

## Ecosystem Model Of Digital Tourism Candi Tebing Tegallingsah Gianyar

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**Abstract.** This article explores the evolving landscape of the tourism industry in Bali, particularly in the context of digital technology. Denpasar city's digital tourism development, exemplified by the Kertalangu tourist village, showcases the integration of a website with various applications. The primary objective of rural tourism is to advance rural areas. In Gianyar Regency, Bedulu Village boasts a newfound tourist attraction – the Tegallingsah Cliff Temple, inaugurated at the end of 2019. However, the temple's potential remained largely untapped during the subsequent pandemic years due to the underutilization of digital tourism. The absence of a dedicated website and limited social media promotion hindered its visibility. Nevertheless, the limited reviews suggested a focus on quality over quantity. To address this, the researchers aim to create a digital ecosystem model for the Tegallingsah Cliff Temple, offering a structured and comprehensive approach for future tourist attractions in similar situations and locations.

**Keywords** Ecosystem Model; digital tourism; Cliff temple.

### INTRODUCTION

The tourism industry in Bali has undergone various developments, especially with the advancement of digital technology. Denpasar city serves as a digital tourism development exemplar for the progress of its regions, as seen in the Kertalangu tourist village. This tourist village has an integrated website with other applications. Rural tourism has the main aim of developing rural areas so that they are more advanced (Suhartono et al., 2021).

In other areas, such as Gianyar Regency, the potential for tourist villages is abundant, one of which is found in Bedulu Village. This village has a new tourist attraction that plays a crucial role in the development of its tourist potential, namely the Tegallingsah Cliff Temple. The Tegallingsah Cliff Temple was officially inaugurated at the end of 2019 and showed its potential before the pandemic struck from 2020 to 2022. During the pandemic, technological development in tourism, particularly digital tourism, was not maximized. This is evident in the absence of a specific website providing information about the Tegallingsah Cliff Temple. The presence of social media in promoting the Tegallingsah Cliff Temple appears to be minimal, as indicated by the limited number of social media posts about the temple, which only reached 11 posts as of March 20, 2023. Information available about the Tegallingsah Cliff Temple is still limited, as observed through search engines, although there have been 53 reviews from tourists from 2019 to 2023. Despite the limited number of reviews, they indicate that the attraction does not prioritize the quantity of tourists but rather focuses on maintaining the quality of visitors (Source: Tourism Government of Gianyar)



**Figure 1.** Google User Reviews

Source: Google

The reviews provided by tourists indicate that most of them appreciate the authenticity and genuineness of the Tegallingham Cliff Temple, which is managed by the local community. The attraction is currently undergoing stages of exploration and development, and maintaining its quality is a concern for various stakeholders. Quality management is crucial in creating excellence, increasing the level of consumerism in product quality, and using technology applications to enhance product quality (Pitana & Diarta, 2009). Reviews are one form of creating a comprehensive ecosystem for the development of a tourist attraction. Other forms, such as the presence of social media, websites, and online business accounts, constitute a complete ecosystem that needs to be available. However, the exact development model varies among different attractions and locations. New innovations such as selling which using online system and minimize contact with guest must be new trends so every guest have a new experience(Darma & Kristina, 2021).

The digital tourism trend initially served as one of the responses for tourist attractions to adapt to the pandemic conditions, introducing the concept of digital tourism (Darma, 2020). The concept of digital tourism also utilizes other forms such as QR codes as a means of educational introduction (Darma & Dewi, 2020). However, as time has passed, this tourism model has become an interesting development for some tourist attractions.

Considering this situation, the researchers are interested in creating a digital ecosystem model for the Tegallingham Cliff Temple tourist attraction. This model will serve as a basic

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reference for the development of tourist attractions with similar conditions and locations, making the development of tourist attractions more structured and comprehensive.

## **METHOD**

The preparation of this research involves using in-depth interviews where the interviewees are given the freedom to elaborate on their answers (Bungin, 2020). Responses provided evolve in accordance with the interview guidelines set by the researcher.

The research is located at Candi Tebing at Tegallinggah, Gianyar Regency. The reasons for selecting this research location are as follows:

In terms of data collection, two types of data are gathered by the researcher (Kasim et al., 2020):

Primary Data is data obtained directly from the research subjects using data measurement tools for the sought-after information. In this research, primary data is obtained from research informants. Secondary Data is data obtained indirectly from its source. Data can be collected through documents or from other individuals. The forms of data in this research include literature, e-books, and relevant journals related to the research topic.

Data triangulation is a technique to verify the authenticity of data by collecting it from various sources for comparison (Sugiyono, 2018). Triangulation of data sources involves comparing and cross-checking the level of trustworthiness of information from different sources. Triangulation of methods involves exploring different sets of data. The results of data collection techniques are compared and conclusions are drawn to strengthen its validity.

## **RESULTS AND DISCUSSION**

Digital tourism has become a development in the tourism industry, travel industry, and food industry, aimed at making processes more effective and efficient. In the case of the Tegallinggah Cliff Temple tourist attraction, the presence of this attraction is still relatively unknown to both domestic and international tourists. During the research conducted, Instagram was the digital media used, leading to the creation of a digital website as a form of implementing digital tourism.

