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Smart Village Transformation in Improving the Economy through Sustainable Tourism Villages

Muhammad Eko Atmojo[1,*], Helen Dian Fridayani[1], Akhmad Kurniawan[2], Nur Izzaturahmah[2] & Nur Asshifa[1]

[1]Department of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

[2]Department of Management and Public Policy, Universitas Gadjah Mada, Indonesia

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Corresponding Author:

muhammadekoatmojo@fisipol.umy.ac.id

ABSTRACT

This study analyzes the contribution of smart village transformation to local economic development through sustainable tourism villages, with special emphasis on youth participation, community-based management, and digital transformation in Dewi Kajii Tourism Village, Bantul Regency, Indonesia. This research used a qualitative descriptive approach through in-depth interviews with tourism village managers, local residents, village youth, and the Gilangharjo Village Government, supported by secondary data from prior research, mass media, official documents, and online tourism media. Data were evaluated using an interactive qualitative process of data reduction, data display, and conclusion drawing/verification. Results suggest that about 100 young people participate in the management structure, with the majority working in ornamental fish production and smaller groups in homestays, tour guiding, creative-economy activities, and digital promotion. So youth involvement is not just labor participation but the basis of smart people and community-based government. Digital media helps destination branding, tourism product diversity, and market access. The study found that Dewi Kajii exhibited a smart village transformation, integrating human ability, local economic assets, institutional participation, and digital technology to improve destination competitiveness and local economic prospects. However, more robust monitoring of visitor data, gender-disaggregated organizational data, and quantitative digital-performance metrics is needed for a more thorough assessment of sustainability outcomes.

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■ INTRODUCTION

In the development of state governance, one of the most significant portions of state and regional revenues comes from the tourism sector. This reflects the tourism sector's current position as the fourth-largest contributor to Indonesia's Gross Domestic Product (GDP), raising high hopes for its contribution, with tourism designated as a leading sector and a core business for Indonesia (Putra, 2020). The government has long encouraged the growth of the tourism sector in various regions, not only at the regional level but also at the village level. Over time, the trend in tourism development in Indonesia has begun to shift towards the concept of tourism villages. This condition is certainly suited to villages that have potential in terms of Human Resources (HR), Natural Resources (SDA), and local potential that can be developed into tourism villages (Prafitri & Damayanti, 2016). Villages can become tourism villages if they are empowered and developed into tourism products that attract tourists. The success of establishing tourism villages requires local community support, including traditions of community participation through institutions and local resources (Prayogo et al., 2021). The emergence of these tourist villages also deserves careful attention, given that they can foster various positive impacts. These positive impacts include the creation of new jobs and the subsequent improvement of the local economy through the utilization of village potential packaged as tourist attractions (Jaya et al., 2022). Furthermore, tourist villages can encourage communities to preserve the surrounding environment to sustain growing tourist interest (Tien et al., 2024).

The Special Region of Yogyakarta has earned its reputation as a tourist city, which is inextricably linked to the development of

tourist villages. Cultural and ecotourism-based tourism activities are increasingly emerging, driven by public concern for preserving the natural and cultural heritage that still permeates community life (Wahyuni, 2019). Regulations were enacted to support tourism development through the Yogyakarta Special Region Regulation Number 1 of 2012 concerning the Yogyakarta Special Region Tourism Development Master Plan. This regulation has significantly strengthened the direction of tourism development, encouraging the emergence of various tourist villages throughout Yogyakarta, including the Dewi Kajii Tourism Village. The Dewi Kajii Tourism Village is in Kadisoro Hamlet, Gilangharjo Village, Pandak District, Bantul Regency. The tourism village manages Kadisoro Hamlet's potential by leveraging local resources to develop them into valuable tourist attractions and economically valuable commodities, thereby supporting the local community's overall economic growth (Rosalina et al., 2023). The management of this tourist village is also based on the need for local community contributions to develop the surrounding potential and direct it to become a driving force for village development. Local communities are considered to play a crucial role in the development of tourist villages due to their inherent resources and unique traditions and culture, which serve as the primary driving force in village tourism development activities (Saskarawati et al., 2023).

