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**BUILDING COMMUNITY SUPPORT FOR SUSTAINABLE TOURISM
VILLAGE DEVELOPMENT: THE ROLES OF DESTINATION IMAGE,
TECHNOLOGY ADOPTION, AND COMMUNITY CAPABILITY**

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Abstract:

This study aims to analyse the influence of destination image and technology adoption on community support, with community capability acting as a mediating variable, in the development of tourism in Tajen Village. The study employed a quantitative approach, involving 203 residents as respondents. The data were analysed using Partial Least Squares Structural Equation Modelling via SmartPLS 4. The research findings indicate that Destination Image has a positive effect on Community Capability and Community Support. Technology Adoption has a positive effect on Community Capability, but has no direct effect on Community Support. Community Capability has a positive effect on Community Support and mediates the relationship between Destination Image and Technology Adoption and Community Support. Mediation in the Destination Image relationship is partial, whilst in the Technology Adoption relationship, mediation is indirect only. These findings suggest that a positive image of the village can directly strengthen residents' support, whilst technology must first be transformed into community capability. In theoretical terms, this study expands upon the integration of the Resource-Based View and Social Exchange Theory. In practical terms, village authorities need to prioritise community capacity-building and digital literacy support so that technology can deliver tangible benefits for tourism development.

Keywords: Destination Image; Technology Adoption; Community Capability; Community Support; Tourism Village

INTRODUCTION

A tourism village can be understood as an administrative area at village level that possesses tourism potential, with its own local characteristics and unique features. This potential is evident not only in the presence of tourist attractions, but also in the authentic experiences gained by visitors when interacting with rural communities. Culture, traditions, local customs and local wisdom are key factors that distinguish a tourist village from other destinations. This appeal will grow even stronger if cultural practices are preserved and passed on to future generations. Nevertheless, the development of tourism villages often falls short of its potential due to limited financial resources, the quality of human resources, and the availability of supporting facilities that can ensure the safety and comfort of visitors (Citra & Pitana, 2023; Lestari et al., 2025; Nuraini et al., 2025). This situation is also relevant to the development of tourism in Tajen Village. The various potentials that a village possesses will struggle to develop unless the community is prepared to manage and support tourism activities. Consequently, the success of Tajen Village as a tourist village depends not only on its local attractions, but also on the community's ability to manage and utilise these resources sustainably.

The success of developing a tourist village depends heavily on the support of the local community. Tourism programmes will struggle to run effectively if the community does not accept them, participate in them, or become directly involved in the development process. On that basis, destination policy should not only be geared towards the interests of the government, managing



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organisations and investors, but should also take into account the hopes, concerns and views of the local community (Dedeoglu et al., 2023; Tosun et al., 2020). Social Exchange Theory explains that communities are more likely to support tourism when the economic, social and environmental benefits they derive are deemed to outweigh the negative impacts that arise (Eslami et al., 2019). These perceived benefits can foster a positive attitude, increase community engagement and strengthen support for the development of the destination (Hossain et al., 2024; Muresan et al., 2016). Nevertheless, public support is not based solely on economic considerations. Quality of life, a sense of belonging to one's place of residence, and the way communities perceive the role of tourism in their daily lives also influence their attitudes (Schroeder, 1992; Stylidis, 2020). Therefore, an understanding of the factors and processes that shape community support is needed as a basis for formulating tourism development policies that are more effective and in line with the circumstances of the local community (Jiang et al., 2023).

A destination's image is one of the factors that can influence the development of public support for tourism development (Primananda et al., 2025). To date, most research on destination image has tended to focus on tourists as the subject of study, whilst the perspectives of local communities have not yet received much attention. In fact, the community is one of the key stakeholders that plays a direct role in determining the success and sustainability of tourism development in a region (Nematpour et al., 2023). The strong dominance of the tourist perspective means that our understanding of how local people perceive the image of the area in which they live remains relatively limited (Stylidis, 2020). In the eyes of the local community, a destination's image does not merely reflect the attractions it has to offer tourists, but also reflects the region's identity, reputation, potential and future direction of development. When the community holds a positive view of their region's image, a sense of pride and confidence in the village's potential can grow, thereby encouraging greater involvement in tourism activities (Schroeder, 1992; Stylidis et al., 2022). On that basis, research into destination image needs to pay greater attention to the community's perspective, given that they not only experience the various impacts of tourism, but are also directly involved in the management and development of tourist villages.