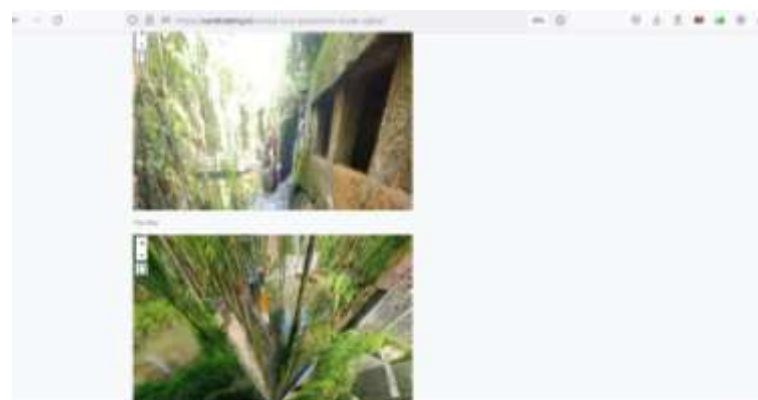


**Figure 2:** Initial View of the Tegallinggah Cliff Temple Website

Source: [canditebingtegallinggah.id/wp](http://canditebingtegallinggah.id/wp)

In general, the information conveyed on the digital site includes operational hours, entrance fees, facilities available at the attraction, and other information related to the potential of the Tegallinggah Cliff Temple. Another piece of information provided is the ticket payment model, which involves cooperation with Bank BPD Bali. The ticket machine created is a tool to facilitate real-time monitoring of domestic and international tourists.

The next development involves scanning tickets to support the counting of visitors. Entry tickets issued by the management are scanned for accurate ticket counting. One of the features, the virtual tour, is still in the development phase. This feature allows tourists to get a preliminary visual of the Tegallinggah Cliff Temple location before their visit. However, this development phase still uses panoramic photo methods.



**Figure 3:** Virtual Tour in Panorama Mode

When related to Gelter's concept of digital tourism, several primary processes associated with the business activities available in digital tourism for the Tegallinggah Cliff Temple attraction include(Gelter, 2017):

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## 1. E-marketing

Digital marketing has become increasingly common and effective. E-marketing is a powerful communication tool in achieving goals and a key element in winning competition among tourist destinations (Wisnawa et al., 2023). Marketing through social media and platforms like Google Maps is a suitable approach for increasing the number of tourists. Regarding the creation of customer value, e-marketing serves various functions (Wisnawa et al., 2023):

- a. **Personalization:** Identifying each visitor's characteristics and preferences. In the case of the Tegallinggah Cliff Temple, this was previously accomplished through the review section on Google reviews. Based on the reviews given, a majority of both domestic and international tourists appreciated the presence of the Digital Tourism Website (DTW) at the Tegallinggah Cliff Temple.
- b. **Convenient Information Delivery:** E-marketing functions in conveying practical information easily and quickly. The existence of the digital website developed by the Travel Industry Program at UHN Sugriwa is expected to serve as another platform for obtaining information about the Tegallinggah Cliff Temple and maintaining the quality of the DTW. Some of the information sought includes the history of the Tegallinggah Cliff Temple, resulting from the research on the Lingga form as a manifestation of the Trimurti (Brahma, Vishnu, and Shiva) (Sukanadi et al., 2022).
- c. **Community Function:** The development of a community in this function goes beyond a shared perspective but includes care for a specific object or entity. This function is evident in comments on Google accounts, where users provide feedback and suggestions to improve the Tegallinggah Cliff Temple attraction.
- d. **Cost Savings:** This function is a significant reason for implementing e-marketing. The wide reach of technology makes marketing to various regions and countries more accessible. The positive and negative aspects of technology, when used wisely, simplify the implementation of this marketing model. Supported by the presence of the Tegallinggah Temple website, it enriches the content and makes the Tegallinggah Cliff Temple more widely known while maintaining the quality of the visitors.

Information about the Tegallinggah Cliff Temple is also available in video format on platforms like YouTube. The site created at canditebing.id has uploaded such videos as part of digital marketing.

## 2. E-R&D (Research and Development)

The existence of Research and Development (R&D) functions is essential for business activities at a tourist destination. R&D activities are conducted in collaboration with the Gianyar Tourism Office to gather data on the number of domestic and international tourists. According to interviews with the Gianyar Tourism Office, tourist visits to the Tegallinggah Cliff Temple have not been stable. The fluctuations are still not stable, and both increases and

decreases tend to be drastic. This is one of the reasons why this research was carried out, focusing on tourist visits and reviews via social media. The research is conducted periodically and serves as an evaluation of the development of the Tegallingsah Cliff Temple.

Activities by both faculty and students form part of the Research and Development, which is then shared in digital media for publication.