The Kadisoro Nyawiji Dadi Siji (Dewi Kajii) Tourism Village, located in Kadisoro Hamlet, Gilangharjo Village, Pandak District, Bantul Regency, generally manages tourism potential consisting of ornamental fish, keris crafts, and local culture. With this large-scale tourism development, it is worth paying special attention to the influence of community participation in developing a management system that can impact tourism development and local economic progress. The establishment of a tourism village influences the community by providing economic benefits, namely increased income and exemption from land rent payments (Wahyuningrum, 2018). Therefore, because community participation is a key part of a tourism village, factors that influence local community participation in tourism village development should be considered (Reindrawati, 2023). To encourage an increase in tourist visits, the development of digital-based tourism is also deemed necessary (Lapuz, 2023). This digital-based tourism concept is intended as an adaptation of information technology to facilitate movement in the development of tourism villages. The technology used is information technology for marketing and branding the Dewi Kajii Tourism Village (Maulana et al., 2025). Information technology can also help tourist villages reach a wider range of potential tourists in other areas, including throughout Indonesia (Ananda & Dirgahayu, 2021).

The smart village concept offers an analytical link between digital transformation in rural areas and community-based development. The literature does not equate "smartness" with technology adoption alone; rather, it emphasizes a location's ability to develop, manage resources, encourage community participation, and adopt innovative practices within institutions (Bokun & Nazarko, 2023; Naldi et al., 2015). Recent reviews have identified numerous components of the smart village, including people, economy, living, environmental/energy issues, mobility, and governance (Bokun & Nazarko, 2023). Within the scope of Dewi Kajii, this study will focus on three components of the smart village that are readily apparent within the empirical data collected (Wang et al., 2022). These components include smart people, which is represented by youth capabilities and involvement; smart economy, which includes fish farming, homestay business, tourism services, and creative economy activities; and smart governance, which includes the division of labor, collective management, and utilizing digital media as a tool for coordinating and communicating the development of the destination. When digital technology is used in tourism, it is valuable only when integrated into the institutional structure, community capabilities, and destination management, not as an end in itself (Gretzel et al., 2015; Leung et al., 2013).

The development of Dewi Kajii as a tourist village principally involves community involvement in every aspect of the process. This position makes the community not only an object but also a subject or actor in the development of the tourist village. This is because the goal of developing a tourist village is not only to develop traditional and cultural values as a tourist attraction but also to improve community welfare; therefore, the community must play a role and be a beneficiary (Herdiana, 2019). Therefore, through this concept, no tourist area will again neglect the local community. Tourism development carried out based on community participation will also be more beneficial in supporting sustainable village progress. The management of the tourist

village is carried out entirely by the community in a participatory manner; the benefits obtained can be directly felt by the village community (Pratiwi & Santoso, 2023). Based on this problem, this research focuses on developing Dewi Kajii Tourism Village through digital media for community participation-based tourism development. Accordingly, this study addresses three research questions: (1) How is youth participation institutionally organized in the management of Dewi Kajii Tourism Village? (2) How do local economic activities and digital promotion reflect the smart people, smart economy, and smart governance dimensions of smart village transformation? (3) What are the implications of these practices for inclusive and sustainable tourism village development? The operational objective is therefore to analyze the organization of youth participation, the role of digital and local economic practices in smart village transformation, and their implications for the sustainability of Dewi Kajii Tourism Village.

■ METHOD

Informants/Research Subject

This study used primary data from six informants selected purposively based on their involvement in, or knowledge of, the development and management of Dewi Kajii Tourism Village. The informants consisted of one tourism village manager, two local micro, small, and medium enterprise (MSME) actors, one youth representative, and two community members. The selection criteria were based on their involvement in tourism-related activities, knowledge of local economic activities, or experience with community participation in tourism village development. These informants were selected to obtain perspectives from different groups involved in the development of Dewi Kaji Tourism Village.

Table 1. Profile of research informants

No.	Informant Code	Institutional/Community Role	Age
1	M1	Tourism Village Manager	52
2	UM1	MSME Actor	37
3	UM2	MSME Actor	33
4	Y1	Youth Representative	22
5	C1	Community Member	29
6	C2	Community Member	31

Source: Primary data from interviews, 2025.

Research Design & Approach

This study used a qualitative descriptive approach to systematically describe how youth participation, digital practices, and local economic activities contribute to the development of the Dewi Kajii Tourism Village. This type of research is used to answer research questions about who, what, where, and how an event or experience occurs, and is then analyzed thoroughly to reveal the patterns that develop in the event (Kim et al., 2017).

