



The role of women entrepreneurs to support food security and SDGs 2030 in the tourism sector through application training

Seniwati^{a,1}, Khairul Amri^{b,2}, Rahmatia^{c,3}, Ihwana As'ad^{d,4}, Munif Arif Ranti^{a, 5,*}, Chumphon Angkananon^{e,6}

^aInternational Relations Department, Social and Political Sciences Faculty, Hasanuddin University, Jl. Perintis Kemerdekaan No.KM.10, Kota Makassar, Sulawesi Selatan 90245, Indonesia

^bMarine Science Department, Marine Science and Fishery Faculty, Hasanuddin University, Jl. Perintis Kemerdekaan No.KM.10, Kota Makassar, Sulawesi Selatan 90245, Indonesia


^cEconomic Department, Economic and Business Faculty, Hasanuddin University, Jl. Perintis Kemerdekaan No.KM.10, Kota Makassar, Sulawesi Selatan 90245, Indonesia

^dComputer Science Department, Computer Science Faculty, Indonesian Muslim University, Jl. inspeksi PAM lorong VI, Kota Makassar, Sulawesi Selatan 90234, Indonesia

^ePolitical Science Department, Maejo University, 63, Nong Han, San Sai District, Chiang Mai 50290, Thailand

¹seniwati@unhas.ac.id; ²khairul.amri@unhas.ac.id; ³rahmatiayunus@gmail.com; ⁴ihwana.asad@umi.ac.id; ⁵munifranti@gmail.com; ⁶chumphon67@gmail.com

*Corresponding author

ARTICLE INFO	ABSTRACT
<p>Article history Received: 2024-11-15 Revised: 2025-02-05 Accepted: 2025-02-23 Published: 2025-04-08</p> <p>Keywords Business Finance Digital Literacy Food Security SDGs Tourism Business</p>	<p>Women have a significant role in supporting food security through women's empowerment programs in the tourism sector. Empowering women in the tourism sector can help improve the family economy. The training held in this activity aims to train and introduce information technology to local communities, especially women who are active as tourism entrepreneurs. The material presented includes information on how to manage business finances and digital literacy so that it can improve the quality of products sold. This training program is a form of women's empowerment to support food security and the achievement of SDGs 2030. Thirty people participated in this training activity. The results of the training activity showed that participants had a better understanding of how to process finances and use Android-based sales technology applications. This training activity includes three stages: 1) Introduction and training in business financial management and using Android in tourism businesses, 2) Mentoring, and 3) Practice. The implication of this training-based research is that tourism business actors can be more familiar with the use of applications that are utilized for tourism business activities. Tourism business actors, especially women, can have a significant impact on community economic growth which directly supports the achievement of SDGs 2030 through increased tourism business productivity.</p>
<p>Kata Kunci Keuangan Bisnis Literasi Digital Ketahanan Pangan SDGs Bisnis Pariwisata</p>	<p>Peran wirausaha perempuan dalam mendukung ketahanan pangan dan SDGs 2030 di sektor pariwisata melalui pelatihan aplikasi. Perempuan memiliki peran yang signifikan dalam mendukung ketahanan pangan melalui program pemberdayaan perempuan di sektor pariwisata. Pemberdayaan perempuan di sektor pariwisata dapat membantu meningkatkan perekonomian keluarga. Pelatihan yang diselenggarakan pada kegiatan ini bertujuan untuk melatih dan mengenalkan teknologi informasi kepada masyarakat sekitar, khususnya perempuan yang aktif sebagai wirausaha pariwisata. Materi yang disampaikan meliputi informasi tentang cara mengelola keuangan usaha dan literasi digital sehingga dapat meningkatkan kualitas produk yang dijual. Program pelatihan ini merupakan salah satu bentuk pemberdayaan perempuan untuk mendukung ketahanan pangan dan pencapaian SDGs 2030. Sebanyak 30 orang mengikuti kegiatan pelatihan ini. Hasil kegiatan pelatihan menunjukkan bahwa peserta lebih memahami cara mengolah keuangan dan menggunakan aplikasi teknologi penjualan berbasis android. Kegiatan pelatihan ini meliputi tiga tahap yaitu: 1) Pengenalan dan pelatihan pengelolaan keuangan usaha dan penggunaan android pada usaha pariwisata, 2) Pendampingan, dan 3) Praktik. Adapun implikasi dari penelitian berbasis pelatihan ini adalah pelaku usaha pariwisata dapat semakin terbiasa dalam penggunaan aplikasi yang dimanfaatkan untuk kegiatan bisnis pariwisata. Para pelaku usaha pariwisata, terutama perempuan dapat memberikan dampak yang signifikan terhadap pertumbuhan ekonomi masyarakat yang secara langsung mendukung pencapaian SDGs 2030 melalui peningkatan produktivitas bisnis pariwisata.</p> <p style="text-align: right;">Copyright ©2025, Seniwati, et al This is an open access article under the CC-BY-SA</p> <div style="text-align: right;">  </div>