In addition to the destination's image, the community's ability to adopt technology is also a key factor in the development of tourism villages. The emergence of social media, digital applications and information technology provides opportunities for the public to share information, building communication with tourists, expanding networks, and producing promotional content more effectively (Christou et al., 2025). Advances in artificial intelligence-based technology are further expanding the use of technology in the tourism sector, ranging from promotional activities and information management to tourist services and decision-making (S. Wang et al., 2025). However, the adoption of technology at community level does not always go smoothly. Limitations in digital literacy, access to devices, content creation skills, and the ability to use apps consistently remain barriers that need to be addressed. Initial observations in Tajen Village indicate that some members of the community are still finding it difficult to use or develop more advanced technology to support tourism activities. In the Technology Acceptance Model, the acceptance of a technology is influenced by the extent to which it is perceived as useful and easy to use. Although research into digital technology in tourism continues to evolve, the majority of studies still focus on tourist behaviour and the effectiveness of promotional activities. Meanwhile, the role of technology adoption in enhancing the internal capabilities of local communities has not yet been studied in great depth (Christou et al., 2025; R. Wang et al., 2020; S. Wang et al., 2025)

A destination's image and the adoption of technology do not always directly foster public support. The impact of both can be realised through community capacity, namely the collective



ability of the community to plan and manage tourism activities, providing services, developing tourism products, building networks, innovating, and adapting to changes in the environment (Gannon et al., 2020; Lestari et al., 2025; Nuraini et al., 2025). From the perspective of the Resource-Based View, the success of destination management is determined by the community's ability to utilise various resources, whether tangible or intangible, become valuable capabilities. Destination image, for example, can be regarded as an intangible resource that fosters a sense of pride and confidence amongst the local community regarding their region's potential. Meanwhile, technology serves as a supporting resource that can enhance promotion, communication, coordination and information management. Nevertheless, a positive image and adequate technology do not necessarily guarantee public support if these resources cannot be utilised collectively. Consequently, the success of community-based tourism depends heavily on the community's ability to organise its resources, fostering innovation and adapting to technological developments and changing tourist needs (Gannon et al., 2020; Qin et al., 2024). The positioning of community capabilities as a connecting mechanism also emphasises that a destination's resources must first be transformed into tangible capabilities before they can generate greater benefits and stronger support from the community (Rasoolimanesh et al., 2018; Styliadis, 2020; Teece, 2007).

Research into community support for tourism development has, in fact, been conducted quite extensively. However, most studies still regard perceptions of the impact of tourism, economic benefits, quality of life, sense of place, and psychological factors as the main determinants of community support (Dedeoglu et al., 2023; Eslami et al., 2019; Gursoy et al., 2019; Styliadis et al., 2022). On the other hand, research into destination image still tends to adopt the tourist's perspective. Meanwhile, studies on technology adoption in tourism generally focus on tourist behaviour and the effectiveness of promotional activities. This situation indicates that the relationship between a destination's resources and the local community's internal capabilities has not yet received sufficient attention. In particular, there is still limited research explaining how destination image and technology adoption can be developed into community capabilities, and how these capabilities subsequently foster community support for tourism development. This study aims to bridge this gap by integrating the Resource-Based View and Social Exchange Theory within a single research framework. The Resource-Based View is used to explain the process of utilising destination imagery and technology as resources that can strengthen community capabilities. Meanwhile, Social Exchange Theory is used to understand how public support is formed on the basis of perceived benefits. Consequently, this study aims to analyse the influence of destination image and technology adoption on community capability and community support, to examine the influence of community capabilities on community support, and to analyse the mediating role of community capabilities in the relationship between destination image and technology adoption, with community support, in the development of Tajen Village.