Qualitative research is a method that represents information from participants, which is then incorporated into the analysis and final research results (Bazeley, 2009).

Data Collection

Data were collected through face-to-face interviews, field observations, and document analysis in 2025. Interviews lasted approximately 30–60 minutes. Documentary evidence was also collected to support the research findings. Before the interviews, informants were informed about the purpose of the research and their participation in the study. Informed consent was obtained from all informants before the interviews. To protect their confidentiality, codes were used instead of personal names when presenting the research findings. The interview data were handled confidentially and used for research purposes.

Data Analysis

In processing the data obtained, the data were analyzed using an interactive analysis model. According to Miles et al. (2013), interactive analysis is a continuous data analysis process. Therefore, the research method used by the researcher helped obtain relevant findings in accordance with the study's purpose. The analytical process consisted of: (1) data reduction/condensation, by selecting and organizing information relevant to youth participation, division of work, digital promotion, local economic activities, and inclusion; (2) data display, by grouping the evidence into thematic categories and relating interview information to documentary evidence; and (3) conclusion drawing and verification, by reviewing recurring patterns and checking whether the interpretation remained consistent with the available

evidence. During coding, relevant interview excerpts were identified and assigned codes based on their content. Similar codes were then grouped into thematic categories related to the research objectives. This procedure supports a transparent link between the empirical material and the thematic discussion presented in the results section. To support data credibility, information obtained from interviews was compared with relevant documentary evidence to examine the consistency of the findings. This verification process assessed whether the information obtained from informants was consistent with the available documentary evidence.

■ RESULT AND DISCUSSION

Youth Participation and Institutional Division of Work

Ideally, developing a tourism village should include greater participation from relevant stakeholders to achieve shared objectives. The management of Kajii Tourism Village is carried out by a community that is mostly youth-led. Tourism development, especially the benefits we discuss at the UN level, can be used by youth as part of the community itself. In general, young people can contribute significantly to creating and sustaining local tourism destinations through facility maintenance and relocation management, as well as creating an educational tourism program to help promote international students and advocating for a more digital approach. One way to achieve national development goals is through youth participation, which is also a form of sustainable management in tourism destinations (Ftiyani et al., 2019).

Youth have managed Kajii Tourism Village, with approximately 100 youths involved in its management. This shows that youth participation in Kajii Tourism Village is very high, especially in developing sustainable tourism products. Sustainable tourism is not limited to resources and institutions but also includes managing sustainable tourism village products. One of the important pillars in supporting sustainable development goals (SDGs) is youth, because youth participation makes it easier to realize sustainable tourism in Kajii Tourism Village (Partanen et al., 2025). In the institutional concept, one sustainability index cannot be separated from youth participation in planning tourism village development programs. This is in line with Conyers' opinion (Sigalingging & Warjio, 2019), who stated that if development programs are compiled and planned together with the community, the community will have more trust. However, with youth engagement and community participation, they will develop ownership of the program in place and understand the conditions of the setup (Krisnayana et al., 2026).

Community or youth participation in tourism village development is very important, mainly in the process of developing the area. Development in Dewi Kajii reflects inclusive development because all elements of society play a strategic role. With an emphasis on empowerment and collaboration, this tourism village upholds the principles of community-based tourism (CBT), supporting sustainable economic and social development (Dolezal & Novelli, 2022). Additionally, community-based tourism positions the community as the main player in tourism development, actively participating in all activities (Manteiro, 2023). Dewi Kajii youth involvement is also structured; several groups and divisions are responsible for tourism village development. About Kajii Tourism Village: The roles of each division are as follows:

Table 2. Role of the kajii tourism village administration

No	Division	Duties and Functions	Male (n)	Female (n)	Total (n)	Percentage (%)
1	Fish Cultivation Division	Managing fish farming	65	15	80	80%
2	Homestay Division	Managing homestays and accommodation	2	3	5	5%
3	Social Media Division	Managing social media and promotions	3	2	5	5%
4	Tour Guide Division	Guiding tourists	4	3	7	7%
5	Economic Management Division	Managing souvenirs from Kajii Tourism Village	0	3	3	3%
	Total		74	26	100	100%

Source: processed by researchers, 2024

The most basic finding from the statistics in Table 2 regarding young administrators working in management at Kajii Tourism Village is that males make up approximately 74% of the total number of young administrators. In contrast, females only make up approximately 26%. This means that when we compare the gender breakdown of young administrators with the management structure of the entire village, we can say with certainty that men continue to be the majority of participants in day-to-day management activities. Of the various divisions, the problem of male domination is particularly evident in the Fish Cultivation Division: the entire division consists of 65 men and only 15 women; therefore, the disproportionately higher number of men versus women in this division is arguably the best example of male dominance in management.

