

(Research/Review) Article

Developing a Digital Tourism Village Community Empowerment Typology: Evidence from the Godevi Marketplace in Sayan Village Bali

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Abstract: Tourism villages have become a strategic approach to promoting sustainable rural development in Indonesia. However, many villages continue to face limited digital capabilities, restricted market access, and inadequate community empowerment despite the growing adoption of digital technologies. Existing studies mainly emphasize the promotional and economic functions of digital platforms while overlooking their contribution to multidimensional community empowerment. This study investigates how the Godevi digital marketplace, through its Sustainability, Empowerment, and Entrepreneurship (SEE) framework, enhances community empowerment in Sayan Tourism Village, Bali, and develops a Digital Tourism Village Community Empowerment Typology. A descriptive qualitative case study was conducted using in-depth interviews, field observations, focus group discussions, and document analysis involving representatives of the Tourism Awareness Group (Pokdarwis), village government, village-owned enterprises, tourism operators, and Godevi management. The findings indicate that Godevi serves not only as a digital marketplace but also as a sociopreneurial platform that strengthens economic, social, psychological, and political empowerment. The SEE framework supports sustainable tourism product development, improves community capacity through participatory governance, enhances digital entrepreneurship, reinforces cultural identity and social cohesion, and increases local involvement in tourism decision-making. Based on these findings, this study proposes a Digital Tourism Village Community Empowerment Typology that integrates the SEE framework with multidimensional community empowerment. This typology advances digital tourism scholarship by providing a systematic framework for explaining how digital platforms facilitate community-centred tourism development and offers practical guidance for policymakers, tourism village managers, and sociopreneurs in implementing inclusive and sustainable digital transformation.

Keywords: Digital tourism village; community empowerment; digital marketplace; SEE framework; Godevi

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1. Introduction

Tourism villages have become a strategic instrument in Indonesia's sustainable development agenda due to their ability to stimulate local economies, strengthen cultural continuity, and expand community participation in rural tourism governance. Over the past decade, the Government of Indonesia has prioritized tourism-village development through national programs such as Program Nasional Pemberdayaan Masyarakat Mandiri Pariwisata and the advancement of digital transformation within the creative economy sector (Damanik, 2019; (<https://bob.kemenparekraf.go.id>)). As a result, digitalization has emerged as a critical driver in enhancing destination competitiveness, facilitating market access, and fostering inclusive community participation in rural tourism ecosystems (UNCTAD, 2024).

Despite these advancements, many tourism villages continue to face structural challenges. These include limited digital literacy, inadequate skills in packaging tourism experiences, and restricted access to broader markets—barriers that often inhibit communities from fully benefitting from tourism activities (Arida et al., 2025). Existing

research highlights that digital transformation in rural tourism tends to focus on promotional visibility rather than on strengthening community agency, empowerment, and entrepreneurship (Consequently, there remains a notable gap in understanding how digital platforms can fundamentally reshape the multi-dimensional empowerment of rural communities (Lapuz, 2023; Maquera et al., 2022).

Godevi, as a sociopreneur, not only operates its business model as a digital marketplace for tourism villages but also introduces an innovative community empowerment framework known as SEE (Sustainability, Empowerment, and Entrepreneurship). As a sociopreneur-based platform specifically designed for rural tourism destinations, Godevi offers a transformative response to persistent community-level challenges by integrating experience-based tourism products, real-time reservation systems, transparent financial reporting, and community-centered content development (Sanjiwani et al., 2026). Through sustained facilitation, Godevi has supported multiple tourism villages across Bali, including Sayan Tourism Village—an area recognized for its rich cultural heritage, Young Artist painting tradition, wellness practices, and distinctive community-driven attractions. This collaboration has resulted in the creation of several digitalized tourism products, such as the *Young Artist Painting Experience*, *Sayan Spiritual Healing Experience*, and *Yoga Tertawa Experience*, illustrating the platform's capacity to strengthen grassroots innovation and expand the empowerment potential of rural communities through digitalization (Aditya & Arini, 2022; Saputra & Pitanatri, 2022). However, existing literature has yet to conceptualize how digital platforms like Godevi contribute to multidimensional community empowerment—economic, social, psychological, and political—within the context of tourism villages. Most digital tourism studies remain descriptive and tend to emphasize economic benefits such as increased visibility, transactional efficiency, and income enhancement, while overlooking the broader transformative dimensions of empowerment. As a consequence, digitalization is often positioned merely as a commercial tool rather than as a catalyst for strengthening local agency, cultural identity, collective participation, or grassroots governance. Furthermore, despite acknowledging that digitalization influences different layers of community involvement, current scholarship still lacks a systematic typology that categorizes how empowerment manifests when digitalization intersects with community-based tourism practices. This absence of structured conceptualization diminishes scholarly clarity, particularly when empowerment evolves differently across economic, social, political, and psychological spheres. Therefore, this gap is significant because empowerment in tourism is inherently multidimensional and cannot be measured solely through economic indicators (Lapuz, 2023; Scheyvens & van der Watt, 2021; Park et al., 2024).