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INTRODUCTION

Currently, one of the most vigorous global development agendas to be achieved to the fullest is the Sustainable Development Goals or SDGs. SDGs are a crucial agenda in achieving a more inclusive and sustainable global development by taking into account various aspects ranging from the economy, society, to the environment. In practice, the SDGs have at least 17 main goals that are integrated to achieve prosperity for all parties without exception. The goals in the SDGs include no poverty; no hunger; health and well-being; quality education; gender equality; clean water and sanitation; clean and affordable energy; decent work and economic growth; industry, innovation, and infrastructure; reducing inequalities; sustainable cities and settlements; responsible consumption and production; tackling climate change; marine ecosystems; terrestrial ecosystems; peace, justice, and resilient institutions; and partnerships to achieve goals. For this reason, achieving the SDGs requires a balance between efforts to increase economic growth with efforts to improve people's welfare, and environmental conservation (Elgin & Elveren, 2024). Through these efforts, the SDGs are expected to become a momentum that encourages multi-sector development that is inclusive and beneficial to the global scope.

In achieving SDGs, there are many influential catalysts, ranging from politics, economy, social, education, health, tourism, and so on. Of these various catalysts, the tourism sector is one that is dominant enough to be developed in supporting the realization of SDGs. This is based on the multidimensional nature of the tourism sector so that it is suitable to be placed as a potential contributor to the SDGs (Elgin & Elveren, 2024). Moreover, the strengthening of multi-stakeholder cross-country partnerships in international tourism can be used to strengthen the implementation of the SDGs (Scheyvens & Cheer, 2022). In 2017, the United Nations World Tourism Organization (UNWTO) even declared tourism as the main catalyst in achieving the SDGs. The declaration by UNWTO outlines at least five main pillars of the tourism sector in relation to the fulfillment of the SDGs which include inclusiveness and social welfare, sustainable economic growth, cultural diversity, environmental protection, and peace. The main function of the declaration is to become a basic principle that implements the value of SDGs as a code of ethics in global tourism practices (Buhalis et al., 2023).

Tourism is vital in realizing the UN Sustainable Development Goals (SDGs), especially in promoting gender equality and women's empowerment (Kipchirchir et al., 2024). The main foundation is that human welfare is a key dimension in the SDGs, which implies that welfare indicators can determine the success of the tourism sector in achieving the SDGs agenda. In this case, tourism creates employment opportunities and income for marginalized groups so that it can be relevant to efforts to fulfill welfare indicators (Dwyer, 2022). More specifically, women's groups are often placed as marginalized groups that make empowerment practices an urgency that must be realized. The realization of empowerment can have great significance to the emergence of social innovations that are egalitarianism and facilitate women in various co-creations, including women's tourism entrepreneurship and gender-sensitive tourism sector partnerships (Pécot et al., 2024). Thus, a tourism sector developed with elements of gender equality will have great significance in meeting sustainable development goals.

