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DISHARMONY AND STRUGGLE: MANAGEMENT AND MOBILIZATION OF DIGITAL-BASED ECONOMIC RESOURCES IN TOURIST VILLAGE

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Abstract: The development of digital platforms has not fully reached tourist villages optimally, apart from the fact that their management still contains conflicts of interest between stakeholders. This research examines the role of community empowerment, implementation of sustainable village development programs, and implementation of digital platforms on the management and mobilization of economic resources. The research type is quantitative and the population consists of 8.402 people in Sudaji tourist village, Buleleng-Bali. A total of 110 people were used as samples (village heads, pokdarwis, traditional kelian, and the community) with a random sampling technique using the Slovin formula. Data collection uses a questionnaire with a Likert scale. The results show that the community empowerment variable does not affect the mobilization of economic resources. In contrast, the sustainable development variable shows different results where it significantly positively impacts the mobilization of economic resources. Finally, the digital platform implementation variable does not affect the mobilization of economic resources. This research focuses on the interests of the community as stakeholders so that they can access economic resources optimally and have an impact so that they can empower them with their capacity to increase economic independence while meeting their basic needs so that they become resource literate with the digital world and sustainable villages can be realized.

Keywords: Management, Sustainable Villages, Digital Platforms, Mobilization, Economic

CITATION

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INTRODUCTION

Sudaji Village is one of the villages that utilizes and manages the economic resources in its village well, especially the leading tourism sector. It's included in the top 50 2022 Indonesian Tourism Village Award (ADWI) nominations. Sudaji Village is one of the pioneers of tourist villages with sustainable tourism. This village, located in Sawan District, Buleleng Regency, Bali Province, is a tourist village with beautiful panoramas. Many village potentials have been developed for the Sudaji tourism village, both in the form of natural resources such as the Ganda Meru hills, village forest, agriculture, including Sudaji rice, which is very well known as a food ingredient in the tropics (WartaBaliOnline, 2021). Human resources were also developed, and Sudaji village has the potential for cultural arts, including the Bukaka Tradition, which can be displayed as a form of traditional activity related to the governance of community life in the agricultural sector. This village also offers various tourist objects, ranging from trekking, spiritual tourism, agro-tourism, cultural performances, and the latest rafting. The village community continues to explore the potential of the village to be maintained, which is expected to bring in tourists. Sudaji Tourism Village will also develop a collaboration between natural potential, cultural arts, and waste management technology as an attraction (MetroSuara, 2022). The tourism development model prioritizes the participation of the local community, but the urgency is related to the problems in the application of digital technology in Sudaji village. Digitization is insufficient to encourage domestic tourists to know about Sudaji Village (Wahyuningsih et al., 2022). The development of the Sudaji digital village faces various challenges, consisting of limited infrastructure, access, and, most importantly, community understanding and management, which are still not synergistic (sectoral ego) and are obstacles that must be overcome (Wistari et al., 2023). Integrated efforts are needed from the government, private sector, and society to ensure its implementation runs optimally. Digitalization and management synergy are a complementary unit to mobilize economic resources from the Sudaji village.

Resource mobilization is a bridge that connects economic independence and sustainability as well as society's role in managing it to achieve

prosperity and improve living standards. Therefore, the community has a fairly large role in realizing economic growth, especially in a village, and managing resources in the form of labor, development inputs, or consumers of the products themselves. The community is the main actor through empowerment in various tourism activities that contain social and cultural values that experience dynamism (Rachmawatie et al., 2021). The central role of society as a party capable of driving development as well as users provides opportunities to alleviate poverty, thereby leading to productive socio-economic activities (Setyadarma et al., 2023). The results can provide increased value and decent income, especially on a broader scale, targeting economic resources involved in the production process to provide business opportunities (Siregar, 2021). Motivation in the form of capital assistance and economic resource expansion is necessary to move towards an inclusive society. However, the current development of modern industry has changed people's lifestyles, which can cause environmental pollution, forest degradation, natural disasters, and even poverty levels, which, of course, have an impact on the difficulty of realizing development. To support development, things that can be done include maintaining a harmonious relationship between the economy, environment, and resource management, where economic activities and environmental management always interact (Yousaf et al., 2021; Purnamawati et al., 2023). Sustainable development is achieved through economic growth, which involves using natural resources while maintaining sustainability and the surrounding environment (Eisenmenger, 2020). Ultimately, managing economic resources to achieve future growth targets must be connected to digitalization. Advances in information and communication technology are essential in the future. Digitalization can change people's lives significantly because human life depends on the help of technological access to a better direction (Purnamawati et al., 2022) (Munir and Djaelani, 2022).