In response to this gap, the present study formulates the Digital Tourism Village Community Empowerment Typology, derived from empirical insights from Sayan Tourism Village and grounded in the integration of digital marketplace functions with community empowerment theory. This typology provides a novel analytical lens to understand how digital tourism platforms can create distinct forms of community empowerment, ranging from sustainable livelihood integration to strategic political positioning within tourism governance structures.

Based on the aforementioned background, the research problems addressed in this study are formulated as follows:

- (1) How does the Godevi digital platform contribute to community empowerment in Sayan Tourism Village through the SEE (Sustainability, Empowerment, and Entrepreneurship) approach?
- (2) How does Godevi contribute to community empowerment in Sayan Tourism Village from a multidimensional perspective?
- (3) How can a community empowerment typology be constructed through the integration of SEE-based digitalization developed by Godevi with the economic, social, psychological, and political dimensions of community empowerment?

The typology proposed in this study is expected to serve as a theoretical foundation for future research on digital community empowerment and as a practical reference for policymakers, sociopreneurs, and tourism village stakeholders seeking to implement digital transformation that is inclusive, participatory, and community-centered.

2. Preliminaries or Related Work or Literature Review

2.1 Digitalization and the Evolution of Tourism Villages

Recent shifts toward digitalization have reshaped the management and promotion of tourism villages. A systematic review on rural tourism digitalization reveals that digital tools and internet-based platforms increasingly serve as crucial enablers of destination competitiveness, market access, and sustainability in rural tourism contexts (Rasyidah, et al., 2023). For instance, the adoption of e-marketing, e-ticketing, and online information systems has been shown to help smaller tourism villages reach wider audiences and improve operational efficiency (Hastuti & Sopingi, 2022).

Moreover, the concept of the “digital village” or “smart village/ tourism village” has been gaining traction. Research suggests that digitalization in villages should extend beyond implementing technology — it must involve structural changes in social, cultural, and institutional dimensions to enable a truly participatory and sustainable tourism ecosystem. In this context, technology becomes a medium not only for marketing or promotion but also for facilitating community engagement, collaborative governance, and preservation of local identity (Geohansa, et al., 2025). However, empirical studies also report significant obstacles. Many tourism villages suffer from limited digital infrastructure, low digital literacy, and insufficient readiness to create digital content or manage online platforms, which hinder the potential benefits of digitalization (Hartini, dkk., 2024).

In response to the challenges of digitalization in tourism villages, GODEVI emerged as a sociopreneurial start-up and the first digital marketplace dedicated to authentic rural tourism experiences in Bali. Through its SEE Empowerment approach—Sustainability, Empowerment, and Entrepreneurship—Godevi facilitates not only the promotion and packaging of local tourism products but also assists communities in producing creative digital content (Sanjiwani, 2025).

Godevi’s digitalization strategy includes mapping village potential, developing tour packages, creating promotional content, training local operators, and providing a dedicated marketplace platform. Partner villages receive free access to an account that allows them to manage packages, monitor reservations, and obtain transparent, real-time transaction reports. Villages may also publish creative content through the Godevi blog. As part of its empowerment commitment, 90% of tourism revenue is returned to partner communities. To date, Godevi has collaborated with 33 tourism villages, and during the COVID-19 pandemic successfully facilitated the sale of approximately 650 tour packages (Sanjiwani et al., 2023).