LITERATURE REVIEW

This study draws on two theories: the Resource-Based View and Social Exchange Theory. The Resource-Based View holds that the competitive advantage of an organisation or destination is not determined solely by the presence of resources, but also by the ability to manage, combine and convert those resources into strategic value. In the context of a tourist village, destination resources such as natural potential, culture, local attractions, accessibility, facilities and the village's identity can be understood as a resource bundle that forms the foundation for tourism development (Mahardika et al., 2025; Pramananda et al., 2022; Wiranatha et al., 2024). A study on the competitiveness of agritourism destinations shows that accessibility, marketing strategies, created



resources and endowed resources influence tourists' intention to return and recommend the destination. This confirms that a destination's resources can form the basis of its competitive advantage if managed strategically (Bhuwakietkumjohn & Mechinda, 2026).

In a tourist village, resources do not function automatically. Local potential needs to be harnessed through coordination, knowledge, skills, networks and community governance. A study on collaborative governance in tourist villages shows that the success of tourist village development depends heavily on collaboration between various stakeholders, community empowerment, institutional capacity building, and the use of digital technology to support the sustainable development of tourist villages (Nuraini et al., 2025; Saad et al., 2024). Consequently, tourist destinations with strong potential and attributes tend to foster the development of greater community capabilities.

In addition to destination resources, the adoption of technology can also be regarded as a strategic resource within RBV. Digital technology helps tourist villages with promotion, communication, coordination, transparency, access to information and the strengthening of networks amongst residents. A study on the digitalisation of tourist villages shows that digital platforms and social media can broaden the participation of local communities, to improve transparency and accountability in governance, and to strengthen the marketing of tourist villages. However, these benefits depend on digital literacy and the readiness of the infrastructure (Christou et al., 2025; Nuraini et al., 2025; Sigala, 2020; S. Wang et al., 2025). Thus, the adoption of technology serves not only as a promotional tool, but also as a mechanism for strengthening community capabilities.

Social Exchange Theory explains that public support for tourism is shaped by an assessment of the perceived benefits and costs. The public tends to support tourism when the economic, social and cultural benefits, as well as the improvements to quality of life, are considered to outweigh the costs or negative impacts. Conversely, if the local community feels that tourism causes harm, disruption or injustice, support may decline (Dedeoglu et al., 2023; Easterling, 2008). Zaman & Aktan (2021) This indicates that the community will support tourism when the perceived benefits outweigh the costs, whilst the perception of disadvantages can lead to opposition to tourism development.

In the context of Tajen Tourism Village, a tourist destination that offers attractions, accessibility, activities, facilities and a positive image has the potential to enhance the community's perception of its benefits. If the community recognises that the existence of a tourist village can create economic opportunities and foster a sense of local pride, by enhancing social interaction and improving the quality of the village environment, they tend to adopt a positive attitude, become involved, and be willing to promote the village as a tourist destination (Tosun et al., 2020; Wiranatha et al., 2024). Easterling (2008) emphasises that local residents are a key component of the tourism system and that their involvement must be taken into account in destination management.

The adoption of technology can also be understood through the SET framework, as technology can influence public perceptions of the benefits of tourism. Technology used for promotion, information, digital payments, coordination and communication can give the public the impression that tourist villages are managed in a more modern way, open, and offering broader economic opportunities (Christou et al., 2025). Nuraini et al (2025) emphasises that digitalisation can give rise to barriers such as limited connectivity, the high cost of devices, low digital literacy and the digital divide. Consequently, when the adoption of technology is perceived to bring tangible and inclusive benefits, the community is more likely to support the development of a tourist village.

Community capacity is a key factor in strengthening public support, as the public assesses not only the presence of tourism, but also whether the community is capable of managing its benefits



and controlling its impacts. If a community has strong capabilities in coordination, management, communication, innovation and the distribution of benefits, then the public will be more confident that tourism can deliver a fair exchange (Eslami et al., 2019; Muresan et al., 2016; Rasoolimanesh et al., 2018; Styliadis et al., 2022). Dedeoglu et al. (2023) This shows that public support is closely linked to perceptions of the impacts of tourism, whether economic, socio-cultural or environmental. People who see the impact in a positive light tend to be more supportive, whilst negative perceptions can reduce support.