The presence of a digital platform in tourism promotion in Sudaji Village is one of the basic needs. Communication infrastructure via the Internet can facilitate the activities of the Sudaji village community and the government by using applications and social media to promote tourist destinations while providing information about the city to

accelerate development and community welfare. The application of technology in rural areas allows people to gain better access to various public services and facilities (Watini et al., 2021) and even accelerates the mobilization of economic resources. Data integrated through digital systems allows villages to make targeted and efficient policies for mobilizing economic resources to create an inclusive society. This goal will be realized through the synergy of all components within Sudaji Village. It is in line with stewardship theory (Davis et al., 1997), where the main goal of tourist village managers is collective or organizational interest, not personal. This theory refers to psychological and sociological conditions, where the village government officials, local communities, traditional village managers and offices, and tourism awareness groups, play a role as stewards who are supported to act according to the principal's wishes with an orientation towards elements of togetherness, partnership, empowerment, as well as trust and service in accordance with the organizational goals.

This research examines how community empowerment faced in the Sudaji tourist village can meet the level of community cooperation and participation and provide additional income in managing and mobilizing their economic resources. Pokdarwis, Kelian Adat Village Head, and communities are all within the scope of the Sudaji tourist village and have the ability to introduce the village's potential to outside communities. Pokdarwis, as a tourism awareness group managed by local community groups and youth, provides services to visitors with various attractive tour packages and promotes them through digital platforms; Kelian adat and Village Head provide coordination and access for the implementation of village government to support the development of tourist villages based on established awig-awig (rules).

Empowerment directs people to acquire skills, knowledge, and power that can accelerate the mobilization of managed economic resources. Research conducted by Chundu et al. (2022) shows that community empowerment significantly affects individuals, including perceived specific situations, control, and resource mobilization skills for organizations, including developing organizational networks, organizational growth, and accessible community resources. In contrast to the re-

sults of research conducted by Sanjaya et al. (2022), which stated that village community empowerment did not significantly affect economic growth and mobilization. The economy is part of the environment that supports sustainable development through wise use of natural resources. In line with research Zhan and Santos-Paulino (2021) and Sachs et al. (2019) regarding the importance of optimizing the use of economic resources (capital, human, and natural) in sustainable development by aligning human activities following the capabilities of natural resources which supports it. The opposite was expressed by Remus et al. (2021), that ecological aspects and economic mobilization cannot significantly influence sustainable tourism development. The use of technology in tourist villages to support sustainable development is able to influence the economy and its mobilization in meeting the needs of society and industry, as well as other stakeholders (Sary et al., 2021), so the digital transformation process and evaluation of tourism activities should involve all components including the village government (Gomez-Trujillo and Gonzalez-Perez, 2022). The rapid development of information technology (Ayu and Lahmi, 2020; Murti et al., 2021) supports the increasing mobility of economic factors. Inconsistent with Imansyah (2018) and Solomon and Klyton (2020), they reveal that technology penetration has a negative effect on economic growth, where digital access does not have much influence on the economy because there is no equality in all regions.