GODEVI is intended to bridge limitations in digital skills and market access, enabling communities to commercialize tourism experiences more effectively. By facilitating system management and product packaging, Godevi strengthens village capacity while offering tourists accessible and trustworthy booking services. Among Godevi’s partner villages, Sayan Tourism Villages demonstrate notably strong digital capacity. In the case of Sayan Village, this is largely supported by the involvement of digitally literate youth who actively promote local attractions through engaging online content. Their ability to sustain digital presence enabled the village to continue attracting visitors even during the pandemic. Now, it stands as a model of community-based tourism innovation in the digital era (Saputra & Pitanatri, 2022).

2.2 Typology of Community Empowerment in Tourism Villages

A major strand of literature on tourism village development emphasizes community empowerment and participation as critical success factors. Studies show that when local communities are actively involved in planning, management, and benefit-sharing, tourism villages are more likely to achieve sustainable development, cultural preservation, and social legitimacy. In these approaches, empowerment is often framed in terms of social capital, local ownership, institutional strengthening, and community-based governance (Pamuja, et al., 2025; Tosun, 2000).

More recently, researchers have increasingly explored the role of digital technology as a strategy for community empowerment in tourism development. In tourism villages, digital empowerment initiatives emphasize strengthening digital literacy, improving digital infrastructure, and enhancing local capacity to independently manage online promotion, booking services, and digital content. These initiatives increase community agency, expand market access, and reduce dependence on external intermediaries, thereby fostering more inclusive and sustainable tourism development (Gretzel et al., 2015; OECD, 2020; UN Tourism, 2023; Setiawan, 2024). Similarly, a study in a peripheral area found that digital-based tourism development enhances community participation by increasing local involvement in

tourism activities and improving community welfare. When combined with participatory digital practices, such as involving residents in destination planning and digital content creation, digital tourism initiatives can further strengthen local ownership and collaborative destination governance (Rini, 2019; Gretzel et al., 2015).

Despite these developments, much of the existing literature remains largely descriptive, focusing primarily on the economic impacts of tourism digitalization, such as increased tourist arrivals, revenue, or destination competitiveness, or on the technical implementation of digital technologies. Consequently, relatively little attention has been paid to the multidimensional nature of community empowerment, particularly psychological well-being, social cohesion, cultural identity, and political agency (Scheyvens & van der Watt, 2021; Gretzel et al., 2015; Dolezal & Novelli, 2022).

Aligned with the definition of empowerment articulated by Scheyvens & van der Watt (2021), empowerment is not merely concerned with improving economic well-being. Rather, it is defined as a process of activating the confidence and capabilities of individuals or groups who have previously been marginalized or lacked agency, enabling them to exercise greater control over their lives, challenge unequal power relations, mobilize resources to address their needs, and strive for social justice. Within this theoretical framework, empowerment encompasses six typologies: economic, psychological, social, political, environmental, and cultural.

Within Scheyvens' empowerment typology, economic empowerment refers not only to income derived from tourism activities but also to access to productive assets. This dimension is reflected through expanded employment and enterprise opportunities, sustained financial gains, fair distribution of benefits, and enhancements in physical infrastructure. Psychological empowerment refers to increased confidence, dignity, and self-worth gained through tourism participation. Previous studies have shown that involvement in farm tourism enabled rural women in France to reduce isolation, build networks, and pursue personal aspirations, thereby strengthening their self-confidence. However, this psychological progress does not always translate into economic empowerment because structural inequalities, including patriarchy and racism, may still hinder their advancement. Social empowerment is characterized by strengthened community cohesion and collective integrity derived from tourism engagement, often reflected in community-oriented investments such as improved health services or childcare facilities. Political empowerment is reflected when communities actively participate in and influence tourism-related decision-making, including the capacity to decline tourism development. This is evident when communities are involved early in planning processes, exercise authority over the allocation of tourism revenues, or halt development initiatives that conflict with local interests. Environmental empowerment is reflected through community knowledge and commitment to biodiversity protection, the implementation of environmental education and restoration initiatives, engagement in conservation-related activities, and the extent to which these efforts enhance local capacity to safeguard and manage surrounding ecosystems. Cultural empowerment involves acknowledging, preserving, and valuing the cultural heritage of a destination and the communities that shape its identity.