Based on the above discussion, seven hypotheses can be formulated. These hypotheses are as follows:

- H1: Destination Image positively affects Community Capability.
- H2: Technology Adoption positively affects Community Capability.
- H3: Destination Image positively affects Community Support.
- H4: Technology Adoption positively affects Community Support.
- H5: Community Capability positively affects Community Support.
- H6: Community Capability mediates the effect of Destination Image on Community Support.
- H7: Community Capability mediates the effect of Technology Adoption on Community Support.

METHODS

This study employs a quantitative approach with a causal research design to analyse the direct and indirect relationships between the image of a tourist village and the adoption of technology on community support, with community capability as a mediating variable. The research instrument took the form of a structured questionnaire developed on the basis of indicators from previous research. The population for this study comprises the entire community of Tajen Village. However, the respondents selected were those who were directly and indirectly involved in the Tourism Village initiative. The sampling technique used was purposive sampling, with the criteria for respondents being members of the public who have knowledge of tourism villages, either directly or indirectly, and who are aged over 18. Data collection was carried out by distributing questionnaires in person in Tajen Village. The sample size for this study was determined using a rule-of-thumb approach in Partial Least Squares Structural Equation Modelling (PLS-SEM), that is, between 5 and 10 times the number of indicators used. Given that this study uses 29 indicators, the recommended minimum sample size ranges from 145 to 290 respondents. This study employed an approach based on seven times the number of indicators, resulting in a sample size of 203 respondents. This number is considered sufficient to ensure the stability of parameter estimates, increase statistical power, and produce a robust model for testing structural relationships.

RESULT

Based on the characteristics of the respondents, this study involved 203 people, comprising 108 men and 95 women. By age, the respondents were predominantly in the 46–55 age group, numbering 75 people, whilst the 18–25 age group had the smallest number, at 18 people. The majority of respondents are indirectly involved in tourism village activities, namely 138 people. Meanwhile, the number of respondents directly involved was 65. When it comes to the use of social media and digital applications, the majority of respondents stated that they rarely use them, namely 87 people. In addition, 103 respondents, stated that they rarely keep up to date with information about tourist villages. The findings indicate that the respondents were predominantly adults whose direct involvement, frequency of digital technology use and access to information on village tourism remain relatively limited.



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The common method bias test was carried out using Harman's single-factor test with the Principal Axis Factoring method. The test results show that the single factor identified explains 41.177% of the variance, lower than the 50 % threshold. Furthermore, there are six factors with eigenvalues greater than 1, meaning that no single factor dominates the total variance. Based on these results, common method bias does not appear to be a dominant issue in the research data. The following is an explanation of the outer loading of the study, as illustrated in Figure 1.