Even though several previous studies found different results regarding the components that influence the development of tourist villages, other problems are faced regarding the mobilization of economic resources, especially all sectoral egos and disharmony between stakeholders, which can be eliminated for the village's progress. The novelty of this research is that the questionnaire indicators refer to three aspects of competitive advantage in developing sustainable and inclusive tourism villages, which are associated with disharmony in their management. This research is expected to make a theoretical contribution related to stewardship theory and practically to the sustainable mobilization of economic resources in the Sudaji tourist village. The research objective is to analyze the influence of community empower-

ment, sustainable development, and the implementation of digital platforms on the mobilization of economic resources in the Sudaji Tourism Village.

LITERATURE REVIEW

Economic Resources

Economic resources are everything needed to carry out production activities to meet human needs (Numonjonovich, 2022). Economic resources can be in the form of natural, human, and capital. Natural resources are various things that exist in nature and can be utilized to become goods/services to fulfill the needs of human life. Human resources are the most important economic resource in a country's economy. The guaranteed prosperity of a nation can be known if it has high-quality human resources. Capital relates to producing goods and services. Capital resources are not only in money but also in other forms. In development, economic resources that have an essential role are human and natural resources (Rahim et al., 2021). The purpose of this development is to advance the economy of a country. The development is mainly carried out in the agricultural and other sectors. The thing that is most often emphasized in development is improving the quality of human resources. With good-quality human resources, the pace of growth in an economy will be much faster, and the time needed to improve economic conditions can be shorter. Human resources have many vital roles as workers, company leaders, experts, producers, entrepreneur creators, and developers in science and technology. They also play a role in organizing the use of various factors of production.

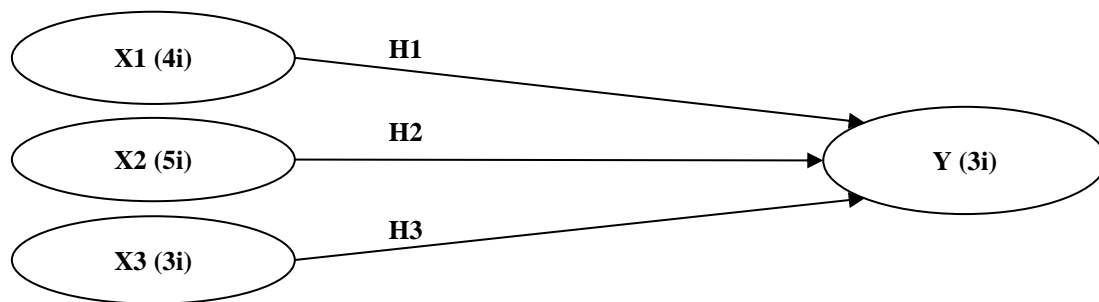
Community Empowerment

Empowerment is a concept that applies to individuals, groups, organizations, and communities (Coy et al., 2021). For individuals, empowerment can take the form of participation in community organizations such as joint decision-making, or for communities, it can take the form of collective action to access government and other community resources. Empowerment can also be defined as an individual having the power to do the job effectively. This ability is obtained from conditions that enable individuals to achieve goals

through personal control, the interests of social influence, political power, and the right to law. Therefore, empowerment can occur at three levels, including personal. Empowerment becomes an experience of gaining control in everyday life; at the small group level, empowerment involves shared experiences as well as group analysis and influence on their efforts, and at the small group level, community, empowerment revolves around the utilization of resources and strategies to increase community control (Munib et al., 2020). In carrying out empowerment, some things must be done by the principle of empowerment, including doing it, meaning that empowerment activities must involve the community as much as possible to do or implement something; consequence means that empowerment activities must have good or beneficial effects or influences and association means that every empowerment activity must be associated with other activities, because everyone tends to relate or substantially economic so that each member has the same opportunity. Empowerment ultimately emphasizes the role of society and the processes carried out in development.