According to Dolezal and Novelli (2020), the concept of "empowerment" within community-based tourism (CBT) implies that communities actively participate in, own, control, and hold authority over tourism decision-making, resource management, and their own livelihoods. This perspective distinguishes "tourism happening in communities" from "community-based tourism," where communities function as active agents rather than passive beneficiaries of tourism activities. They propose four typologies of empowerment, namely economic, psychological, social, and political empowerment, which encompass:

- a) Economic empowerment, referring to increased income and financial benefits;
- b) Psychological empowerment, consisting of heightened confidence and a sense of pride;
- c) Social empowerment, reflected in collective solidarity and strengthened community cohesion; and
- d) Political empowerment, which involves the capacity and opportunity to participate in decision-making processes.

Despite this holistic conceptualization, empowerment and CBT practices are frequently interpreted predominantly from an economic standpoint. Consequently, intangible and less measurable forms of empowerment—such as confidence, pride, or social cohesion—remain understudied and insufficiently examined in existing scholarship.

2.3 Gaps in the Literature: Lack of Systematic Typologies of Digital Empowerment

While several studies document the impacts of digitalization on tourism village development and community participation, there remains a conspicuous absence of systematic typologies that classify and conceptualize the multi-dimensional empowerment triggered by digital platforms in rural tourism contexts. Few studies provide analytical frameworks to categorize how digital interventions lead to different forms of empowerment (economic, social, psychological, political) within community-based tourism.

Although previous studies have examined digital-based empowerment in tourism villages, the discussion has primarily focused on enabling factors such as digital infrastructure, digital literacy, government support, and digital marketing capacity. For instance, Setiawan (2024) highlights that digital-based community empowerment in tourism villages requires the active role of village governments through infrastructure development, digital literacy enhancement, promotional facilitation, and technology utilization to improve competitiveness and community welfare. However, these studies tend to emphasize functional outcomes of digitalization, such as improving market access, promotion effectiveness, and economic opportunities, while the transformation of community agency, decision-making authority, social cohesion, and long-term sustainability remains insufficiently explored.

Similarly, studies on smart village transformation discuss digitalization primarily from the perspectives of governance modernization, technological adoption, institutional readiness, and community participation. Geohansa et al. (2025) demonstrate that smart village development relies on the integration of digital technology, governance capacity, human resource readiness, and policy alignment to strengthen village services and economic empowerment. Nevertheless, such studies have not yet provided a comprehensive typology explaining how digital transformation generates diverse empowerment outcomes within tourism village contexts, particularly regarding economic, psychological, social, and political dimensions of community empowerment.

Therefore, a substantive academic gap persists, particularly concerning the absence of a conceptual and analytical framework capable of systematically identifying and differentiating the various dimensions of community empowerment generated through digital tourism platforms in rural village settings. Here is a unified and coherent sentence that integrates both ideas with an academic tone: Addressing this gap strengthens the scholarly justification of the present inquiry, which aims to develop a Digital Tourism Village Community Empowerment Typology that is theoretically grounded in the SEE (Sustainability, Empowerment, and Entrepreneurship) paradigm and empirically derived from the Godevi digital marketplace, while integrating four dimensions of community empowerment—economic, social, psychological, and political—within a sociopreneurial model of community-based tourism development.

3. Proposed Method

This paper is based on research conducted using a descriptive qualitative approach. In line with the qualitative orientation and the theoretical framework adopted in this study, the data collected are predominantly descriptive in nature rather than tabulated, as is commonly found in quantitative research. To ensure methodological alignment with the research approach and theoretical framework, four data collection techniques were employed: (a) in-depth interviews, (b) field observations, (c) focus group discussions (FGDs), and (d) document analysis. These methods were applied comprehensively to capture the data required in accordance with the research scope and objectives.