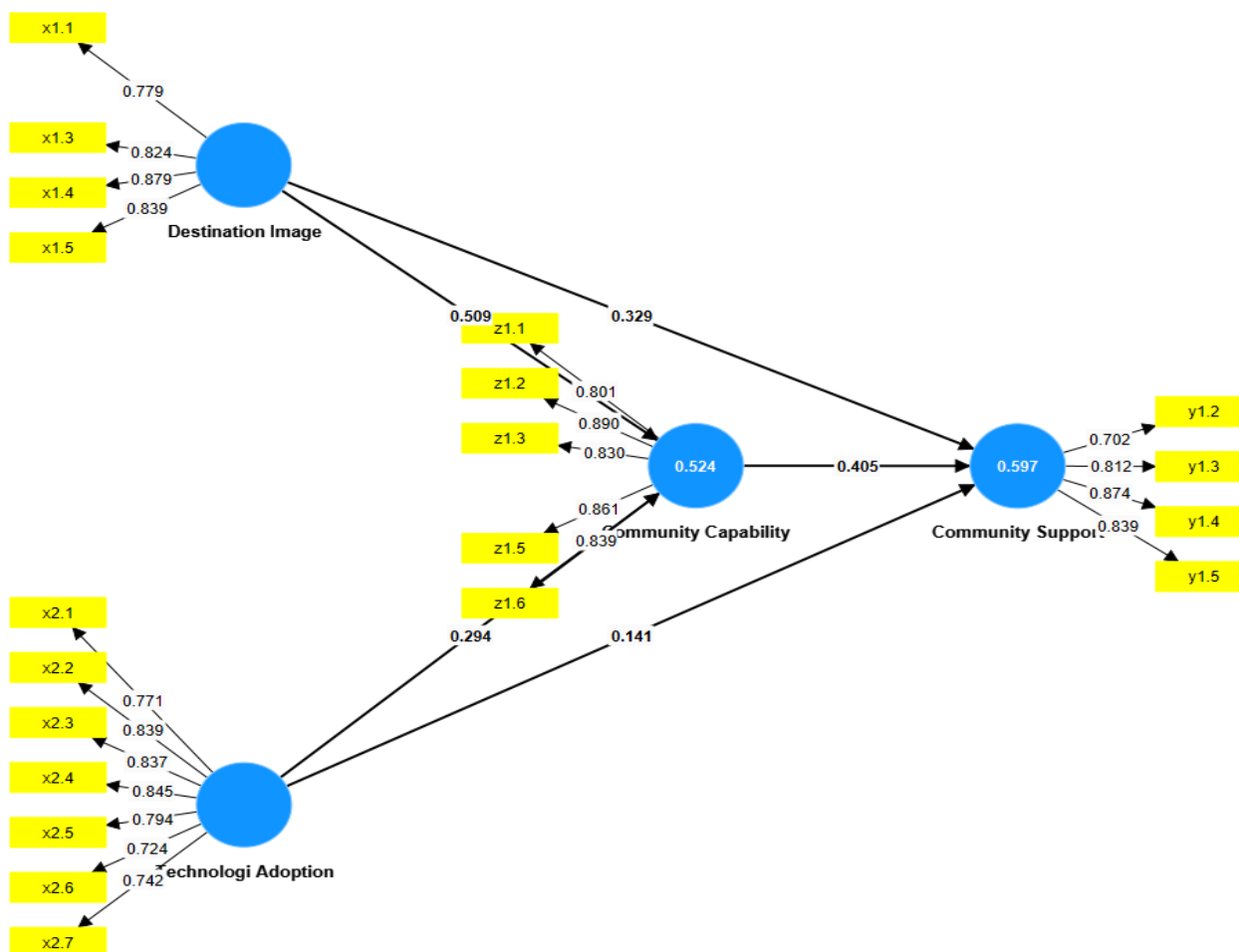


Figure 1. Outer Loading and Conceptual Framework

After the indicators X1.2, X1.6, X1.7, X1.8, X1.9, X1.10, X2.8, Z1.4 and Y1.1 were removed from the model, all the retained indicators had outer loadings ranging from 0.702 to 0.890. The outer loading values for 'Destination Image' range from 0.779 to 0.879, for 'Technology Adoption' from 0.724 to 0.845, for 'Community Support' from 0.702 to 0.874, and for 'Community Capability' from 0.801 to 0.890. The indicators with the highest values for each construct are X1.4, X2.4, Y1.4 and Z1.2, whilst the lowest values remain above the 0.70 threshold. Consequently, all the remaining indicators satisfy the criteria for convergent validity and possess adequate reliability, and are therefore suitable for retention in the measurement model. Next, we will discuss the validity and convergent reliability, which are set out in Table 1.

Table 1. Cronbach Alpha, Composite and AVE



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Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Community Capability	0.899	0.900	0.926	0.713
Community Support	0.825	0.849	0.883	0.655
Destination Image	0.850	0.852	0.899	0.690
Technology Adoption	0.904	0.917	0.923	0.631

Source: Data (2026)

The test results show that all constructs in this study met the criteria for reliability and convergent validity. Cronbach's alpha values ranged from 0.825 to 0.904, whilst the rho_a and rho_c values for all variables exceeded the minimum threshold of 0.70. The results indicate that each construct has good internal consistency and is capable of producing relatively stable measurement results. Furthermore, the AVE values were recorded as 0.713 for Community Capability, 0.655 for Community Support, 0.690 for Destination Image, and 0.631 for Technology Adoption. Although Technology Adoption has the lowest AVE value compared with the other constructs, its value remains above the 0.50 threshold. Consequently, all constructs have met the requirements for reliability and convergent validity, and can therefore be used to proceed with testing the structural model. The next test is the HTMT test, which is described in Table 2.