However, several divisions directly related to tourism have a much more balanced gender ratio, without the stark gap seen in the general management team and the Fish Cultivation Division. The number of personnel in these divisions is as follows: the Homestay Division has 2 men and 3 women; the Social Media Division has 3 men and 2 women; and the Tour Guide Division has 4 men and 3 women, all with very small gaps between the number of men and women. The Economic Management Division also has 3 women, reflecting the high participation of women in managing tourism-related economic activities.

The results indicate inequality in the number of males versus females employed by Kajii Tourism Village across different types of tourism-related work throughout the village. While men dominate in many jobs, women do so in some, but the distribution of jobs is very scattered and unbalanced. Despite this, women are now taking on major roles in multiple key areas of tourism administration such as homestay administration, financial operations, social media operations, and guest services. Women are not just "fill-in" workers to meet quotas; they are leading and driving progress.

The active involvement of these individuals goes beyond merely assisting with secondary activities such as sorting items or running errands. All the tasks completed by these individuals directly impact the day-to-day operations of the village's tourism business, leading to a significant increase in the village's economic activity and contributing to increased revenues. Including both men and women in the decision-making process is important because it allows more people to participate in development opportunities, enhances residents' practical skills, and supports a more equitable and sustainable model of economic development (Sriharni et al., 2023). Participation in the decision-making process for developing the Kajii Tourism Village has helped create a more equitable form of development because it allows all administrative elements to participate (Alarcón & Cole, 2019). However, this is not where things should stop, particularly when considering whether the same balance exists in the roles or counter-value of tasks performed within each division, so that no gender feels marginalized (Nikjoo et al., 2025). To sum up, this ratio is a positive indicator of how the concept of gender equality can be applied in other programs or tourism villages.

Only in the village's fish farming sector do men firmly hold a dominant position, with almost no women participating in depth. This shows that even within the tourism village's overall organizational structure, the goal of gender equality has not yet been fully achieved, and there is still a long way to go. If women can be promoted to participate in work in more departments, even in those fields that have long been dominated by men in the past, and if women can play a role in these sectors that they rarely had access to before, it will help Kajii Tourism Village establish a more inclusive and fair management model.

Smart Village Transformation through Youth Capacity, Local Economy, and Digital Practices

More broadly, the active role of youth in Kajii Tourism Village should be viewed as a competitive edge, given that tourism village ecosystems are growing denser by the day. So far, tourism village development in Indonesia is supported by the establishment of 6,192 tourist village networks, based on research in October 2023 (Mukti, 2025). These tourism village networks are classified into pioneering, developing, advanced, and independent tourism villages. Tourism village development is also quite high in the Special Region of Yogyakarta; based on data from the tourism village network in the Yogyakarta Special Region, there are 222 ecotourism villages (Kemenparekraf, 2024). Within the competitive tourism village network, Kajii Tourism Village is one of the fastest-growing tourism villages. It cannot be separated from the history that Dewi Kajii was included in the 300 Great ADWI 2024 (Kemenparekraf, 2024). Thus, this position reaffirms that youth participation in Kajii Tourism Village is not only local cooperation but also plays a role in strengthening the destination's competitiveness at the national level.

Empowered Youth Role due to changes in the socioeconomic profile and digital behavior of Indonesia's young generation. According to the Central Statistics Agency (BPS), by 2024, the number of Indonesian youths reached 64.22 million people, or about 20 percent of the total population, and as many as 60.72 percent of them live in urban areas (BPS Kabupaten Bandung, 2025). Indonesia's large youth population shows that the demographic bonus is indeed in front of us; thus, the government must maximize its use. One way this can happen is by managing tourism villages, because with young people helping manage tourism information, tourism development will advance, supported by competent human resources who know how to use the internet. Previous research shows that social media can shape rural residents' participation in tourism development and strengthen community engagement in destination promotion (Senyao & Ha, 2022). Based on data from BPS, the use of the internet in Indonesia is quite high, with 76.30 percent of young people accessing the internet in ±3 months, and people who generally use the internet as much as 72.78 percent, or about a third of the Indonesian population, used to access it in the 2024 period and owned a mobile phone for ±68.65% (Badan Pusat Statistik, 2025). This data shows that young people are the social group with the greatest potential to link the local potential of tourism villages with the digital promotion ecosystem. Thus, the role of youth in managing Dewi Kajii, such as promoting it through social media, is one form of institutional adaptation that aligns with contemporary tourism transformation.