This study selected Sayan Tourism Village, located in Ubud District, Gianyar Regency, as a case study due to its rapid digital transformation during and after the COVID-19 pandemic and its status as a partner village of Godevi (Saputra & Pitanatri, 2022). Accordingly, informants were purposively selected and included: (1) representatives of the Sayan Tourism Awareness Group (Pokdarwis), (2) the Head of Sayan Village, (3) village-owned enterprise (BUMDes) actors, (4) tourism attraction managers, and (5) members of the Godevi management team.

4. Results and Discussion

4.1 Community Empowerment through the Godevi Digital Platform: The SEE-Based Approach in Sayan Tourism Village

As a sociopreneurial initiative, Godevi does not merely operate as a digital marketplace for tourism villages but also introduces an innovative community empowerment concept through digitalization, known as the SEE framework (Sustainability, Empowerment, and Entrepreneurship). The SEE concept is elaborated as follows (an illustration of the SEE framework is presented in Figure 1):

- Sustainability, which refers to the development of tourism village products that support the achievement of the Sustainable Development Goals (SDGs).
- Empowerment, which positions local communities as active subjects through professional tourism village governance.
- Entrepreneurship, which frames tourism as a business sector based on transparent and real-time collaboration between partner tourism villages and strategic stakeholders.

SEE CONCEPT-BASED INNOVATION

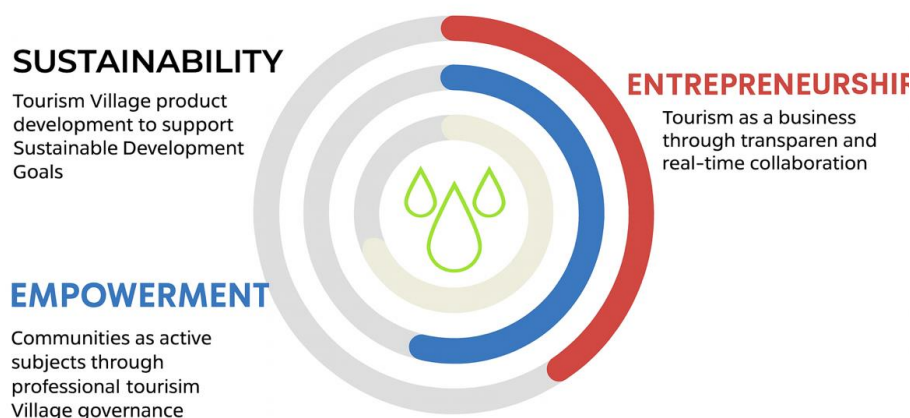


Figure 1. Godevi's Community Empowerment Innovation Based on the SEE Framework (Source: Sanjiwani, 2025)

This framework is aligned with Godevi's mission to: (1) enhance the capacity of human resources and local communities in tourism destinations, (2) actively contribute to the development of sustainable tourism villages in Indonesia, and (3) increase community awareness of tourism. Through these missions, Godevi seeks to optimize the role of village communities, which have traditionally been positioned merely as objects of tourism development. Instead, local communities are empowered and repositioned as key subjects in the tourism development process within their own territories (Sanjiwani, 2025).

In line with the three stages outlined above, the implementation of the SEE innovation framework in community empowerment in Sayan Tourism Village can be mapped as follows:

a. Sustainability

Community empowerment practices under the sustainability principle in Sayan Tourism Village are reflected in village profiling facilitation and tourism package development that fully involve local communities as the main actors. As illustrated in Figure 1.2, three tourism packages have been launched on the Godevi website, all of which are designed with strong local participation and community-based concepts. These packages are described as follows:

(1) Sayan Spiritual Healing Experience: Feel the Spiritual Energy from the *Eat Pray Love* Spot:

This package involves a local spiritual healer from Sayan Village who has been intentionally promoted to introduce the village's wellness tourism potential through

indigenous practitioners. Previously, wellness tourism activities in Sayan Village were largely dominated by external tourism operators, including those from outside Bali and Indonesia. The package features Jero Made Kontenshi, a local spiritual healer, in collaboration with his wife, and is integrated with a hands-on traditional weaving activity conducted at their residence.

