural beauty, rich cultural heritage, and adequate modern amenities. With natural attractions that include tropical forests, terraced rice paddies, historical sites, and impressive culture, Tegalinggah Hamlet is a potential destination for tourists who want to experience the richness and diversity of Bali as a whole. Facilities such as good transportation access, comfortable accommodation, as well as a variety of culinary options and attractive local shopping centers further add to its attractiveness as an unforgettable tourist destination. One of the cultural treasures owned by Tegalinggah Hamlet is Tebing Temple, a historical relic from the Warmadewa Dynasty. Tebing Temple is not only an impressive archaeological building, but also a sacred site during the Hindu-Buddhist kingdom in Bali. Located in the Pakerisan Watershed, Tegalinggah Temple is part of the abundance of cultural heritage in the area, including Gunung Kawi Temple and Kerobokan Temple Tebing.

Tegalinggah Hamlet has a cultural heritage, namely Tebing Temple. The Cliff Temple is one of the most impressive relics of the Warmadewa Dynasty (Artanegara, 2019). The temple building is an archaeological relic that served as a sacred place during the Hindu-Buddhist kingdom (Gunawarman, 2018). In the era of the ancient Balinese kingdom, the development of the center of civilization was greatly influenced by the existence of water sources such as rivers and lakes as a source of life (Wiguna, 2021). Tegalinggah Temple is located in the Pakerisan River Basin where several archaeological relics have also been found, including Gunung Kawi Cliff Temple and Kerobokan Cliff Temple (Suantika, 2020).

SWOT Analysis of Tegalinggah Hamlet

Table 3. SWOT Analysis of Strength Aspects

No	Strength
1	Tegalinggah Hamlet has an archaeological heritage in the form of a cliff temple
2	It has an artificial tourist attraction called <i>Sucen</i> and has tour packages in the form of tubing and trekking
3	Quiet tourist area close to nature
4	Has a place that has a beautiful rural atmosphere
5	The destination location is easily accessible by two-wheeled and four-wheeled vehicles

Source: Research Data (2024)

Table 3 which contains a SWOT analysis related to the strength aspect of Tegalinggah Hamlet highlights several important points that are a strong foundation for tourism development in the area.

First, the existence of archaeological heritage in the form of cliff temples is one of the main strengths of Tegalinggah Hamlet. This heritage is not only a magnet for tourists seeking a rich historical and cultural experience, but also provides a historical foundation that can inspire a variety of creative tourism activities.

Furthermore, an artificial tourist attraction called Succen adds to the diversity of tourist attractions in Tegalinggah Hamlet. Succen, which offers tour packages such as tubing and trekking, helps attract a segment of tourists who are looking for adventure experiences and exciting outdoor activities.

Third, the characteristics of a quiet tourist area and close to nature provide significant added value for visitors who want to feel peace and tranquility in the midst of beautiful natural beauty.

Fourth, the beautiful rural atmosphere that Tegalinggah Hamlet has is the main attraction. This invites tourists to experience authentic rural life and provides an experience that is different from other tourist destinations.

Finally, the geographical location of Tegalinggah Hamlet, which is easily accessible to two-wheeled and four-wheeled vehicles, is an important advantage. This accessibility factor makes it easier for tourists to visit and enjoy all the beauty and activities offered by Tegalinggah Hamlet. By make optimal use of these strengths and develop smart marketing strategies, Tegalinggah Hamlet has great potential to become a leading tourist destination that attracts tourists from various walks of life.

Table 4. SWOT Analysis of Weaknesses

No	Debilitation
1	There is still a lack of SOPs for the management of tourist attractions
2	There isn't as much information about digital as TripAdvisor
3	Lack of promotion of Tegalinggah Hamlet to tourists
4	Lack of facilities such as storytelling at tourist attractions
5	Lack of organizations that manage tourism as a whole, e.g. <i>Pokdarwis</i>

Source: Research Data (2024)

Table 4 of the SWOT analysis illustrates several weaknesses that need to be considered and improved in tourism management in Tegalinggah Hamlet.

First, the lack of Standard Operating Procedures (SOP) for the management of tourist attractions is a weak point that needs to be improved. Immature SOPs can lead to uncertainty in the management of tourist attractions, including safety, service quality, and overall visitor experience.

Second, the lack of digitally available information such as those found on popular travel platforms like TripAdvisor shows weaknesses in online marketing and promotion. This can

hinder the potential of Tegalinggah Hamlet to reach more tourists and expand its visibility in the increasingly important digital world.