Sustainable Development

All countries worldwide are committed to realizing sustainable development goals with seventeen dimensions in them. The policies and plans must aim at these components, as determined by the government (Almagtome et al., 2020). Sustainability contains important meanings: 1) Psychological aspects in the morals of the young generation who are consumptive in using natural resources and the environment so that they are wise in maintaining sustainability for life in the future. 2) Ecological values are maintained in economic activities to reduce exploitation. 3) The true economic value varies only regarding intergenerational welfare trends supported by limited natural resources and the environment. Economic development that only depends on natural resources will, of course, cause problems in the long term. Sustainable development must be achieved in wise ways without damaging the environment. Basically (Dong et al., 2023), three components support economic sustainability, sustainable economic prosperity and justice.



Information:

X1 = Community Empowerment

X2 = Sustainable Development

X3 = Implementation of Digital Platform

Y = Mobilization of Economic Resources

Figure 1. Research Framework

Digital Platform Implementation

Innovations amidst very fast market competition require the support of digital platforms, thereby creating a borderless world for reaching potential consumers and stakeholders. The various services included in it can even complement each other. According to (Ardolino et al., 2020), there is a difference between platforms and production chains, where platforms have no goal of outputting goods but creating value for new goods. Additionally (Parker et al., 2016) argue that platforms can outperform production suites, where platforms are more scalable. Digital platforms have become a powerful force in today's renewable business models so that users create consumer goods for new markets (Gandia and Parmentier, 2017). Therefore, competition has changed from businesses to platforms. Competition in the digital platform economy tends to continue in a situation where one platform rules the entire market. Digital platforms are application sets that mediate the production and consumption of goods and services (for example, in terms of payments) in an efficient manner. Technological architecture can support the development of efficient and innovative digitalization, both in a business and social context (Kazan et al., 2014). Figure 1 shows the research framework of this research.

HYPOTHESIS DEVELOPMENT

The Effect of Community Empowerment on the Mobilization of Economic Resources

People-based economic development contains a planned agenda for implementing commu-

nity empowerment as a driver of national development, so it requires real breakthroughs to transform quickly and lead to sustainable growth. Community empowerment is also important in realizing a village becomes an advanced and independent village and can increase economic growth rates. Empowerment of rural communities generally aims to increase the ability or capacity of rural communities to develop entrepreneurship, increase income, and increase the economic scale of individual citizens or community groups. Human resources, the main capital, have extensive knowledge, higher education, and professional training that can accelerate technological and industrial development. Empowerment is carried out with the aim that people who participate in empowerment programs acquire skills, knowledge, and power that can change the lives of the people and those around them. Research conducted by Chundu et al. (2022) shows that community empowerment significantly affects individuals, including perceived specific situations, control, and resource mobilization skills for organizations, including developing organizational networks, organizational growth, and accessible community resources. In contrast to the results of research conducted by (Sanjaya et al., 2022), which stated that village community empowerment did not significantly affect economic growth. Based on the results of the analysis of open questions to explain more deeply, it is explained that the empowerment that occurs in the community using village funds is still relatively small. After undergoing empowerment, the participants did not receive assistance, so the skills they

obtained could be applied. Empowerment has not been able to make people increase their income or create businesses.

H1: Community Empowerment Influences the Mobilization of Economic Resources

Effects of Sustainable Development on the Mobilization of Economic Resources

Every economic activity requires resources that play an essential role as the basic capital of economic development. All forms of economic activity involving natural resources should not ignore environmental balance, which has an impact on damage (Quan et al., 2021) because the two have a close reciprocal relationship. The ultimate goal is to avoid future development problems. The environment must also support good economic growth as a life support system vessel for the web of life. Every economic development that is carried out needs to consider the environmental impact so as not to kill life itself. So, in this case, the economy is a subsystem of the environment, so this needs to be developed and implemented in a sustainable development pattern. This development can be sustainable if the use of natural resources is carried out as sparingly, efficiently, and effectively as possible. According to research conducted by Zhan and Santos-Paulino (2021) and Sachs et al. (2019) in sustainable development, it is necessary to optimize the benefits of natural resources and human resources by harmonizing human activities according to the capabilities of the natural resources that support them.