Table 2. HTMT Test

Variable	Heterotrait-monotrait ratio (HTMT)
Community Support <-> Community Capability	0.810
Destination Image <-> Community Capability	0.777
Destination Image <-> Community Support	0.796
Technology Adoption <-> Community Capability	0.626
Technology Adoption <-> Community Support	0.648
Technology Adoption <-> Destination Image	0.658

Source: Data (2026)

The results of the Heterotrait-Monotrait Ratio test showed that the HTMT values for all pairs of constructs fell within the range 0.626–0.810. All these values remain below the conservative threshold of 0.85. Consequently, each construct in this study can be said to possess good discriminant validity. The highest HTMT value was found in the relationship between Community Support and Community Capability, at 0.810. These values do indeed indicate a fairly strong relationship between the two constructs, but they remain within acceptable limits, meaning that the two can still be distinguished empirically. Meanwhile, the lowest value was found in the relationship between Technology Adoption and Community Capability, at 0.626. Overall, the results of this study indicate that Destination Image, Technology Adoption, Community Capability and Community Support measure different concepts. The next test is the Inner Model (VIF), as described in Table 3.

Table 3. Inner Model (VIF)

Variable	VIF
Community Capability -> Community Support	2.100



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Destination Image -> Community Capability	1.547
Destination Image -> Community Support	2.092
Technology Adoption -> Community Capability	1.547
Technology Adoption -> Community Support	1.729

Source: Data (2026)

The results of the inner VIF test show that all values fall within the range 1.547–2.100. For the variables ‘Community Capability’, ‘Destination Image’ and ‘Technology Adoption’, each has a VIF value of 1.547. Meanwhile, the VIF values for Community Support are 2.100 for Community Capability, 2.092 for Destination Image, and 1.729 for Technology Adoption. All these values are below the threshold of 3.3, so no multicollinearity issues were found between the predictor variables. Consequently, the structural model can be used to test the relationships between variables. The next test is the R-squared test, which is explained in Table 4.

Table 4. R Square Test

Variable	R-square	R-square adjusted
Community Capability	0.524	0.519
Community Support	0.597	0.591

Source: Data (2026)

Based on the R-squared test results, the Community Capability variable has an R-squared value of 0.524 and an adjusted R-squared value of 0.519. The results show that ‘Destination Image’ and ‘Technology Adoption’ account for 52.4% of ‘Community Capability’, whilst the remaining 47.6% is explained by other variables outside the research model. This R-squared value falls into the ‘moderate’ category, meaning that the model is reasonably effective at explaining Community Capability. Meanwhile, Community Support has an R-squared value of 0.597 and an adjusted R-squared value of 0.591. This means that Destination Image, Technology Adoption and Community Capability account for 59.7% of the variation in Community Support. The remaining 40.3% is influenced by other factors not included in this study. This value also falls within the ‘moderate’ category and indicates that the model has a reasonably adequate explanatory power for Community Support. The next test, the F-square test, is described in Table 5.

Table 5. f Square Test

Variable	f-square
Community Capability -> Community Support	0.193
Destination Image -> Community Capability	0.352
Destination Image -> Community Support	0.129
Technologi Adoption -> Community Capability	0.117
Technologi Adoption -> Community Support	0.028

Source: Data (2026)