(2) Young Artist Painting Experience:

This tourism package is the result of collaborative facilitation by Godevi, Bali Tourism Polytechnic (Poltekpar Bali), and the Tourism Awareness Group (Pokdarwis) of Sayan Village. Initially, Young Artist paintings produced by local artists were sold only through galleries or traditional art markets such as the Sukawati Art Market. Through Godevi's intervention and collaboration with Poltekpar Bali and Pokdarwis, these artworks were transformed into an experiential tourism product. Several painting communities in Banjar Kutuh and Penestanan were engaged as instructors for visitors interested in learning the Young Artist painting technique.

(3) Laughter Yoga Experience:

This package combines physical movement aimed at fitness and relaxation with laughter-based activities. Guided by a local yoga instructor from Sayan Village, this experience—similar to the other tourism packages—actively involves local community members. Figure 2 presents a compilation of local tourism activities that have become flagship tourism packages in Sayan Tourism Village as a result of facilitation by Godevi and Pokdarwis.



Figure 2. Local Tourism Activities in Sayan Village
(Source: Sayan Tourism Village Profile, 2022)

b. Empowerment

The empowerment dimension of the SEE framework emphasizes positioning local communities as active subjects through professional tourism village governance. Its implementation is reflected in the village profiling and tourism package development processes, which fully involve Pokdarwis Sayan Village. At this stage, Pokdarwis functions as both initiator and facilitator, coordinating local tourism actors in the process of packaging and marketing tourism products through the Godevi marketplace. In addition, Godevi requires that tour guides originate from the local community. Accordingly, Pokdarwis selects representative village youth to serve as guides and provide interpretations to visitors. The operation and management of the village's account on the Godevi platform are also fully handled by Pokdarwis.

c. Entrepreneurship

Godevi's application of the entrepreneurship principle is evident in its transparent and real-time digital marketplace system. Partner villages receive transaction reports in real time, ensuring transparency and accountability. Furthermore, Godevi provides marketing facilitation to support the business development of partner tourism villages. Pokdarwis teams are assisted in producing promotional content, including photographs, videos, and articles, which are disseminated through village and Godevi social media channels. Godevi also facilitates strategic partnerships; in Sayan Tourism Village, collaborations have been established with institutions such as Poltekpar Bali, the International Institute of Tourism and Business, the Faculty of Tourism at Udayana University, and the Ministry of Tourism. One notable

outcome of the Godevi Student Internship Program, conducted in collaboration with tourism higher education institutions in Bali, was the development of a commercially marketed Virtual Tour tourism package. Figure 3 presents the promotional flyer for the Virtual Tour of Sayan Tourism Village.



Figure 3. Virtual Tour Tourism Package
(Source: www.godestinationvillage.com, 2025)

4.2 Multidimensional Community Empowerment Outcomes of the Godevi Platform in Sayan Tourism Village

From a holistic perspective, the implementation of Godevi's community empowerment innovation through the SEE concept can be considered to accommodate all forms of empowerment proposed by Dolezal and Novelli (2020). This alignment can be elaborated as follows:

- a) **Economic Empowerment**
Economically, the community of Sayan Tourism Village has received continuous facilitation in village profiling and tourism package development, enabling local tourism products to be digitally marketed through the Godevi marketplace. In addition, tourism village managers have been supported through digital marketing assistance, including the production of photographic, video, and blog-based promotional content disseminated via social media platforms (Aditya & Arini, 2022).
- b) **Psychological Empowerment**
Psychologically, local community members experience a growing sense of pride and self-confidence as the Young Artist painting tradition—previously sold mainly as handicraft products—has been transformed into a tourism learning experience that attracts visitors from various regions and countries. These learning packages are now digitally accessible through the Godevi platform. This finding is consistent with Novantika et al. (2023), who identified psychological empowerment as one of the key empowerment outcomes in Sayan Tourism Village. In particular, women in the village have become increasingly aware of the cultural value and tourism potential of the Young Artist tradition, motivating them to actively preserve and sustain it. As a multiplier effect of this psychological empowerment, Sayan Tourism Village has established the Young Artist Center as a dedicated learning space and a new tourism attraction.
- c) **Social Empowerment**
Social empowerment is reflected in Godevi's role in connecting and mobilizing several Young Artist painting communities across different banjar (hamlets). This process has strengthened social cohesion, solidarity, and collective commitment among community members to revive and promote the Young Artist tradition as a flagship cultural attraction of Sayan Tourism Village.
- d) **Political Empowerment**

Political empowerment is evident through the increased decision-making capacity of the local Tourism Awareness Group (Pokdarwis). By granting Pokdarwis access and authority to act as both operator and facilitator in the digital development and management of Sayan's tourism packages, community members have gained greater influence over strategic decisions related to tourism governance and development.