Third, the lack of intensive promotion efforts of Tegalinggah Hamlet to tourists is a factor that limits the potential of visitors. Effective and targeted promotion is needed to increase tourist awareness and interest in this destination.

Fourth, the lack of facilities such as storytelling at tourist attractions can reduce the immersive experience for visitors. Strong stories and narratives can increase the appeal of tourist destinations and provide a more memorable experience for visitors.

Finally, the lack of organizations that manage tourism as a whole, such as the lack of Pokdarwis (Tourist Destination Managers), can result in a lack of effective coordination and management. Good cooperation between various related parties is needed to ensure holistic and sustainable tourism management.

By identifying and overcoming these weaknesses, Tegalinggah Hamlet can improve the quality of tourism management, increase the attractiveness of destinations, expand the reach of promotion, and provide a better experience for visitors.

Table 5. SWOT Analysis of Opportunity Aspects (Opportunities)

No	Opportunity
1	Interesting tourist attractions are used as spiritual tourism
2	Tegalinggah Hamlet will be in demand by the European market
3	Taking advantage of existing technological developments
4	Building a good digital footprint for Tegalinggah Hamlet to increase the arrival of domestic and foreign tourists
5	Multiplying the benefits for the surrounding community

Source: Research Data (2024)

Table 5 in the SWOT analysis highlights several important opportunities that Tegalinggah Hamlet can take advantage of to develop the tourism sector and increase its attractiveness.

First, the opportunity to develop tourist attractions as spiritual destinations can be one of the interesting strategies. By harnessing the power of its archaeological heritage and the tranquil natural atmosphere of the countryside (Indrianto et al., 2022), Tegalinggah Hamlet can attract tourists seeking spiritual experiences and self-reflection.

Second, the potential demand for Tegalinggah Hamlet by the European market opens up opportunities to develop more targeted marketing programs and tailor services for European tourists. This includes the development of more attractive tour packages tailored to the preferences of that market.

The third opportunity is to take advantage of existing technological developments. With the integration of digital technology in tourism management, such as mobile applications,

online booking platforms, and virtual tours, Tegalinggah Hamlet can improve the tourist experience and expand the reach of promotions.

Fourth, building a strong digital footprint for Tegalinggah Hamlet is an important strategy in increasing the arrival of tourists both from within the country and abroad. An informative, interactive, and accessible online platform can be an effective means of promoting goals and attracting potential visitors.

Finally, opportunities to multiply the benefits for the surrounding community must also be considered. Sustainable tourism development that has a positive impact on local communities can increase their support and involvement in the management of tourist destinations.

By taking advantage of these opportunities effectively, Tegalinggah Hamlet can increase its attractiveness as a unique and attractive tourist destination for tourists from various walks of life. The integration of smart marketing strategies, the use of digital technology, cooperation with potential markets, and sustainable community building are the keys to success in seizing these opportunities.

Table 6. SWOT Analysis of Opportunity Aspects (Opportunities)

No	Threat
1	The development of similar tourist attractions that have developed and increased competition
2	Lack of support from external employers, government, and media
3	Changes in tourism market demand are changing so dynamically, especially in the millennial generation and generation z who are less interested in cultural tourism
4	Fierce competition for the development of cultural tourism in Tegalinggah hamlet
5	The use of tourism does not take place efficiently and effectively because it is not realized by the management

Source: Research Data (2024)

Table 6 of the SWOT analysis identifies several threats that can affect the development of tourism in Tegalinggah Hamlet.

First, the threat from the development of existing similar tourist attractions can increase competition and affect the relative attractiveness of Tegalinggah Hamlet. Continuous efforts to maintain the uniqueness and specialness of tourist destinations are very important in facing this threat.

Second, the lack of support from external parties such as entrepreneurs, the government, and the media can hinder tourism development efforts. Close cooperation and support from various related parties need to be improved to ensure effective tourism management and promotion.

The third threat comes from changes in tourism market demand that are changing dynamically, especially from millennials and generation Z who may be less interested in

traditional cultural tourism. More innovative marketing strategies and adapting to new market preferences are important.

Fourth, the fierce competition in the development of cultural tourism in Tegalinggah Hamlet requires more intensive efforts in developing differentiation and unique added value for visitors.

The last threat is the use of tourism that does not take place efficiently and effectively due to a lack of awareness and attention from management. Increased awareness of the importance of good and sustainable management needs to be considered to address this threat.