This digital strategy is also relevant to the formulation of national policies on developing tourism villages. In ADWI 2024, the digital side is clearly formulated as "fostering digital transformation" through creative content creation for tourism village promotion in digital media, while the institutional and human resource sides focus on opening job opportunities and "supporting gender equality" in human resource involvement in tourist villages. In this context, social media in Kajii Tourism Village is not just a structural complement but part of the destination development logic, institutionally legitimized by the Ministry of Tourism. This is also evident on Dewi Kajii's official channels, which use its website, Instagram, YouTube, and TikTok to communicate with the public about destination promotion.

From the viewpoint of the smart village concept, these initiatives represent the interrelationship between smart people, smart economy, and smart government, rather than a single, isolated digitalization effort. Smart people are represented by the organization and specialization of youth roles. Smart economy is demonstrated through fish cultivation, homestays, guides, souvenirs, and other creative economy initiatives (He et al., 2025). Smart government is demonstrated through participatory management, division of responsibilities, and the utilization of digital channels for destination communication (Susilowati et al., 2025). The way this is interpreted is consistent with smart village research, which views technology as enabling resources within local capabilities, governance structures, and place-based economic development (Adamowicz & Zwolinska-Ligaj, 2020; Bokun & Nazarko, 2023; Zavratnik et al., 2018).

The institutional ties across youth divisions can be seen as an integrated workflow rather than a collection of discrete organizational units to exemplify the three smart village aspects in practice. Local resources, especially ornamental fish breeding and local cultural elements, are the upstream basis of tourism operations. These resources are then structured through a management system focused on youth, in which the divisions of Fish Cultivation, Homestay, Tour Guide, Economic Management, and social media have diverse but interconnected functions. The interrelationship of these divisions reveals how youth participation is transferred from local resource management into tourism services, economic activities, attraction diversification, and digital destination promotion. This institutional workflow from upstream production through to downstream tourism promotion and sustainability outcomes is summarized in Figure 1.

Dewi Kajii's institutional process begins with mobilizing local resources and engaging youth as the upstream foundation of tourism development, as shown in Figure 1. Ornamental fish cultivation plays a particularly important role because it serves both as a local economic activity and a tourism resource. Thus, the concentration of youngsters in the Fish Cultivation Division is more than a production arrangement: it provides the resource base for building educational tourism experiences. The range of products and experiences that can be integrated into the tourism village is further expanded by local crafts and cultural resources, adding to the fish farming aspect.

At the organization level, local resources are developed into tourism products using a differentiated division of labor (Affandi et al., 2019). The Fish Cultivation Division produces