H2: Sustainable Development Has an Influence on the Mobilization of Economic Resources

The Effect of Digital Platform Implementation on the Mobilization of Economic Resources

Tourism service managers can utilize advances in information technology that are rapidly developing as a medium for communicating superior tourism service products. Digital platforms in e-commerce, digital marketing, social media, marketplaces, internet banking, and e-wallets can be used to promote tourist villages. The modern, digital-based era provides opportunities to produce many innovations and increase the productivity of tourism service managers, especially utilizing promotional strategies using information technology networks (Huggins, 2018). The transformation in

the lifestyle of the millennial generation, which is very close and even proficient in using digital platforms, is the main driver in marketing activities to attract consumers, maintain existence, and develop businesses. Through the creation of a tourist village, village potentials such as human resources, natural resources, cultural wealth, and a beautiful environment must be managed in an integrated manner to generate the potential that supports the creation of a tourist village. The various possibilities of existing tourist villages require effective media to attract markets so that tourism villages are more easily accessible and known by the wider community, one of which can be social media. The use of technology in tourism villages with the concept of sustainable development must pay attention to the current and future economy that meets the needs of visitors, industry, society, and the environment (Sary et al., 2021). It is where the importance of developing the resources and capabilities needed for the digital transformation process and evaluating the influence of digital technology on tourism activities involves all components, such as community components, SMEs, manufacturing, tourism managers, village administration, and others (Gomez-Trujillo and Gonzalez-Perez, 2022).

H3: Implementation of Digital Platforms Affects Mobilization of Economic Resources

METHOD

The philosophy of positivism is the rationale for determining the quantitative approach used in this type of causative research. Data collection was carried out using questionnaires given to village heads (1), Pokdarwis (8), Kelian Adat (1), and the community (100). A total of 110 people were used as samples in the study. The questionnaire relates to four variables: community empowerment, sustainable development, digital platforms, and economic resources. It uses a Likert scale of 1-5 points and analysis techniques with the Structural Equation Model with the WarpPLS 5.0 software. The endogen variable used is the Mobilization of economic resources (Y): Something humans can use to fulfill their needs in natural, capital, and human resources (Istika et al., 2022). The exogen variables: community empowerment (X1), a process of developing community capacity to access resources to realize community

independence (Hermawan, 2019); implementation of sustainable development (X2), actions that wisely utilize natural resources and human resources within the community so that they can build community welfare (Andriansyah et al., 2021), and implementation of digital platforms (X3): a digital facility used to run a system based on a program that has been designed, which can be integrated with the Android system to form an application (Haaker et al., 2021). Research Model:

$$\eta = \eta\beta + \xi\Gamma + \beta_1\xi_1 + \beta_2\xi_2 + \beta_3\xi_3 + \varepsilon$$

η = Mobilization of Economic Resources

- $\eta\beta$ = Coefficient matrix of endogenous variables
- $\xi\Gamma$ = Coefficient matrix of exogenous variables
- $\beta_1\xi_1$ = Community Empowerment
- $\beta_2\xi_2$ = Sustainable Development
- $\beta_3\xi_3$ = Digital Platform Implementation
- ε = error disturbance (confounding variable)

RESULTS

Data Analysis

The validity and reliability test uses an outer model with convergent and discriminant instruments (Wong, 2013). The measure lies in the correlation of reflective indicator scores and latent variables (if the loading value is ≥ 0.6).