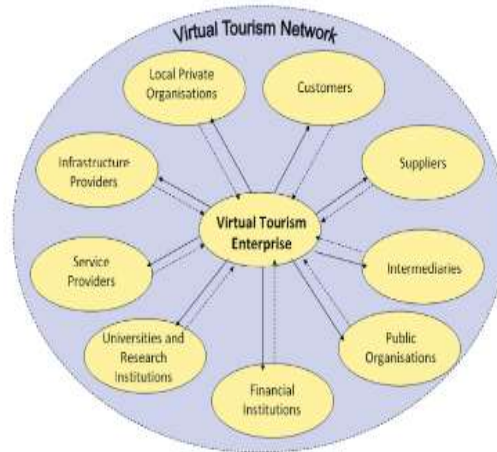
**Figure 4.** Research and Development activities by faculty and students

One of the publications is a book resulting from this research.

### **3. E-Production**

The next function is digital production. In general, production functions typically result in physically tangible products. However, in the context of digital tourism for the Tegallingsah Cliff Temple, digital content creation is a primary focus. This content becomes a product enjoyed by tourists. Video content is one of the products generated. These videos serve as a means of introduction for both domestic and international tourists before their visit to the Tegallingsah Cliff Temple.

In terms of a virtual network, the integration of both functions and processes is intended to enhance efficiency and organization (Lytras et al., 2011). This virtual network system is designed to support the business model of every tourism activity. The interconnectedness between all elements forms a configuration of the Network Tourism System, as shown in the image.

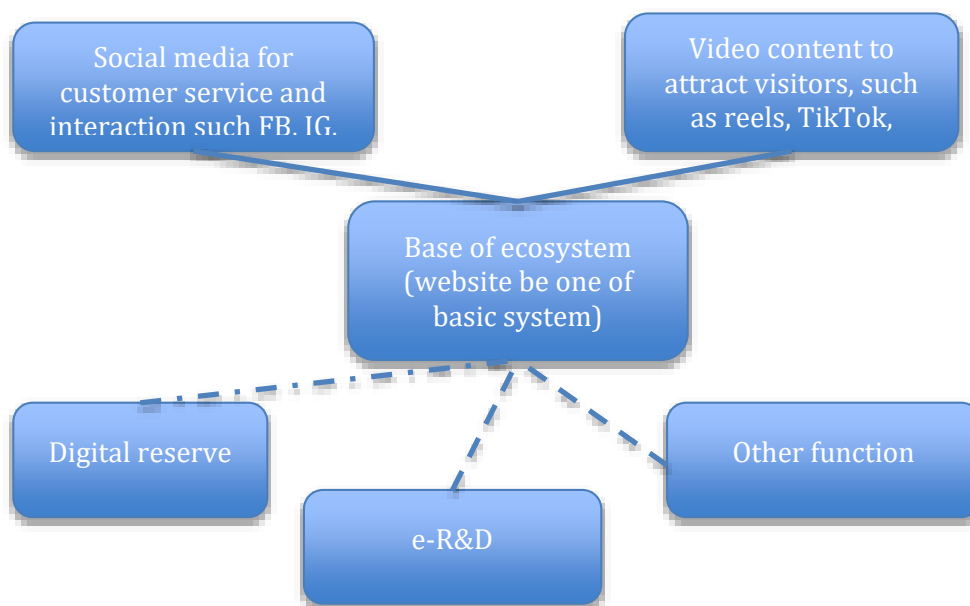


**Figure 5:** Network Tourism System

Source: (Lytras et al., 2011)

From the perspective of the tourism network system, the integration process at the Tegallingah Cliff Temple requires various elements to interact. This interaction involves customers receiving information about the temple, suppliers, and research from institutions and universities, as currently undertaken by the research team, is still in the process of mutual cooperation.

Dari setiap fitur yang dikembangkan pada daya Tarik wisata Candi Tebing Tegallingah, maka dibuatlah model ekosistem yang saling terintegrasi seperti pada di bawah ini:



**Figure 6.** Concept of Ecosystem Development of Candi Tebing

Source: Research, 2023

From Figure 6, the foundation of an ecosystem development at the Tegallingsah Cliff Temple is a website. This website serves as a bridge or terminal for various integrated features. The website is likened to the basic hub for various additional features. For example, a Google Business account is one service that is integrated and displayed on the website. The Google Business account is also used for interacting with tourists through social media platforms such as Facebook, Instagram, and other media. The second fundamental function is video content, which in the year of this study, is a feature that appeals to tourists as an initial impression when visiting an attraction.

Additionally, there are other features that may or may not be present, depending on the direction and goals of developing a digital ecosystem for an attraction. For example, digital reservations, research and development functions that assist in providing input for the attraction, production functions like adding editing features or uploading content from other users to enrich the attraction, and other adaptable functions.

From the concept developed, these two main fundamental features are the basis for the development of a digital ecosystem for a tourist attraction, particularly at the Tegallingsah Cliff Temple.

## **CONCLUSION**

The development of an ecosystem model for the Tegallingsah Cliff Temple attraction is based on its potential. The development of this model considers the functions that can be developed and implemented. The website, as the foundation in ecosystem development, serves as a bridge to introduce various available features. Two functions related to ecosystem development are social media and video content as fundamental components in ecosystem development. In the future, in-depth studies are needed to explore the ecosystem model concept for other attractions with their unique characteristics and potential to further test the offered concept.

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