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Based on the results of the F-square test, the values 0.02, 0.15 and 0.35 indicate a small, medium and large effect, respectively. The f-square value for the effect of Destination Image on Community Capability is 0.352, which places it in the 'large effect' category and makes it the relationship with the strongest contribution in the model. Furthermore, Community Capability's effect on Community Support was 0.193, which is classified as a moderate effect. The effect of Destination Image on Community Support was 0.129, and the effect of Technology Adoption on Community Capability was 0.117; both fall into the category of small effects. The lowest value was found in the effect of Technology Adoption on Community Support, at 0.028. Although the effect is still small, the results indicate that the direct contribution of Technology Adoption to Community Support is relatively weak. Overall, Destination Image has the greatest effect on Community Capability, whilst Technology Adoption has the lowest direct effect on Community Support. However, the F-square value needs to be analysed alongside the path coefficients, t-statistics and p-values, as the magnitude of the effect does not always indicate that a relationship is significant. The next test, the path coefficient, is explained in Table 6.

Table 6. Path Coefficient

Variable	Original sample	Sample mean	Standard deviation	T statistics	P values
Community Capability -> Community Support	0.405	0.406	0.084	4.795	0.000
Destination Image -> Community Capability	0.509	0.506	0.077	6.594	0.000
Destination Image -> Community Support	0.329	0.323	0.077	4.296	0.000
Technology Adoption -> Community Capability	0.294	0.298	0.087	3.373	0.001
Technology Adoption -> Community Support	0.141	0.146	0.076	1.838	0.066

Source: Data (2026)

The results of the path coefficient analysis show that Destination Image has a positive and significant effect on Community Capability, with a coefficient of 0.509, a t-statistic of 6.594, and a p-value of 0.000. Consequently, H1 is supported. Technology Adoption also has a positive and significant effect on Community Capability, with a coefficient of 0.294, a t-statistic of 3.373 and a p-value of 0.001; therefore, H2 is supported. Furthermore, Destination Image has a positive and significant effect on Community Support, with a coefficient of 0.329, a t-statistic of 4.296 and a p-value of 0.000. These results indicate that H3 is supported. Unlike the other relationships, Technology Adoption does not have a significant effect on Community Support, as it has a coefficient of 0.141, a t-statistic of 1.838 and a p-value of 0.066. Although the direction of the effect is positive, the p-value is greater than 0.05; therefore, H4 is not supported. Meanwhile, Community Capability has a positive and significant effect on Community Support, with a coefficient of 0.405, a t-statistic of 4.795 and a p-value of 0.000. Therefore, H5 is supported. The next test is the test for specific indirect effects, which is explained in Table 7.



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Table 7. Specific indirect effects

Variable	Original sample	Sample mean	Standard deviation	T statistics	P values
Destination Image -> Community Capability -> Community Support	0.206	0.207	0.058	3.557	0.000
Technology Adoption -> Community Capability -> Community Support	0.119	0.120	0.042	2.819	0.005

Source: Data (2026)

The results of the indirect effect test indicate that Community Capability mediates the relationship between Destination Image and Community Support. This indirect effect has a coefficient of 0.206, a t-statistic of 3.557 and a p-value of 0.000, therefore, H6 is supported. As the direct effect of Destination Image on Community Support is also significant and positive, Community Capability acts as a partial mediator. Community Capability was also found to mediate the effect of Technology Adoption on Community Support, with a coefficient of 0.119, a t-statistic of 2.819 and a p-value of 0.005. Therefore, H7 is supported. Given that the direct effect of Technology Adoption on Community Support is not significant, whilst its indirect effect is significant, this relationship constitutes an 'indirect-only' mediation. These results indicate that technology adoption can enhance community support after first strengthening community capability.