4.3 A Digital Community Empowerment Typology Integrating SEE and Multidimensional Empowerment

An analysis of the implementation of the SEE-based empowerment concept practiced by the Godevi Digital Marketplace indicates that its business model is capable of accommodating the four dimensions of community empowerment. This suggests that the SEE framework effectively empowers tourism village communities across economic, social, psychological, and political dimensions. When systematically integrated, this framework can be further developed into a Digital Tourism Village Community Empowerment Typology, as outlined in Table 1.

Table 1. Digital Tourism Village Community Empowerment Typology

Godevi's SEE Empowerment Components	Economic Empowerment	Social Empowerment	Psychological Empowerment	Political Empowerment
Sustainability	- The involvement of local actors in tourism packages generates direct income, including local healers, art instructors, and yoga instructors. - Village-based products are marketed as sustainable experiential tourism offerings, emphasizing authentic local experiences.	- Collaboration between art communities (Young Artists) and local groups fosters cultural solidarity. - Tourism activities contribute to the preservation of cultural heritage as a form of sustainable social practice.	- Community members develop a sense of pride as their local identities (Young Artist painting, spiritual healing, and traditional weaving) gain recognition from tourists. - This recognition fosters increased self-confidence among residents to position themselves as the primary custodians and owners of local tourism attractions.	Community members are actively involved in safeguarding destination sustainability and are able to influence village-level decision-making related to tourism development.
Empowerment	The tourism awareness group (Pokdarwis) manages the village profile, tourism packages, and the digital marketplace account, thereby enhancing technical capacity and creating new economic opportunities.	Pokdarwis functions as a platform for social coordination among community groups, thereby strengthening group cohesion.	Training and continuous facilitation enhance the self-confidence of younger community members in assuming roles as tour guides and digital operators.	Pokdarwis acts as the primary decision-maker and manager of the digitalization process, holding strategic authority in shaping the development direction of the tourism village.
Entrepreneurship	The transparency of transactions within the Godevi marketplace fosters professional and accountable village-based business practices.	Collaborative networks with universities, government institutions, and community organizations strengthen the village's	The successful commercialization of tourism packages fosters a sense of self-efficacy among community members as digital village entrepreneurs.	The village gains enhanced bargaining power within partner networks through its capacity to professionally manage data,

• Digital marketing expands opportunities for the commercialization of new tourism packages, including virtual tours and collaborations with higher education institutions.	social and institutional networks.	transactions, and strategic collaborations.
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Source: Author (2025)

Building on the preceding conceptual discussion and the synthesis presented in Table 1, the SEE-based empowerment typology can be articulated as follows:

1. Sustainability: Safeguarding cultural, economic, and environmental continuity

In Sayan Tourism Village, sustainability is operationalized through the comprehensive engagement of local communities in the co-creation of tourism experiences. This participatory model ensures that: (a) culture-based economic practices are sustained, (b) local artistic communities are revitalized, (c) Sayan's cultural identity is reinforced and valorized within the tourism market, and (d) collective decision-making processes prioritize long-term environmental, cultural, and economic sustainability.

2. Empowerment: Repositioning communities as active agents rather than passive beneficiaries

Through the Godevi digital platform, Pokdarwis and local community actors assume central roles in tourism governance by: (a) managing digital marketplace accounts, (b) selecting and coordinating local guides, (c) acting as primary facilitators of tourism activities, and (d) independently designing and managing tourism products. These processes generate structural empowerment by enhancing community control over resources, decision-making, and institutional arrangements, extending beyond mere economic participation.

