

Designing an E-Guidebook as an Educational and Promotional Media for Kenderan Tourism Village: Integrating Natural and Cultural Tourism Potential

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ABSTRACT

This research focuses on designing an E-Guidebook as an educational and promotional digital medium to optimize the potential of natural and cultural tourism in Kenderan Tourism Village, which has not been maximally exposed due to limited promotional strategies, resources, and information management. This research aims to design an E-Guidebook as an educational and promotional medium by listing several natural and cultural tourist attractions in Kenderan Tourism Village. This research uses a qualitative descriptive approach through observation, interviews, and documentation to design an E-Guidebook as an educational and promotional media for the tourism potential of Kenderan Village, with thematic data analysis and presentation of results in the form of descriptive narratives supported by visual aids. The results of this study indicate that the design of the E-Guidebook for Kenderan Tourism Village successfully integrates the 4A dimensions as a solution to limited access to information while also functioning as promotional and educational media based on local wisdom. The results of this study also confirm that the use of digital storytelling and the Multimedia Development Life Cycle approach can create interactive media that supports Community Based Tourism (CBT) and strengthens the role of the community in tourism management. The results of this study reveal that the integration of natural and cultural potential through holistic digital representation effectively increases the attractiveness of the destination, the quality of the tourist experience, and the sustainability of tourism in the Kenderan Village.

Keywords: Community Based Tourism, E-Guidebook, Sustainable Tourism.

I. INTRODUCTION

The Kenderan Tourism Village is a destination rich in natural and authentic cultural potential, from waterfalls and rice terraces to ancient relics such as sarcophagi. As a tourism village, Kenderan integrates natural attractions and local traditions into a whole (Sulistiyawati, 2018). However, this richness has not been fully exposed, making it less widely known to domestic and international tourists (Bargandini, 2021).

Field conditions demonstrate a gap between the significant potential and reality of visits. Based on an interview with the Head of Kenderan Village (2025), the village's vision of becoming a leading destination combining nature and culture is hampered by the difficulty of finding the right promotional strategy. Despite collaborating with universities and utilizing village websites, these efforts have not significantly increased tourist numbers. The Tourism Village Management/Pokdarwis (2025) also revealed that current tourism information is still limited to conventional brochures and poorly structured and visually unappealing website content.

In addition to promotional constraints, the Kenderan Tourism Village faces challenges in terms of human resource capacity and sustainability. Limited development funds and a lack of tourism experts are major obstacles to destination management (Interview with the Tourism Group (Pokdarwis), 2025). Internal issues, such as waste management and environmental preservation, are also crucial for maintaining the long-term quality of tourist attractions (Interview with the Village Secretary, 2025). Therefore, innovative media are needed that serve not only as a marketing tool but also as an educational tool for tourists and the community (Baringbing, 2023).

To address these issues, this study designed an e-Guidebook as a comprehensive digital educational and promotional tool. The use of digital technology aligns with the Kenderan Village Government's full support of the Go Digital program. The Kenderan Village Head (2025) emphasized that digitizing information is an urgent

need to introduce village history, accommodation listings, and hidden tourist spots in greater detail and with better accessibility.

This e-guidebook was collaboratively developed, with the local community as the primary source of information on the village's culture and history. Through this digital platform, it is hoped that the promotion of the Kenderan Tourism Village will be more efficient, structured, and able to increase the village's competitiveness. Furthermore, the e-guidebook serves as an educational tool to develop professional local tour guides and raise tourist awareness of the importance of preserving nature and culture in the village.

This study aimed to design an e-guidebook as an educational and promotional medium by listing several natural and cultural tourist attractions in the Kenderan Tourism Village. This research, which involves designing an e-guidebook for tourism in Kenderan Tourism Village, is expected to increase awareness among local and international tourists regarding the potential natural and cultural tourism that is not yet known to tourists in Kenderan Tourism Village, Gianyar.

II. METHODS

This study uses a qualitative descriptive approach aimed at designing an E-Guidebook as an educational and promotional medium for the natural and cultural potential of the Kenderan Tourism Village. The study was conducted in Kenderan Village, Tegalalang District, Gianyar, Bali, considering data availability and the location's relevance to the research topic. The data used are qualitative data sourced from primary data through direct observation and in-depth interviews with tourism village managers, local communities, and tourists, as well as secondary data from tourism-related documents and reports. The research instruments included a list of interview questions, questionnaires, and in-depth interview drafts to explore the needs, perceptions, and recommendations related to the development of the E-Guidebook. Data collection techniques were carried out through in-depth interviews, participatory observation, and documentation studies, while data analysis used qualitative methods with thematic interpretations of verbal data. The results of the analysis are presented using informal techniques in the form of descriptive narratives and supported by formal techniques such as tables, figures, and visual documentation to strengthen the presentation of the results.