Table 1. Definition of Variables

Variable	Indicator	Questioner Number
Y	1. Natural Resources Need 2. Human Resources Need 3. Capital Resources Need	1, 2, 3
X1	1. Enablement 2. Strengthening 3. Protection 4. Support and maintenance	4, 5, 6, 7
X2	1. Procurement, development, utilization, and maintenance of facilities and infrastructure 2. Psychological aspects 3. Ecological values 4. Management of tourist villages 5. Collaboration with third parties for investment	8, 9, 10, 11, 12
X3	1. Online information on tourist villages and promotion 2. Online offer of tour packages 3. Tourist transaction system	13, 14, 15

Source: Processed Data (2023)

Table 2. Respondent Characteristics

		Person	Percentage (%)
Gender	Man	78	70,90
	Woman	32	29,10
	Total	110	100
Work experience	< 1 Year	10	9,10
	1-5 Year	65	59,09
	>5 Year	35	31,81
	Total	110	100

		Person	Percentage (%)
Education	SMA/SMK	33	30
	D1-D4	9	8.18
	S1	56	50.91
	S2	12	10.91
	Total	110	100
Age	<25	0	0
	25-35	5	4.55
	35-45	48	43.64
	>45	57	51.81
	Total	110	100

Source: Primary Data Processing (2023)

Table 3. Convergent Validity

Variable	Indicator	X1	X2	X3	Y
X1	X1.1	0.851*	0.052	0.095	-0.178
	X1.2	0.869*	-0.037	0.057	-0.082
	X1.3	0.792*	0.100	-0.156	0.282
	X1.4	0.812*	0.656	0.046	0.024
X2	X2.1	0.718	0.766*	0.116	-0.322
	X2.2	-0.361	0.777*	0.189	0.395
	X2.3	-0.117	0.776*	0.129	0.775
	X2.4	-0.025	0.824*	-0.095	-0.145
	X2.5	-0.217	0.811*	-0.087	0.186
X3	X3.1	0.165	-0.072	0.922*	-0.097
	X3.2	-0.272	0.180	0.970*	-0.136
	X3.3	0.091	-0.103	0.875*	0.252
Y	Y.1	0.120	0.098	0.397	0.756*
	Y.2	0.044	0.198	-0.013	0.798*
	Y.3	-0.105	-0.189	-0.245	0.917*

*P-Value=<0.001 (Valid)

Table 3 displays the overall loadings and cross-loading values in testing convergent validity with a loading value ≥ 0.6 where the criteria can be met (Roldán and Sánchez-Franco, 2012). Table 5 on the AVE values provide evidence that each analysis result is greater than the correlation between latent variables, so discriminant validity is acceptable.

Instruments in validity testing rely on composites and Cronbach's alpha (Mohajan, 2017). They measure total stability and consistency, res-

pectively. The value is said to be high if the composite reliability is ≥ 0.8 . Cronbach's alpha (above 0.6) is said to be acceptable, as is the case in Table 4. The R-square information is 0.720, which means that the variables of community empowerment, sustainable development, and digital platform implementation can explain 72% of the economic resource mobilization variable. Variables outside the model influence another 28%. At full collinearity VIF values using vertical and lateral multicollinearity, the criterion must be smaller

than (< 3.3). The Q-square coefficient measures predictive validity, which can be negative and > 0. The relationships between latent constructs

are measured based on evaluating the inner model or structural index provided that standard conditions can be met (Kock, 2015).