By recognizing and anticipating these threats, Tegalinggah Hamlet can develop a more resilient and adaptive strategy in facing the challenges of the dynamic tourism market. These include increased cross-sector cooperation, innovation in tourism products, smart and market-focused promotion, and increased overall tourism management awareness and capacity.

Discussion

Based on the results of research strength analysis, weakness analysis, opportunity analysis, and threat analysis, strategies can be made based on previously analyzed data. The strategy is divided into four parts, namely the opportunity strength strategy, the weakness opportunity strategy, the strength threat strategy, and the weakness threat strategy that can be seen from the outside.

SO Strategy (Strength and Opportunity) for Cultural Tourism Development in Tegalinggah Hamlet

1. Harnessing the power of archaeological heritage: Developing spiritual tour packages that integrate the historical and cultural experiences of cliff temples to attract tourists looking for an immersive and meaningful experience.
2. Increasing the promotion of Succen tour packages: Expanding marketing to the European market by highlighting the uniqueness and natural beauty and culture of Tegalinggah Hamlet to attract a wider range of international tourists.
3. Expanding tour package offerings: Leveraging digital technology to enhance the traveler experience, for example by using mobile apps to provide interactive information about tourist destinations.
4. Developing rural nature programs: Engaging local communities in tourism development to increase economic and social benefits and create authentic experiences for visitors.

WO Strategy (Weaknesses and Opportunity) for Cultural Tourism Development in Tegalinggah Hamlet

1. Improve attraction management SOPs: Build a strong digital footprint and increase online presence through platforms like TripAdvisor to improve reputation and increase destination visibility.
2. Increase digital presence: Develop a more aggressive promotional strategy by engaging local communities in the creation of engaging and inspiring promotional content.
3. Develop a more aggressive promotional strategy: Take advantage of digital developments to create unique tourist experiences, such as virtual tours or the use of AR/VR technology.
4. Improve storytelling-like facilities: Engage external parties such as entrepreneurs and the media to get buy-in in improving storytelling facilities and more immersive travel experiences.

ST Strategy (Strengths and Threats) for Cultural Tourism Development in Tegalinggah Hamlet

1. Take advantage of easy-to-reach locations: Develop a promotional strategy that prioritizes accessibility and ease of transportation as a unique attraction.
2. Increasing the promotion of Sucen's tour packages: Establishing partnerships with external parties such as entrepreneurs and the media to increase Sucen's visibility and attractiveness amid competition from similar attractions.

WT Strategy (Weaknesses and Threats) for Cultural Tourism Development in Tegalinggah Hamlet

1. Improving SOPs for tourism attraction management: Establishing partnerships with local tourism organizations such as Pokdarwis to improve overall coordination and management to address competition and the threat of suboptimal management.
2. Develop a more aggressive promotional strategy: Adapt the promotional strategy to the dynamic changes in the tourism market, especially with a focus on the growing millennial and Gen Z segment of travelers.

5. CONCLUSION

Based on the SWOT analysis conducted in Tegalinggah Hamlet, there are several aspects that can be used as conclusions and suggestions for tourism development in the area.

The conclusion of the strength analysis shows that Tegalinggah Hamlet has great potential in terms of archaeological heritage, artificial tourist attractions, beautiful rural natural atmosphere, and easy-to-reach location. This power can be harnessed to attract tourists who

are looking for authentic historical, cultural, and natural experiences. However, there are several weaknesses that need to be fixed, such as unclear SOPs for the management of tourist attractions, lack of digital promotion, lack of facilities such as storytelling, and lack of organizations that manage tourism effectively.

On the other hand, there are opportunities that can be taken advantage of, such as the development of spiritual tour packages, marketing to the European market, the use of digital technology, the construction of a strong digital footprint, and the involvement of local communities. By combining the strength with these opportunities, Tegalinggah Hamlet can increase its attractiveness and attract more tourists both from within and outside the country.

However, it is also necessary to be aware of several threats that may arise, such as competition with similar tourist attractions, lack of support from external parties, dynamic changes in the tourism market, and fierce competition in the development of cultural tourism. To deal with these threats, Tegalinggah Hamlet needs to develop different strategies, build partnerships with external parties, adjust marketing strategies, and increase awareness and management involvement.

Thus, the advice for tourism development in Tegalinggah Hamlet is to optimize its strengths, improve existing weaknesses, take advantage of existing opportunities, and face threats with the right strategy. The importance of cooperation between local governments, tourism entrepreneurs, local communities, and other related parties is also the key to success in developing the tourism potential of Tegalinggah Hamlet to provide a memorable and sustainable tourism experience.

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