III. RESULTS AND DISCUSSION

Identifying E-Guidebook Features and Content

Based on primary data collected through in-depth interviews and observations with various stakeholders on December 13, 2025, an urgent need for integrated information media was identified in Kenderan Tourism Village. The main problem faced was the delivery of information to tourists, which was partial and poorly structured. Various leading tourism potentials, especially hidden destinations such as natural springs and sarcophagus sites, have not yet been supported by an adequate digital guide system, making it difficult for tourists to access these locations. Furthermore, information related to accommodations and leading MSME products had not been documented in an integrated manner on a single platform, which limited the promotion and utilization of the local economy.

The analysis shows that although Kenderan Village has strong tourist attractions, comprehensive information on its history, cultural values, and accessibility remains limited, especially for international tourists. Furthermore, there is a need to preserve and document local wisdom to ensure its sustainability amid tourism development. Therefore, a medium capable of systematically integrating this information is required. This need then became the basis for formulating priority features in the E-Guidebook, which include digital mapping of hidden tourist destinations, providing local accommodation information, and a catalog of culinary and craft MSMEs to strengthen the village economy.

In line with the vision of sustainable tourism development, the e-Guidebook was designed not only as a promotional medium but also as an educational tool for tourists. The e-Guidebook's content is aimed at enhancing tourists' understanding of the cultural values and social norms prevailing in Kenderan Village. This includes information on proper behavior in sacred areas, etiquette for participating in traditional activities, and the importance of maintaining cleanliness and environmental sustainability in the area. In this way, tourists not only enjoy the natural beauty but also understand the cultural significance contained within, fostering harmonious interactions between tourists and the local community.

Based on the results of the needs analysis, the structure of the features and content of the Kenderan Village E-Guidebook was comprehensively classified into several main components. The first feature is a destination profile and digital storytelling that presents a narrative of the village's history, including the origins of the sarcophagus discovery, the philosophy of the holy spring, and the subak system, which is part of the cultural

heritage. The presentation of information is supported by visualizations in the form of archived photos and current documentation that is packaged attractively. The second feature is an interactive map and trekking routes that provide access guides to tourist destinations, including paths to hidden gems such as waterfalls and rice fields, complete with estimated travel times and levels of difficulty of the routes.



Figure 1. E-Guidebook Introduction Design

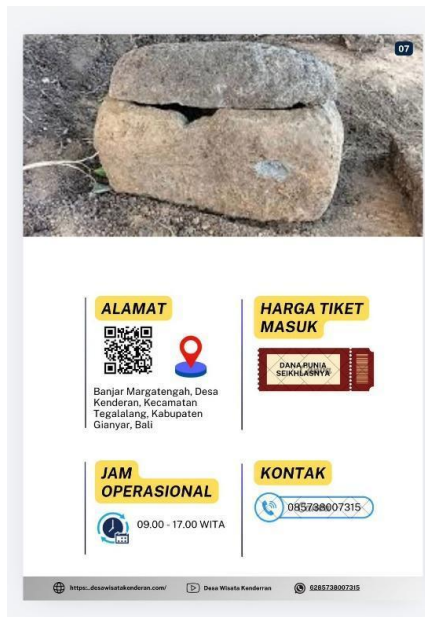


Figure 2. Interactive Map Design & Trekking Routes

The next feature is a catalog of MSMEs and local economies, which serves as a digital directory to introduce culinary products, handicrafts, and local guide services to tourists. Each item is accompanied by contact information, making it easy for tourists to interact directly with the businesses. Furthermore, there is a cultural and ethical guide feature containing information on etiquette and rules that tourists should observe while in the village to preserve cultural values and avoid potential social conflict. The final feature is accessibility and practical information, which includes data on public facilities, emergency contacts, and the use of QR Code technology, which allows tourists to quickly access additional information at tourist destinations.



Figure 3. MSME & Local Economy Catalog Design



Figure 4. Design Guide Culture & Ethics Design Guide Culture & Ethics



Figure 5. Accessibility Design & Practical Information

The Kenderan Village E-Guidebook serves as both a promotional medium and an effective knowledge transfer tool. Through structured information presentation, engaging visuals, and the integration of educational content, the e-Guidebook bridges tourists' understanding of the village's history, culture, and environment. Furthermore, integrating sustainability values into the content serves as a preventative measure for shaping more responsible tourist behavior. Thus, this e-Guidebook is expected to improve the quality of the tourism experience while supporting cultural and environmental preservation and the sustainable empowerment of local communities.

Additionally, the Kenderan Village e-guidebook can be accessed digitally through a flipbook platform at the following link: <https://heyzine.com/flip-book/3562fbd28c.html>. This accessibility allows users, both tourists and the public, to easily explore all content interactively, anytime and anywhere, without the limitations of printed media. The advantages of this digital format also enhance the user experience by offering greater flexibility, supported by intuitive navigation and responsive visual displays across various devices.