Table 4. Discriminant Validity and Latent Variable Coefficients

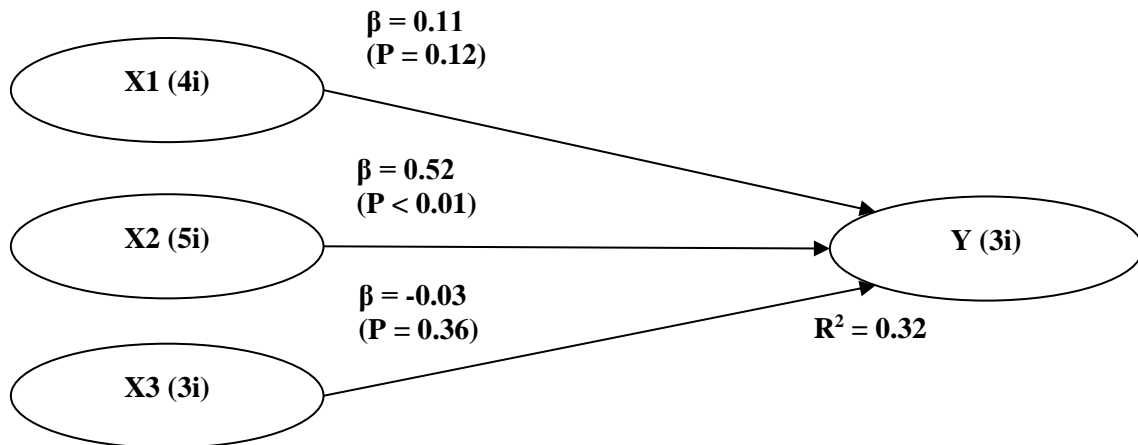
<i>Correlations among l.vs. With sq. rts. of AVEs</i>				
	X1	X2	X3	Y
X1	0.645*	0.469	0.304	0.261
X2	0.469	0.627*	0.237	0.548
X3	0.304	0.237	0.826*	0.085
Y	0.261	0.548	0.085	0.681*
R-squared				0,720
Adjusted R-squared				0,701
Composite reliability	0,745	0,704	0,865	0,722
Cronbach's alpha	0,795	0,720	0,865	0,822
Average variances extracted	0,716	0,793	0,682	0,764
Full collinearity VIFs	1,351	1,737	1,120	1,435
Q-squared				0,323

Source: Processed Data (2023)

Table 5. Model Fit and Quality Indices

Model Fit and Quality Indices	Criteria Fit	Index*
<i>Average:</i>		
Path Coefficient		0,221
R-Squared	p < 0.05	0,321
Adjusted R-Squared		0,301
Block VIF	acceptable if <= 5, ideally <= 3.3	1,217
Full Collinearity VIF		1,411
Tenenhaus GoF	small >= 0.1, medium >= 0.25, large >= 0.36	0,396
<i>Ratio:</i>		
Sympson's paradox	acceptable if >= 0.7, ideally = 1	1,0
R-squared contribution	acceptable if >= 0.9, ideally = 1	1,0
Statistical suppression		1,0
Nonlinear bivariate causality direction	acceptable if >= 0.7	1,000

*Description=Fulfilled



Information:

X₁ = Community Empowerment

X₂ = Sustainable Development

X₃ = Implementation of Digital Platform

Y = Mobilization of Economic Resources

Figure 2. Direct Effect

Table 6. Path Coefficients and P-values

Variable	Criteria		Description
	Path coefficients	P Values	
X1	0.112	0.120	No Significant Effect
X2	0.518	< 0.001***	Highly Significant
X3	-0.034	0.363	No Significant Effect

* p-value ≤ 0.10 = weakly significant, p-value ≤ 0.05 = significant, p-value ≤ 0.01 = highly significant

The output in Table 5 explicitly explains the suitability and quality index model that meets all standards, so the structural model is acceptable for conducting analysis. The direct relationship in Figure 2 uses a path analysis model with Table 6 showing the coefficient values for each variable: (1) X1 to Y are 0.112, p-value = 0.120 > a significance level of 0.05; it is stated that community empowerment has no significant effect on the mobilization of economic resources. (2) X2 to Y are 0.518, p-value = 0.001 < 0.05, meaning sustainable development significantly affects the mobilization of economic resources. (3) X3 to Y are -0.034, and the p-value is 0.363 > 0.05; it is stated that the implementation of digital platforms has a significant effect on mobilizing the economic resources.

DISCUSSION

The Effect of Community Empowerment on the Mobilization of Economic Resources

The results of the study showed that the first hypothesis was rejected, which means that community empowerment does not affect the mobilization of economic resources, which is in line with research conducted by (Jegade et al., 2019) and (McDonald et al., 2014) where in their study it was found that various strategies were carried out in empowering youth in Nigeria but were not successful due to poor policy implementation. In this study, community empowerment on economic resources in the tourist village of Sudaji must be carried out optimally and in a targeted manner as an effort to restore economic conditions and the level of welfare of underprivileged communities. Em-

powerment provides opportunities and competence provisions for the community to be able to optimally access economic resources, in the end they have independent economic capabilities so they can fulfill their basic needs.