Of the 17 sustainable development goals, one of the most relevant goals to the issue of empowerment is SDGs No. 5 related to gender equality. SDG No. 5 focuses on gender equality, which aims to combat gender inequality by increasing women's role in all sectors, including tourism. The involvement of women in supporting food security in the tourism sector can also lead to the diversification of tourism offerings, improve the overall customer experience, and promote sustainable practices that protect the environment and natural resources. The tourism sector can support women's economic empowerment to increase equal opportunities for women in business, education, and employment, as well as the same wages as men and access to financial services (Katsekor et al., 2024). Women's empowerment in the tourism sector is directly related to the aspect of employment. In practice, the global tourism sector creates opportunities for many women to earn income obtained through various forms ranging from hotel management and catering, handicraft sales, technical and managerial workers, even leaders, as well as various other formal and informal jobs. Through these various opportunities, the tourism sector can encourage increased women's empowerment which benefits women to be stronger financially, economically, and socially (Ahmed et al., 2024). Empowering women is one of the

indicators to achieve gender equality. Therefore, increasing women's empowerment in the tourism sector continues to receive appreciation from the central and regional governments.

Tourism is one of the primary service industries in developing countries such as Indonesia. One of the women involved in supporting food security in the tourism sector is tourism entrepreneurship. Women can also support sustainable tourism development through various skills improvement training. Tourism contributes around 10% of gross domestic product (GDP) globally and has provided one in four new jobs worldwide, making tourism the most significant contributor to employment (Teshome et al., 2022). According to data from the World Travel and Tourism Council, the tourism sector has created around 543 thousand new jobs by 2023 (WTTC, 2024). These data show that the tourism sector has positively impacted local economic development. Increasing development will undoubtedly reduce poverty. Therefore, empowering women in tourism is expected to increase the family economy.

Efforts to improve economic levels through empowering women in the tourism sector are also increasingly encouraged by the increasingly strong role of women tourism entrepreneurs (WTE). The role of WTE in the tourism sector intersects a lot with digital entrepreneurship which moves as a counterweight for women to secure opportunities to strengthen global entrepreneurship which is often limited by social and cultural barriers. Through digital competencies, women can be empowered by utilizing online platform-based entrepreneurship that utilizes technological advances. Unfortunately, the role of WTE is still not fully realized due to obstacles such as difficulties for women to improve digital competencies as a result of structural inequalities that make training programs for women less adapted, social inequalities that hinder access for women, and gender stereotypes that are often biased (Khoo et al., 2024). Therefore, efforts to maximize the role of women through digital technology are needed. Women's mastery of digital technology is not only useful for strengthening their role in the tourism sector, but also realizing the success of women's empowerment which aims to achieve gender equality as one of the goals in the SDGs.

One form of women's empowerment that is relevant to the context of advances in digital technology is through the empowerment of platforms that can be used to maximize the potential of women's micro-entrepreneurs in the tourism sector. The digital platform is one of the tools used to empower women through breaking down cultural barriers and overcoming challenges in the form of location, time, and process in doing business. The utilization of digital platforms for women's empowerment in the tourism sector is based on the aspects of speed, accessibility, and affordability offered by various digital platforms so that women's entrepreneurial activities in tourism can grow and be competitive, and reach a wider range of customers (Ditta-Apichai et al., 2024). In this case, digital technology platforms can be utilized not only to promote tourist destinations, but also to sell various products and souvenirs typical of a tourist attraction.

This research is in the form of training held for the community, especially for those active as tourism business actors. The training provided is in the form of technology, primarily IT (information technology), to support online sales for tourism business actors. Online sales technology is one part of multimedia technology, which is essential because it is one part of managing industrial tourism, and it can serve intelligent decision-making from the government, companies, or foreign and domestic tourists (Ying et al., 2024). Technology, communication, and information are strategies for developing tourism, so efficiency and effectiveness are among the supporting factors in promoting a tourism destination (Liu et al., 2023). Technology is essential in the tourism sector, so training is needed for tourism business actors.

This multimedia technology training for tourism business actors also supports the 17 sustainable development goals (SDGs), focusing on gender equality and women's empowerment (Akanle et al., 2022). In realizing the fulfillment of the SDGs, the use of technology plays a role in expanding market opportunities for businesses of people who previously had limited access. Then the community will gain greater job security and opportunities, increased financial capability, and improved living standards through entrepreneurial growth. In addition, the use of technology also allows local communities to participate more actively in the decision-making process and management of sustainable tourism sector development, thus encouraging the strengthening of community participation (Ali et al., 2020). Thus, training in the use of technology is a

momentum to realize the harmony between sustainable development and women's empowerment in the tourism sector through the use of digital advances.