Promotional Media and Educational E-Guidebook Design

The design of the Kenderan Tourism Village E-Guidebook is a form of digital information media development compiled based on the results of qualitative research through in-depth interviews and observations conducted on December 13, 2025, with various stakeholders, such as the village government, Pokdarwis managers, MSMEs actors, and local and international tourists. The data collection results indicate that the village has a grand vision to enhance its natural potential, such as waterfalls and historical relics in the form of sarcophagi, as the main tourist attractions. However, the development of this potential still faces major obstacles in the form of limited effective and sustainable promotional strategies, so it has not been able to attract tourist visits optimally.

This problem is further exacerbated by the fact that MSMEs still promote their products independently through inconsistently managed personal social media. The lack of an integrated official platform results in less exposure of local culinary products, crafts, and services to tourists. Furthermore, tourists struggle to obtain comprehensive information regarding destination locations, activity schedules, and village cultural regulations. This highlights the information gap between the village's potential and the accessibility of information received by tourists. Therefore, the E-Guidebook was designed as a strategic solution to systematically integrate information while simultaneously presenting cultural narratives and MSME operational information in a single, educational, and informative digital medium, thereby enhancing the tourism experience and supporting local economic growth.

The E-Guidebook design prioritizes accessibility and interactivity, aligning with the characteristics of modern tourists who tend to rely on digital technology to find information. This medium utilizes the Anyflip platform with a digital flipbook format that provides a reading experience similar to a physical book, yet remains flexible for access anytime and anywhere. Furthermore, the E-Guidebook is designed responsively so that it can be accessed through various devices such as smartphones, tablets, and computers without requiring additional application installation. Phygital technology integration is also implemented through the use of QR Codes placed at various strategic points in the village, so tourists can directly access digital information instantly while on-site. Other interactive features include the integration of digital maps connected to Google Maps to facilitate navigation to tourist destinations, including hidden locations, and the provision of direct contact for MSMEs via WhatsApp to support easy transactions with MSMEs.

In terms of visualization, the E-Guidebook design was developed with design principles that highlight the rich natural landscape and cultural heritage of Kenderan Village as the main attraction in the digital media. The cover page is designed with strong typography and iconic village visuals to build a compelling identity from the beginning. The content layout is systematically arranged, including destination profiles, MSME catalogs, and tourist ethics guidelines, supported by the use of artistic photographs to increase visual appeal and reading interest. In addition, the visual education element is realized through the use of simple infographics in the Tourist Code of Conduct section, which explains the etiquette and ethics of visiting sacred areas and interacting with local communities.

The visual design of the e-Guidebook strikes a balance between aesthetics and functionality. The use of bold typography and engaging visual curation serves not only as decorative elements but also as a digital storytelling strategy that reinforces Kenderan Village's image as a destination with a rich, authentic history and culture. The systematic navigation structure facilitates tourists' intuitive understanding of complex information, thereby enhancing the quality of their travel experience. Furthermore, the integration of visual educational elements serves as a preventative measure for preserving the environment and culture by conveying local values in a simple and easy-to-understand manner. Thus, this E-Guidebook serves not only as a promotional medium but also as an effective educational tool for shaping more responsible tourist behavior and supporting the development of sustainable tourism in Kenderan Village.

Integration of Natural and Cultural Tourism Potential in an E-Guidebook

The effectiveness of the Kenderan Tourism Village E-Guidebook design was analyzed using Tourism Marketing Management Theory, which emphasizes distribution efficiency, expanding market reach, and creating unique value for tourists. From the perspective of distribution efficiency and reach, the use of digital

media allows for global information dissemination at a lower cost than conventional media, such as printed brochures, because it does not rely on physical materials. This makes the E-Guidebook a promotional medium that is more adaptive to technological developments and the behavior of modern tourists, who tend to access information online. In addition, the strengthening of digital storytelling is a major advantage, where this media functions not only as a marketing tool but also as a digital conservation tool that transforms local historical and cultural narratives into a deeper understanding for tourists.

Compared to conventional media, e-guidebooks offer advantages in terms of data update flexibility and the ability to create more personalized interactions between tourism service providers and tourists. The information presented can be updated in real time, thus remaining relevant to the current conditions on the ground. Overall, the Kenderan Tourism Village e-guidebook represents an integrative tourism marketing strategy, as it not only increases promotional effectiveness but also provides educational value through a comprehensive digital storytelling. The integration of historical narratives, cultural philosophy, and ethical guidelines on a single platform helps shape tourists' perceptions as responsible visitors. Furthermore, the direct connection with local MSMEs demonstrates that this medium also drives the community's digital economy, thus supporting sustainable tourism development.