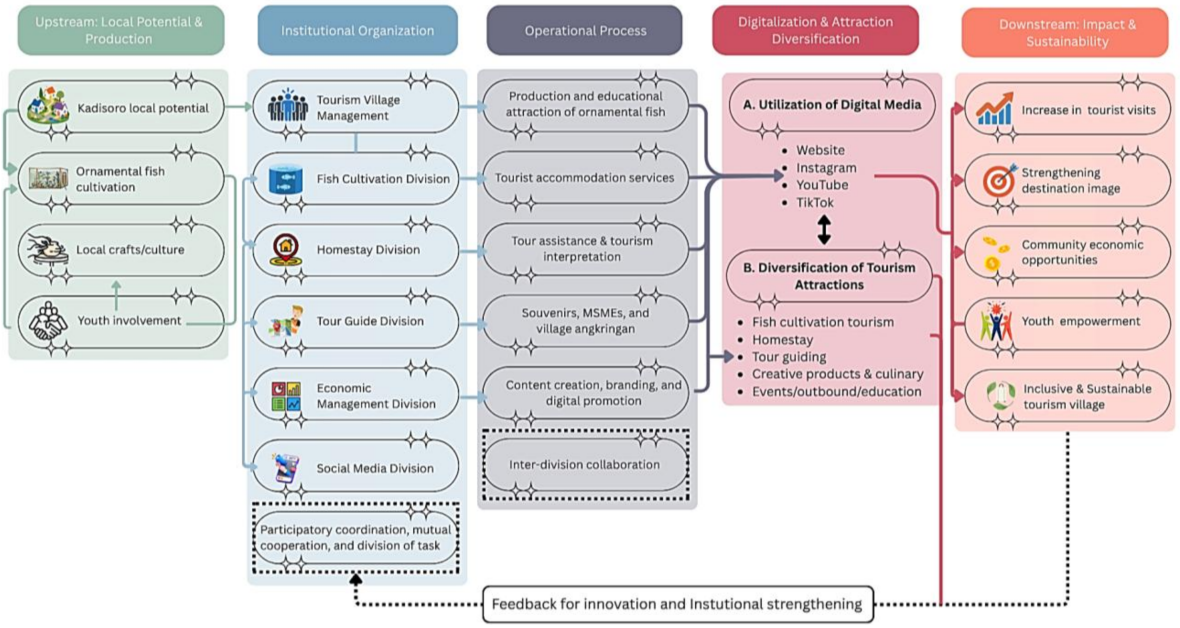

Figure 1. Institutional flow diagram (thematic workflow) of dewi kajii tourism village. Source: Processed by researchers, 2025

fish-based educational attractions and supports the production facilities. The Homestay Division combines community-based resources with housing services. The Tour Guide Division connects visitors to local attractions by providing explanations and assistance. The Economic Management Division links tourism activities with souvenirs, MSMEs, food and drink, and the village angkringan. The Social Media Division has a cross-cutting function that converts the products, activities, and identity of the local area into digital content and branding for the destination (Juliana et al., 2026). Therefore, the organizational structure is not composed of separate divisions; however, each division is part of a tourism value chain that links production, service provision, visitor experiences, local economic activities, and promotions (Manaf et al., 2018).

This is because a major part of what makes this model unique is the "bridge" function of digital media. Digital media such as the website, Instagram, YouTube, and TikTok are not separate types of promotional materials; they are communication tools that make output from other parts of the organization visible to potential customers. In addition, the Social Media Division serves as a connection between internal operational functions and external tourism markets. As such, fish farming, homestay accommodations, guided activity programs, innovative products, culinary experiences, and educational/outbound programs can be transformed into promotional content for digital media. Thus, digitalization does not simply involve using technology-based platforms; rather, it enables connecting people with knowledge (smart people) with businesses that create economic value (smart economy) and organizations that govern responsibly (smart governance).

The workflow also suggests that the diversification of tourism attractions is due to inter-divisional coordination. Dewi Kajii is not reliant on ornamental fish as the sole attraction; the tourism portfolio can include fish-growing experiences, homestays, tour guiding, artistic and culinary items, and educational or event-related activities. This diversity can enhance visitor experiences and distribute economic opportunities throughout a variety of community activities. Meanwhile, the institutional framework allows youngsters to engage in tourism value chain activities such as production, service delivery, economic management, and digital promotion.

The process shows the relationships among human abilities, the community's money-making opportunities, how different parts of government can work together to make things happen, and the use of technology in business. Smart people can do what they want because of young people's abilities. Smart economies can turn things that used to be just for locals (like growing fish) into experiences tourists want (like visiting a fish farm). They can also turn homestays, MSMEs, souvenirs, and local food into things tourists will buy. Smart governments work with citizens and other government agencies to manage

destinations using technology. Therefore, the long-term impacts of being able to see a destination, creating jobs, empowering young people, and developing sustainable tourism through the process shown in Figure 1 are not simply due to promoting the destination using technology; instead, they result from the interconnected institutional process described above.

It's important to remember that the method described does not imply a direct cause-and-effect relationship between using social media and increased tourist visits. In addition, digital promotion is part of an institutional system that includes local resources, tourism products, community involvement, and destination management. This distinction is significant because existing data are much stronger at demonstrating the relationship between organizations' involvement in digital promotion and tourists' behaviors than at providing evidence of the quantitative impact of digital promotion on visitor numbers. Therefore, the next part of the paper will examine in greater detail the role of digital media within the larger institutional framework described above.