Apart from the urgency of utilizing technology in encouraging women's empowerment in the tourism sector that is relevant to the goals of the SDGs, writings on women's empowerment through multimedia technology training, especially online sales application training, are still scarce. Therefore, research through this training is fundamental because we can measure the ability of tourism business actors in small villages to use application technology. Guided by the concepts and theories of women's empowerment and SDGs, this research aims to describe the dynamics of utilizing digital technology through training for women's entrepreneurial groups in the tourism sector that represent a form of inclusive and equal sustainable development as a goal of the SDGs.

METHOD

This community service activity was conducted in Sipatuo village, Patampanua sub-district, Pinrang district, South Sulawesi Province. This village is 14 km from the capital of Pinrang district. The village has 4,138 people. The number of men is 2,061 people, and the number of women is 2,077 people (BKKBN, 2024). The method used was training, discussion, and interviews with training participants for three days from May 12 to May 15, 2024. The first material was related to business financial management. The second material was associated with the sale of Android-based tourism business results. The training participants came from the Sipatuo village community, village officials, and tourism business actors. The training was held for three days. On the first day, we surveyed tourism business actors. On the second day, we provided training. On the third day, we offered mentoring. The speakers came from Hasanuddin University, consisting of three people. The three people have expertise in finance, utilization of marine products, and international cooperation. Then, one speaker from the Muslim University of Indonesia who has expertise in information technology. The following is a list of training participants.

Table 1. Training Participants

Variable	Participant	Frequency	Percentage
Gender	Male	5	17
	Female	25	83
Age (year)	1965 - 1980	20	67
	1981 - 1996	10	33
	1997 -2012	0	0
Education	Senior High School	24	80
	Diploma/Bachelor	6	20
	Master	0	0
	Doctor	0	0
Income monthly	More than Rp.500.000 (32.25 USD)	5	17
	Rp.500.001 – Rp.2.500.000 (32.25 – 161.26 USD)	10	33
	Rp.2.500.000 – Rp.4.500.000, (161.26 – 290.27 USD)	10	33
	Rp. 4.500.000 – Rp.6.500.000, (290.27 USD – 419.29 USD)	5	17
Occupation	Students (senior high school)	4	13
	Private Sector	5	17
	Lecturer/teacher	0	0
	Looking for job	3	10
	Servant society employee	4	13
	Entrepreneurship	10	34
	Others	4	13

THEORY

Women Empowerment Theory

Development is one of the primary keys that drives the realization of women's empowerment, especially in the economic sector and access to work productivity, because development realizes the elimination of various sources of unfreedom, including poverty, economic opportunity gaps, and social deprivation. In realizing development, Amartya Sen explains that there are at least five types of freedom instruments that play an essential role in contributing to free development. These instrumental freedoms include political freedom, economic facilities, social opportunities, transparency guarantees, and protective security. These freedom instruments strengthen common interests through empirical relationships that bind various types of differences so that development can be realized inclusively (Sen, 1999). Instrumental freedom in development practices encourages strengthening empowerment efforts that have the end result of achieving equality in achieving development. If the practice can be implemented, then the gap in roles between women and men can be eliminated with development that focuses on equal freedom and participation.

Amartya Sen explains that despite increasing global prosperity, the modern world often denies fundamental freedoms to several community groups. This rejection is usually experienced by women who limit their substantive liberties. Therefore, the practice of instrumental freedom becomes a great urgency that must be implemented so that oppression against women can be eliminated. Among the various instrumental liberties explained previously, economic facilities have a significant role in realizing women's empowerment. Economic facilities refer to opportunities to utilize economic resources for production, consumption, and exchange purposes. Fulfilling aspects of economic facilities will align with fulfilling a person's economic rights, which will contribute directly to increasing income and encouraging economic development (Sen, 1999). Therefore, the process of fulfilling economic facilities that realize equal opportunities will provide convenience for women to be economically empowered. Empowering women in the financial sector increases their role and productivity and access to a better economic life and strengthens women's positions in decision-making.