3. Entrepreneurship: Advancing a digitally enabled and collaborative village business orientation

Godevi's facilitative intervention fosters a shift toward entrepreneurial governance by promoting: (a) transparent and accountable financial systems, (b) entrepreneurial mindsets and practices, (c) continuous innovation in tourism product development, and (d) digitally mediated business collaborations with external stakeholders. Collectively, these dynamics strengthen the village's strategic positioning and competitiveness within the digital tourism ecosystem.

Conceptually, the development of a digital-based community empowerment typology for tourism villages can be simplified as follows:

1. Sustainability Dimension

a. Sustainable Livelihood Integration

The integration of local actors into tourism packages to generate culturally grounded and sustainable income streams. Example from Sayan: local spiritual healers, Young Artist instructors, and yoga instructors.

b. Eco-Social Cultural Cohesion

Social cohesion emerging from tourism practices that simultaneously preserve local culture and the village ecosystem. Example: the consolidation of Young Artist communities across several banjar (traditional neighborhoods).

c. Heritage-Based Identity Confidence

The emergence of community pride and self-confidence as local cultural identities are transformed into globally recognized tourism products. Example: local pride stemming from tourists visiting Sayan specifically to learn the Young Artist painting tradition.

d. Participatory Sustainability Governance

Community involvement in decision-making processes related to tourism potential management and long-term sustainability. Example: village deliberation forums determining tourism packages and key attractions.

2. Empowerment Dimension

a. Grassroots Economic Agency Building

Strengthening grassroots economic agency through community control over marketplace operations and tourism package management. Example: Pokdarwis managing the Godevi digital marketplace account.

b. Community Governance Solidarity

The reinforcement of collective solidarity through collaborative governance of tourism village management. Example: coordination among local art communities and village-based MSMEs.

c. Local Capacity Self-Actualization

A process through which community members recognize and develop their capacities as guides, instructors, or digital operators. Example: youth participation as tourism package guides.

d. Community Decision Power Shift

A redistribution of decision-making authority toward local communities in determining tourism development directions. Example: Pokdarwis deciding which tourism packages are feasible and market-ready.

3. Entrepreneurship Dimension

a. Digital Village Enterprise Acceleration

The acceleration of village-based entrepreneurship through a transparent and real-time digital marketplace system. Example: Sayan Tourism Village generating income from digitally marketed tourism packages.

b. Collaborative Socio-Business Networking

The strengthening of village socio-business networks through collaboration with academic institutions, government agencies, and media. Example: partnerships with Poltekpar Bali, IPB International, and the Ministry of Tourism and Creative Economy.

c. Entrepreneurial Self-Efficacy Formation

The development of community self-confidence as village-level digital entrepreneurs. Example: community members independently managing and marketing virtual tour packages.

d. Strategic Community Power Positioning

The attainment of strategic bargaining power within the digital tourism ecosystem. Example: Sayan Village emerging as a reference model for art- and wellness-based tourism

5. Conclusions

This study demonstrates that the Godevi digital platform, through its SEE framework (Sustainability, Empowerment, and Entrepreneurship), functions not merely as a tourism marketplace but as a transformative sociopreneurial mechanism for multidimensional community empowerment in Sayan Tourism Village. The findings show that Godevi-enabled digitalization empowers local communities economically, socially, psychologically, and politically by strengthening local livelihoods, reinforcing cultural identity and social cohesion, enhancing self-confidence, and redistributing decision-making authority toward community institutions.

The key novelty of this research lies in the development of a Digital Tourism Village Community Empowerment Typology that systematically integrates SEE-based digitalization with multidimensional community empowerment theory. This typology moves beyond the dominant economic and descriptive orientation of prior digital tourism studies by offering a structured analytical framework that explains *how* digital platforms generate differentiated empowerment outcomes within community-based tourism settings.

Future research may extend this typology through comparative and longitudinal studies across diverse tourism villages to assess its generalizability and long-term impacts. Further investigation using mixed or quantitative methods is also encouraged to operationalize and measure intangible empowerment dimensions, particularly psychological and political empowerment, thereby strengthening empirical rigor in digital community empowerment research.

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