The integration of natural and cultural tourism potential in the E-Guidebook was compiled based on the results of qualitative data analysis, which showed a gap between tourists' visual experiences and their understanding of the village's cultural and historical values. Until now, tourists have tended to enjoy the natural beauty without obtaining adequate information about the historical background and cultural significance contained therein. This is due to limited digital literacy in connecting cultural narratives with tourist attractions in an integrated way. Therefore, the design of the E-Guidebook focuses not only on visual presentation but also integrates intangible cultural values into systematic, functional, and easy-to-understand information.

In its implementation, this media design adopts the 4A destination component framework (Attraction, Accessibility, Amenities, and Ancillary) as the basis for grouping the content. Each aspect of the tourist attraction (attraction) is presented in an integrated manner with the local cultural and philosophical context, supported by easy access to information (accessibility), availability of facilities (amenities), and verified supporting services (ancillary). This approach results in a digital guide that is not only promotional but also educational and comprehensive in meeting the information needs of tourists in the digital era.

In the attraction dimension, content packaging is carried out through a storytelling approach that connects natural tourist attractions to historical and cultural values. For example, the connection between sarcophagus sites as megalithic relics and the subak irrigation system is still used by local people today. This approach aims to increase the added value of a destination so that tourists not only enjoy the visuals but also understand the philosophical meaning contained within. In the accessibility dimension, the E-Guidebook provides easy access to information through geotagging integration connected to digital maps, so tourists can find tourist locations more accurately, especially hidden destinations that are difficult to reach.

Meanwhile, in the amenities and ancillary dimensions, the E-Guidebook provides information on supporting facilities such as homestays, local cuisine, and other public facilities available in the village. Emphasis is placed on facilities managed by the local community to support sustainable economic growth. This information not only helps tourists plan their visits but also encourages longer stays in the village, indirectly impacting community income.

From a cultural theory perspective, integrating content into the e-guidebook is an effort to provide an authentic tourism experience. Today's tourists tend to seek experiences that are not only visual but also possess historical, spiritual and social value. Therefore, presenting accurate information about the history of the temple, procedures for interacting with the community, and daily activities is crucial for building a comprehensive cultural interpretation. In this case, the e-guidebook serves as a medium that strengthens the identity of Kenderan Village as a destination rich in cultural and historical value, not just as a natural tourist attraction.

Furthermore, the integration of content within the e-Guidebook reflects the implementation of Community-Based Tourism (CBT) principles. Local communities serve as the primary source of information for content development, ensuring that the narratives presented reflect authentic local wisdom. This allows communities to control the representation of their village identity in the digital media. Furthermore, economic distribution is strengthened by the equitable promotion of local facilities and products within the e-Guidebook platform. This ensures that the economic benefits of tourism activities are directly felt by the community, supporting the overall sustainability of village tourism.

IV. CONCLUSIONS

This study concludes that the design of the Kenderan Tourism Village E-Guidebook successfully identified

strategic features and content that integrate the 4A dimensions (Attraction, Accessibility, Amenities, and Ancillary) as a solution to barriers to information accessibility. The presented content functions not only as a digital promotional tool but also as an educational instrument that dynamically documents local wisdom (local genius). This creates a participatory information ecosystem that supports tourism sustainability while also positioning Kenderan Village within the Smart Rural Tourism framework that remains grounded in traditional values.

This E-Guidebook design represents a transformation of promotional and educational media, utilizing digital storytelling techniques to transform the village's passive potential into a profound, interpretive narrative. Theoretically, this medium acts as a "cultural mediation" instrument, bridging the expectations of modern tourists with the authenticity of the local culture. Through a Multimedia Development Life Cycle approach, this design ensures that information delivery is not one-way but strengthens the implementation of Community-Based Tourism (CBT) in cyberspace.

The integration of natural and cultural tourism potential in the E-Guidebook is carried out through accurate digital representation to create media that are both engaging and informative. By synergizing natural assets such as terraced landscapes and waterfalls with cultural heritage such as sarcophagi and spiritual traditions, this media successfully presents the village's identity holistically. This integration strategy has proven effective in increasing the destination's bargaining power, providing a higher quality visitor experience, and ensuring that all of Kenderan Village's rich potential is documented in one accessible digital platform.

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Ethical Compliance

This study was conducted in accordance with the ethical research standards. All data collection processes, including interviews and observations, were conducted with the consent of the participants. The informants were informed about the purpose of the study, and their participation was voluntary. The confidentiality and anonymity of the respondents were maintained throughout the research process.

Data Access Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable requests. The data are not publicly available due to privacy and ethical considerations related to the interview participants and local community information.

Conflict of Interest Declaration

The authors declare no conflicts of interest regarding the publication of this paper. All authors have approved the final version of the manuscript and agree to its submission for publication in this form.

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