The concept of women's empowerment needs to be interpreted systematically in order to get the main core of the practice that is to be realized. Empowerment is broadly interpreted as respect for rights, self-esteem, and choices to control life independently (Labadi, 2022). Women's empowerment is related to improving skills, knowledge, and traditional experiences owned by women to be used as a contribution to community resilience. The presence of women's empowerment is a response to patriarchal stereotypes that limit women's involvement in society (Pakuna et al., 2024). The description is in line with the research method that uses training to realize women's empowerment. The training targeted at women will improve their skills in the economic process so that it can be an important aspect in achieving inclusive, sustainable development goals.

To understand the empowerment process more optimally, this study applies the women's empowerment approach introduced by Naila Kabeer. Women's empowerment begins with a process that places women in a position where they cannot determine strategic life choices independently. Therefore, Naila Kabeer argues that women's empowerment must be a practice that involves women maximally in the decision-making process that can affect their lives. In the process of women's empowerment, there are three interrelated dimensions: resources, agency, which includes the process and decision-making, and achievement, which is the final result that is desired to be realized (Kabeer, 1999). In this study, the three dimensions of empowerment are represented through the role of women as business actors in the tourism sector. Resources are represented through equal access and the role of women as human resources. Agency, which is a process, is realized through training methods to encourage online sales productivity in the tourism sector. Then, the achievement is the fulfillment of SDGs values, especially gender equality and increasing women's economy.

This study specifically discusses women's empowerment in the economic and tourism sectors. Therefore, a more significant understanding of the empowerment process and tourism practices is needed. Women's empowerment carried out through the tourism sector often leads or is oriented towards the process so that it is very closely related to sustainable development (Efthymiadou & Farmaki, 2024). However, the tourism sector tends to perpetuate gender discrimination based on stereotypes due to bias in gender representation which results in the formation of structural problems that are detrimental to women (Labadi, 2022). Therefore, this study focuses on the form of women's empowerment to support food security and the achievement of SDGs 2030 in the tourism sector through training. This training aims to eliminate gender bias that occurs and also to strengthen the role of women in the tourism sector so that they are no longer disadvantaged.

SDGs

SDGs are a global agenda that is essential in the normative progress of global development governance and includes 17 main goals. The goals in the SDGs include no poverty; zero hunger; health and well-being; quality education; gender equality; clean water and sanitation; clean and affordable energy; decent work and economic growth; industry, innovation, and infrastructure; reducing inequality; sustainable cities and settlements; responsible consumption and production; handling climate change; marine ecosystems; terrestrial ecosystems; peace, justice, and strong institutions; and partnerships to achieve goals. SDGs are an ambitious agenda that is universal and inclusive to realize sustainable development and can face various social, economic, and environmental challenges. The implementation of SDG practices is designed with multi-stakeholder and decentralized initiatives to involve the active participation of all countries (Fukuda-Parr et al., 2022). The implementation of SDGs emphasizes the collective efforts of countries to jointly achieve social welfare. The practice of SDGs organizes three main categories of development that must be realized, including economic development, environmental sustainability, and social inclusion. These three categories must be realized sustainably by utilizing ideal governance at the local, national, regional, and global levels (Sachs, 2012).

The main significant point in the SDGs is the process of making the issue of sustainable development a framework for the overall development process and resolving gaps between various institutions that have become part of the global policy-making process (Fukuda-Parr et al., 2022). The meaning is that SDGs involve various actors, including government, epistemic groups, international organizations, academics, and civil society, whose responsibilities sometimes overlap to achieve inclusive development collectively. Another critical issue developed massively in SDGs is gender equality and women's empowerment. Mainstreaming a gender perspective is a crucial practice in the implementation and monitoring of SDGs practices because it can ensure that no party is marginalized or loses their rights and opportunities. Thus, SDGs have a significant positive impact on women through accelerating development and preventing regression so that women can inclusively avoid poverty and other problems (UN Women, 2018). The SDG agenda's attention to women's participation is very clear with the presence of SDG goal No. 5 related to gender equality. The SDGs clearly pay attention to inclusive development and no longer leave certain community groups behind.

Physical and non-physical investments are needed to realize the SDGs, and they can be the main drivers of the development process. Human resource development is one of the most important forms of investment in achieving sustainable development. Investment in human resource development, or what is also known as human capital, is related to increasing the capacity and capability of the community. Human capital is necessary because it places humans as the center of development with the ultimate goal of achieving community welfare that aligns with the SDGs' values. In practice, human capital is limited to education, health, and community productivity (Alisjahbana & Murniningtyas, 2018). This concept is in line with this research, which focuses on empowering women through training activities that will contribute directly to the development of community resources, especially women so that they can significantly improve their quality and productivity.