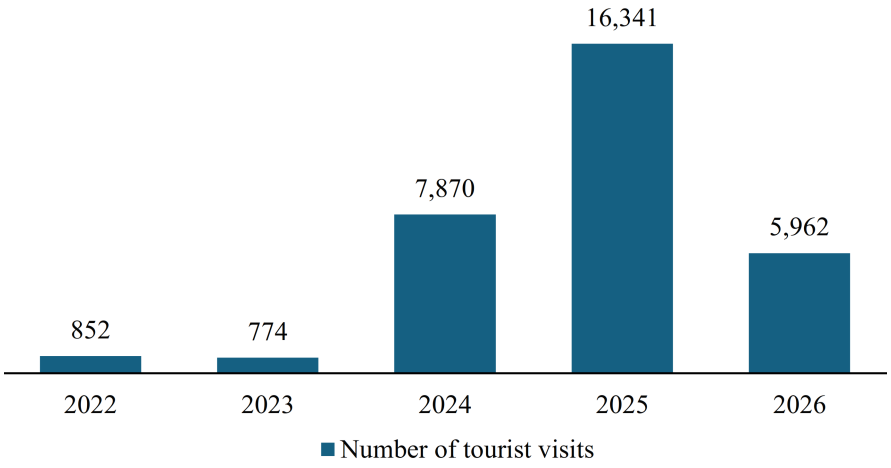

Figure 2. Tourist visits to the dewikajii tourism village

Nowadays, in tourism promotion, young people's participation rate is increasing, and the communication power of digital platforms is also growing. This trend is particularly critical for the development of Kajii Tourism Village. The statistics in Figure X clearly show that from 2022 to 2025, the total number of tourists visiting the village increased significantly. In 2022, the number of annual tourist visits registered in the village was 852. By 2023, instead of rising, it dropped to 774 person-times; those two years had not yet seen explosive growth. However, in 2024, the situation changed suddenly, and the number of tourists visiting the village exploded. The number of registered tourists for the whole year surged to 7870 person-times, more than ten times the total of the previous two years. In 2025, the growth momentum continued, and the final annual number of tourists reached 16341 person-times. Taken together, the figures show that the number of tourists more than doubled in just one year from 2024 to 2025, which clearly demonstrates that Kajii Tourism Village's appeal is growing stronger and its market potential is becoming increasingly considerable. As of the statistical period in 2026, the village has already registered 5962 tourist person-times. It should be noted that this mid-year data, which is still being updated, is only provisional statistics for that year. Unlike the figures from 2022 to 2025, which are complete full-year data collected after the year ended, this mid-year data cannot be directly compared with the complete full-year data of previous years.

The increasing significance of this pattern is that young adults are becoming more involved in managing the local area's social media and regional tourism promotion. To accommodate this growth, Kajii Tourism Village has created a social media team. This team is responsible for performing three distinct functions. First, they publish official updates for the village through various online channels to keep followers informed about the village's latest activities. Second, they are to promote all the village's tourist sites, both large and small, to increase the number of Internet users from other areas who view these interesting articles. Third, they are to slowly build up the village's presence on the Internet.

Therefore, even the village's specific attraction based on ornamental fish must adhere to the village's general promotional schedule and be promoted to additional Internet users at the same time, as well as not be overlooked as a unique selling point.

During this period, the number of tourists visiting the village has been rising continuously. This sharp growth in tourist volume coincided with the period when online promotion campaigns designed and operated by local young people expanded in scale and influence. Relying solely on existing tourist volume data cannot directly prove that there is an absolute causal relationship between social media operations and the increase in tourists; that is, we cannot state with full certainty that the social media posts published by these young people directly attracted this group of tourists, with no other factors at play. However, the consistent, synchronous occurrence of these two trends also indicates that online promotion by these young people most likely played a key supporting role in helping this tourism destination reach more potential tourists and attract them to visit. Although tourist visits increased between 2023 and 2025, the available data do not establish a direct link with digital promotion. The use of the website, Instagram, YouTube, and TikTok demonstrates the integration of digital media into tourism management. However, the absence of social media analytics limits the assessment of promotional effectiveness. Future research should incorporate digital performance metrics to examine audience engagement and its relationship with tourist visits.

For this reason, young people's participation in social media operations is not merely a simple promotional task of posting content and promoting attractions. It is a critical component of the village's overall tourism development process, and it can also create tangible income-generating opportunities for many local practitioners, whether they are homestay hosts, tour guides who lead visitors around the village, merchants who sell local specialties and small souvenirs, farmers who raise ornamental fish, or even all local residents in the surrounding areas of the village; everyone can share the benefits of tourism development and earn tangible income.