The Effect of Sustainable Development on the Mobilization of Economic Resources

Furthermore, the results of subsequent studies show that the results of the second hypothesis are accepted. It means that implementing sustainable development significantly affects the mobilization of economic resources. The global trend in tourism, which is now post-pandemic, is pushing more for sustainability. Sustainable development includes three aspects: economic, social, and environmental protection. These three aspects cannot be separated from one another because all three give rise to a causal relationship. The reciprocal correlation between economic and social activities aims to create a just relationship. Sustainable development represents economic aspects of activities that provide space for concern in the social, economic, and growth factors, especially in reducing poverty levels, which have always been the main problem in improving the living conditions of people in Indonesia. So, awareness of all components is needed to make this happen in synergy. Continuing development for Bali, especially the tourist village of Sudaji, does not only consider the sustainability of natural resources as a basic need for life but also the sustainability of cultural resources. Share (Tauseef-Hassan et al., 2021; Umar et al., 2020; Li et al., 2022; Hysa et al., 2020; Ahmad et al., 2020), so far, the achievement of sustainable development goals has been able to provide appropriate policies in managing economic resources.

The Effect of Implementation of Digital Platforms on Mobilization of Economic Resources

The research results of the third hypothesis show that this hypothesis is rejected, which means that the implementation of digital platforms does not have a significant effect on the mobilization of economic resources. It is in line with research conducted by Yusliza et al. (2017), Litvinenko (2020), and Li et al. (2021) that the digital economy is not significantly related to resources. Digital technology in the Sudaji tourism village is beneficial in

eliminating technological gaps in the village so that the village government and the community can obtain various village information and services through one digital platform. The existence of a village website as a medium for promoting tourism villages to be able to give a positive image of the village itself. However, one of the obstacles regarding the use of digital platforms for the Sudaji tourism village is the need for more public awareness of the application of technology, which results in an inability to realize a digital village (Purnamawati and Adnyani, 2019).

IMPLICATIONS

Practical implications. The existence of management and mobilization of economic resources results in a stronger, modern, and highly competitive economy such as the strong position of people's monetary transactions and business partnerships, greater opportunities or access, better education and health services, well-organized economic equity so that able to make changes for the better.

Theoretical implications. This research provides evidence regarding the development of stakeholder and stewardship theory. The Sudaji Village community, both in whole and in part, has a relationship and interest in organizations in the village. The village government, as the steward of managing resources, and the people, as the principal owners of the resources, agree to develop the village based on trust and collectively according to the stated goals.

RECOMMENDATIONS

Future research can examine all tourist villages in Bali Province and even throughout Indonesia, especially by using regulatory variables and stakeholder synergy. The limitation of this research lies in the fact that the role of collaboration between traditional villages, communities, and tourism managers has not yet been disclosed, which still needs to be more synchronized in demonstrating its existence in mobilizing economic resources so as not to cause conflict that is detrimental to village communities—especially the tourist village of Sudaji in Buleleng Regency.

CONCLUSIONS

The research results using three independent variables have shown differences in this stu-

dy's research results and hypotheses. Community empowerment and the implementation of technology that does not affect the mobility of economic resources are due to several problems experienced during the development of the Sudaji Tourism Village, including lack of socialization regarding existing regulations, sectoral ego, lack of attention from the regional government, and awareness of the local community. Apart from that, the technological infrastructure has not yet fully reached the entire tourism potential of Sudaji village. These problems ultimately have no economic impact on the village government, weak coordination between stakeholders, and a lack of budget for development. This problem can be resolved by improving regulations and the management system for tourism activities.

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