RESULTS AND DISCUSSION

Economic Growth Through Tourism Village Development

The tourism industry can affect economic and community development. Tourism can also contribute to economic growth and increase community income sources directly and indirectly. Tourism development increases economic growth, reduces poverty, and preserves natural and cultural resources. Therefore, tourism development has a vital role in improving community welfare. Rural community-based tourism development can encourage small and medium-scale industries that can be carried out in a labor-intensive manner and grow the rural community economy by developing small and medium-sized businesses or MSMEs. Micro, Small, and Medium Enterprises (MSMEs) advance the Indonesian economy because they can absorb labor and reduce unemployment (Yasir et al., 2021). Several training participants said that tourism development is one way to encourage economic growth of the community both directly and indirectly through increasing community income. Encouraging industry on the scale of Micro, Small, and Medium Enterprises (MSMEs) through developing tourism businesses is one crucial aspect of creating the Indonesian economy and employment (interview, May 12th, 2024).

Tourism villages can be a driver to create economic growth based on the concept of local wisdom. Tourism villages can grow independently within village community groups and develop rapidly with government

support. The mandate of Law No. 10 of 2009 states that tourism development is a national development that is carried out systematically, planned, integrated, sustainable, and responsible while still protecting religious values, culture in society, environmental preservation, and national interests (Yasir et al., 2021). Training participants said that the existence of tourist villages is protected by law because national development can drive economic growth based on the concept of local wisdom from residents (interview, May 12th, 2024).

Several tourist villages were formed in various regions (Pradhipta et al., 2021). Sipatuo Village, through village officials and the community, is trying to make its area a tourist village. Meanwhile, the village secretary who participated in this training said that one of the government's efforts in supporting the development of the community's economy is to help the community's tourism economic efforts. One example of the community's efforts in developing its economic capabilities is Sipatuo Village, which is trying to enter the category of a tourist village (interview, May 12th, 2024). There are several requirements that must be met to be developed as a tourist village, such as good location accessibility, having qualified tourist attractions, and support from the community and local officials (Prayitno et al., 2023). Based on these requirements, Sipatuo village is a potential area to be developed as a tourist village object. However, it certainly requires careful preparation so that its development as a tourist village can be sustainable.

The 2023 Sipatuo Village Government Work Plan (RKPDES) explains that several problems are obstacles to village development. These obstacles include the provision of inadequate street lighting, suboptimal highway access, and the need for repairs or provision of bridges to strengthen village mobility (Pemerintah Desa Sipatuo, 2023). For this reason, the head of Sipatuo village, who also attended the training, said that the Sipatuo village government needed to overcome these obstacles so that village development could go hand in hand with the development of tourist villages (interview, May 12th, 2024). Adequate facilities and infrastructure will play a significant role in attracting tourists and encouraging the strengthening of Sipatuo village as a tourist village. Moreover, to improve the village economy, it is necessary to optimize the use of village wealth, one of which can be carried out through the practice of tourist villages.

The Sipatuo village government has a central focus in the 2022-2027 Village Medium-Term Development Plan (RPJMDES) to increase the village's original income from a projection of IDR 5,000,000 (\$313 US) in 2022 to IDR 15,000,000 (\$937 US) in 2027. The projected increase in the original income of the Sipatuo village is attempted by optimizing income through regional wealth and community participation (Pemerintah Desa Sipatuo, 2022). This means that the village community must actively help the government encourage the productivity of Sipatuo village, which can be realized through the tourism sector. The community and the government promote tourism to attract tourists, ultimately increasing the town and community economy. The Sipatuo village secretary said that the tourism offered in Sipatuo is not only limited to nature tourism but also includes the community's socio-culture and culinary traditions in the form of typical Bugis cakes (interview, May 12th, 2024).

Women Empowerment through Digital Training

Sipatuo Village has many potentials that have not been optimally processed by the government and local communities. This condition is caused by the limited budget owned by the local government. The Secretary of Sipatuo Village said that the limited village budget caused many potentials that could not be processed using more modern technology (interview, May 12th, 2024).