Inclusiveness and Sustainable Tourism Implications

In Dewi Kajii's management, the youth involved are not only men, but also women from the village. This is a key form of social capital for Dewi Kajii's progress, particularly in boosting the community's economy. This aligns with the ADWI 2024 framework, which includes gender equality as an indicator of institutions and human resources. This aligns with the general code of ethics for world tourism, which requires both men and women to be involved in managing the tourist village. In addition, women's participation in community-based tourism and ecotourism helps ensure improved social status, cultural drivers, and economic empowerment, thus promoting substantive gender equality in sustainable tourism development. Then, it is important to see that the management structure in Dewi Kajii is not only based on balanced numbers, but also on inclusive governance. This balance must also be reflected in the distribution of strategic functions, for instance, in decision-making, financial management, control over digital media, and leadership.

Dewi Kajii proved that youth participation has met 3 conditions for developing a sustainable tourism village. At the unveiling of ADWI 2024, the Minister of Tourism and Creative Economy said that tourism villages “hold great potential” to drive inclusive growth and sustainable transformation through economies. This statement is relevant to Dewi Kajii, as youth participation in the village contributes not only to tourism activities but also to patterns (of leadership regeneration, product innovation, local identity strengthening, and socio-economic resilience of the village). Therefore, the youths in Dewi Kajii have a role not only as implementers of development but also as a subject that determines where the village will be towards sustainability.

The results of the study cannot be seen as an automatic confirmation that Dewi Kajii has met three universal "conditions" for sustainable tourism. A more reasonable synthesis would compare the results with the three commonly used dimensions of sustainable rural-tourism research: economic, social, and environmental (Rosalina et al., 2021; Utami et al., 2023). Based on the current dataset, the strongest evidence exists for the economic dimension (local businesses/creative economy) and the social/institutional dimension (youth involvement/inclusion/community-based management). There is limited evidence regarding the environmental sustainability dimension; therefore, it must be considered a topic requiring additional empirical investigation rather than a confirmed result. This cautious approach also aligns with the body of knowledge on community-based tourism, where community involvement/control

and benefit-sharing are identified as key factors for sustainable tourism destination development (Okazaki, 2008; Scheyvens, 1999).

■ CONCLUSION

From the discussion above, it can be concluded that the development of Kajii Tourism Village shows that youth participation plays a strategic role in supporting sustainable tourism village development. Youth involvement in the management of tourism villages and the creative economy shows that they not only serve as implementers but are also the backbone for strengthening institutions, operations, promotion, and innovation in tourism products. The local community's involvement in this movement stems from applying principles of community-based tourism (CBT), whereby a tourist destination is managed and developed by the local Community as the main actor.

Moreover, youth participation in Kajii Tourism Village supports the concept of sustainable tourism by strengthening the social, economic, and institutional aspects of tourism villages. The younger generation can adapt to current tourism trends, such as using digital media as a promotional tool, supporting tourism development, and identifying market opportunities themselves. This is supported by Kajii Tourism Village, which ranked in the Top 300 of ADWI (Anugerah Desa Wisata Indonesia) in 2024; thus, attracting youth-based management can improve the quality and competitiveness of tourism villages on a national scale.

Conversely, the ratio of male and female youth involvement shows that the development of Kajii Tourism Village has implications for inclusive and gender-equitable practices. Finally, equality is imperative for promoting the participative, democratic, and sustainable governance of tourism villages. Thus, the youth in Kajii Tourism Village are the main subjects of tourism village development, and they will not only sustain this destination but also drive innovative, inclusive, and sustainable tourism development for the future.

On a practical basis, Dewi Kajii's management needs to create a clear process for coordinating across the various youth divisions. They also need to document how roles will rotate and who will succeed them when people leave. Finally, they need to create a simple dashboard that monitors digital promotion metrics (i.e., reach, engagement, inquiries, and content frequency) against destination-level visitor data. Management should also collect sex-disaggregated data on staff so that women are not just counted as numbers; they are involved in strategic planning and decision-making processes. The village and district government should provide policy support for capacity building in digital destination management, business development, visitor data collection, and cross-divisional coordination while allowing the communities to retain control over their tourism products and benefits. By doing so, they can begin to transition from simple digital promotions of their smart villages to more formalized structures of inclusive, sustainable tourism governance based on community participation.

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