In the 2023 Sipatuo Village Government Work Plan (RKPDES), there are several main issues concerning community empowerment, including the need for training for local RT/RW, the need for training for residents to increase productivity such as through making bread and chips, and the need for capital for women (Pemerintah Desa Sipatuo, 2023). The work plan represents the urgency of women's empowerment practices through training methods to realize inclusive development in Sipatuo village. Empowerment is the momentum that can strengthen society's contribution, especially women's, to driving local economic growth.

Regarding women's empowerment, Amartya Sen explains that its fulfillment requires instrumental freedom, one aspect of which is economic facilities. Economic facilities encourage the strengthening of women's opportunities to utilize financial resources (Sen, 1999). The concept aligns with the current conditions in Sipatuo village, which has many potential economic resources but cannot be processed optimally. Women can play an active role through various entrepreneurial activities that introduce local products so that they can be marketed massively and become a stable source of income for the community's economy. Through women's empowerment, the benefits of various potential economic resources in Sipatuo village will also be found so that they are no longer sidelined.

According to Kabeer, there are three dimensions of the women's empowerment process, namely resources, agency, and achievement (Kabeer, 1999). These three dimensions are then implemented in women's empowerment in Sipatuo village by prioritizing training methods to realize community productivity and skills. The resource dimension is represented through two main aspects: economic resources in Sipatuo village and women as human resources. Women are the main actors who play a role in processing economic resources to realize significant economic development in the Sipatuo village area. The selection of women as the central resource is not only to discover the process of women's empowerment but also to realize inclusive development and no longer marginalize women.

The agency dimension intended for women's empowerment in Sipatuo village is a training process that encourages the improvement of women's human resources. The training process carried out includes two primary materials. First, training in business financial management. Considering that Sipatuo village experiences obstacles related to village funds and budgets, training is needed to help manage the finances of the local community. Especially for women who are supported in being active in entrepreneurial activities. The entrepreneurial practices carried out by women in Sipatuo village are in the culinary sector by utilizing the tourism potential in the area. This is in line with what was explained earlier, which is that one of the challenges of empowerment in Sipatuo village is the need for training in making bread and chips. In addition, training is also carried out by training the community to process other products that have superior appeal and are to be introduced as typical Sipatuo regional tourism business products. Financial management training is also carried out to overcome obstacles in the form of a lack of investment for women in Sipatuo village. By strengthening financial management, tourism businesses pioneered by women can be more productive and enhance product processing to attract investors. A reasonable financial management basis is a reinforcement so that tourism business activities carried out by women can run sustainably.

Second, through training in selling Android-based business results. UN Women reports that women's digital knowledge and skills are 25% smaller than men's. This requires women to acquire digital literacy, which includes skills in using and utilizing technology (UN Women, 2024). Therefore, training methods based on digital progress will be relevant to support women's empowerment in Sipatuo village. The most important training is related to selling digital-based tourism business results so local products can reach a broader market and be known more massively. Participants in this digital-based training are not only women but also men as participants. This training is carried out by introducing various marketplaces and their use in directly marketing products. The presenters provided training on using Android-based marketplace applications to encourage Sipatuo village tourism businesses to grow and compete productively. If business actors already have digital skills to market their products, then the company being run can be sustainable and significantly impact the community's economic growth.



Figure 1. Presenter Training

From the training process carried out above, the resulting achievement dimension is the contribution of women to the economy that realizes the economic growth of the local community. According to UN Women, women's economic empowerment is a collective transformative process that denounces inequality and balances competition so that rights, access, ownership, control over resources, and income can be enjoyed fairly by women (Gantner & Quan, 2024). Thus, empowering women in Sipatuo village through training methods is a form of achieving collective economic transformation in maintaining food security. This training is no longer gender biased because it is based on the values developed by UN Women to achieve the 2030 SDGs. In addition, digital training for women not only represents inclusive technological progress but also represents a balance of access for women and men so that no party is left out of its role. Digital training is also a form of implementing the concept of empowerment by utilizing the values of technological progress. This is based on the concept of women's empowerment related to improving skills and knowledge (Pakuna et al., 2024) so that the implementation of training is a concrete manifestation of empowerment practices. Through digital training, the skills and knowledge of women's groups towards digitalization will be strengthened so that it can encourage them to increasingly innovate in utilizing digital technology in their tourism businesses.

Especially in Sipatuo Village, digital training is a relevant momentum to support the realization of this area as a tourist village in Indonesia. Smart tourism villages enable the integration of resources, digital technology and tourism infrastructure in producing quality tourism products and services (Kusumastuti et al., 2024). Thus, digital training not only increases the competence of the community, especially women in developing competitive tourism products, but also encourages collaboration and optimization of resource utilization and infrastructure availability as a basis for selling power and competitiveness developed through the use of digital technology in strengthening the position of Sipatuo Village as a leading tourism village.

The Role of Women in Realizing SDGs

One of the main goals in the SDGs is gender equality which encourages inclusive development for all without gender bias. As one of the main goals of the SDGs, gender equality is related to several crucial things concerning gender issues such as guaranteeing equal rights between women and men to economic resources; the use of technology that can support women's empowerment (UN Women et al., 2024). Therefore, women who participated in this training activity have had a significant role in realizing the fulfillment of the 2030 SDGs because it is one of the main goals that we want to achieve in inclusive development.



Figure 2. Training Participants

Gender equality, as stated in the SDGs goals, relates to respecting the differences and roles of women and men equally. Then, SDGs goal no. 5 also relates to the interaction between other goals (Advocates for International Development, 2022). Thus, fulfilling gender equality goals can contribute to other development goals such as poverty alleviation, economic growth, and reducing inequality. In practice, women have a crucial role because they are critical actors in fulfilling the equality aspect of sustainable development. Women play a direct role in accommodating demands for the fulfillment of rights and disparities that have so far placed women in inequality, thus hindering inclusive and sustainable development. In the economic sector, women can directly contribute to economic growth and security by increasing the productivity of entrepreneurial activities achieved through empowerment.

In SDG's goal no. 5, one of the main highlights is the availability of access to funding for women entrepreneurs. To achieve sustainable development, it is necessary to have partnership facilities with investors and financial institutions that are sensitive to gender to impact women's economic empowerment positively (UN Women et al., 2024). The meaning is that sustainable development and the role of women are interconnected. Sustainable development provides guarantees and protection for women to gain access to economic independence and freedom from all forms of discrimination. If these aspects have been implemented effectively, women can act as agents who can grow the economy and move to encourage the realization of the SDGs goals. For example, what happened in Sipatuo village, SDGs provide motivation and protection for women to be active entrepreneurs in the form of digital-based tourism businesses as a form of equality. This practice offers significant results in achieving SDG values, which include equality, economic growth, and sustainability. The support given to women to become productive entrepreneurs provides women with access to a more decent economy and minimizes the gap in inequality in society. Thus, the achievement of SDGs will be increasingly apparent through the active role of women in developing productive and highly competitive businesses.

Concerning the training method used to realize women's empowerment in Sipatuo village, the practice is directly related to efforts to improve the quality of human capital, which is one of the efforts to realize SDGs. Human capital is the development of human resources by increasing the capacity and capability of the community (Alisjahbana & Murniningtyas, 2018). The training in Sipatuo village is in line with increasing community capacity and capability, so it is relevant to efforts to fulfill the SDGs. Women's groups in Sipatuo village who are active entrepreneurs of tourism business products and participate in digital development training will be more skilled in economic activities and will contribute actively as development agents. Thus, women can play a role in realizing the SDGs through developing and improving the quality of their human capital.

CONCLUSION

Based on the training activities held in Sipatuo village show that there are empowerment activities involving women to support food security and achieve SDGs 2030. This training activity can strengthen the role of women in the tourism sector because it can improve the skills of training participants. After participating in the training activities, training participants understand and have skills in using Android-based marketplace applications. The training on using IT aims to encourage Sipatuo village tourism businesses to grow and compete productively. Productive women will be able to maintain the village's food security. Participants who attend are generally business actors who do not yet have digital skills to market their products. After participating in training and mentoring, these business actors have increased their skills in using applications. The mentoring provided can be sustainable, which is expected to have a significant impact on economic growth for the community and can support the achievement of SDGs 2030.

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