DISCUSSION

The Resource-Based View explains that the success of destination development is determined not only by the availability of resources, but also by the community's ability to manage them (Barney & Arian, 2006; Hossain et al., 2024). In this study, Destination Image is regarded as an intangible resource that reflects the identity, reputation and tourism potential of Tajen Village (Primananda, Amerta, et al., 2026; Wiranatha et al., 2024). Meanwhile, technology adoption serves as a supporting resource for communication, promotion, coordination and information management. However, these two resources do not necessarily yield immediate results for the development of tourism (Pan et al., 2021; Primananda et al., 2026; Sigala, 2020; R. Wang et al., 2020). Therefore, this needs to be strengthened into 'Community Capability,' reflecting the community's capacity to coordinate, collaborate, adapt, and innovate (Gannon et al., 2020; Rasoolimanesh et al., 2018). Furthermore, Social Exchange Theory explains Community Support as the result of the community's assessment of the benefits and consequences of tourism development (Al-sakkaf et al., 2022; Nematpour et al., 2023). Support tends to emerge when the economic benefits, sense of involvement, pride, cultural exchange and village development are deemed to outweigh the social and environmental burdens or inequalities caused (Nematpour et al., 2023; Zakaria et al., 2024). This assessment is based not only on personal benefits, but also on the benefits received by the village as a whole, as the impact of tourism can be felt differently by each resident (Šegota et al., 2024). Thus, SET complements RBV by explaining how resources that have developed into Community Capability subsequently give rise to Community Support.

This study found that Destination Image and Technology Adoption have a significant impact on Community Capability. Residents' positive views of attractions, accessibility, amenities, supporting facilities and tourist activities help them recognise the village's potential, determine the direction of its management, and foster coordination and cooperation in tourism-related activities



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(Bhuwakietkumjohn & Mechinda, 2026; Mahardika et al., 2025; Pramananda et al., 2022; Wiranatha et al., 2024). Unlike the study Pramananda et al. (2022) and Kovacic et al. (2022), this research adopting a tourist's perspective, the destination image in this study was assessed by the residents of Tajen Village. The residents' perspective has still been relatively rarely studied, even though a positive image can encourage community involvement and advocacy (Lever et al., 2023). This is in line with Nuraini et al. (2025) which emphasises the importance of community involvement, coordination and capacity in managing local potential. Furthermore, technology adoption strengthens community capacity by helping residents to carry out communication, promotion, coordination, information management and decision-making in a more focused manner (Pan et al., 2021; Sigala, 2020). The use of social media, WhatsApp, Google Maps, digital payments and artificial intelligence can also expand networks and enhance people's ability to adapt and innovate. These findings support Wang et al. (2025) which explains that artificial intelligence-based technology can improve efficiency and information management, as well as Christou et al. (2025) which regards digital technology as a strategic asset, although its implementation may still be hampered by skills, infrastructure and organisational readiness.

This study found that Destination Image has a significant effect on Community Support. Residents' positive views of Tajen Village's attractions, identity, facilities and development prospects can foster a sense of pride and confidence that tourism will bring benefits to the village (Lawelai et al., 2024; Muresan et al., 2016; Nematpour et al., 2023). According to Social Exchange Theory, belief in these benefits encourages the community to accept, engage with and support the development of tourism (Martin et al., 2018). As the 'Destination Image' in this study is assessed by the residents themselves, it not only illustrates the village's appeal to outsiders, but also reflects the community's assessment of their place of residence and the future of their village. These findings are consistent with Serić et al. (2024), which shows that the image of a sustainable destination can foster residents' satisfaction, engagement and positive communication. These findings also support Gannon et al. (2020) and Tosun et al. (2020), which explains that the way residents perceive a place and the impact of tourism can shape their support for destination development.

Technology adoption does not have a significant direct effect on community support. These findings suggest that the availability and use of technology do not automatically lead to residents supporting the development of tourism. Some residents of Tajen Village are still not accustomed to making more extensive use of digital technology, particularly artificial intelligence-based technology, consequently, its benefits have not yet been fully recognized or realized. The characteristics of the respondents, the majority of whom were over 40 years of age, are also thought to help explain this situation, although the effect of age was not specifically tested in the research model. Sigala (2020) explains that greater familiarity with and opportunities to try out technology can encourage adoption, but the digital divide and the need for skills development remain barriers. Wang et al. (2025) It also shows that the use of AI in tourism is still developing and requires readiness, skills and training support. Furthermore, Dedeoglu et al. (2023) emphasises that demographic characteristics can help explain differences in public attitudes towards tourism development. Consequently, technology adoption has not yet directly led to community support, as the technology still needs to be understood and translated into tangible benefits for the community.

This study also found that community capability has a significant effect on community support. The community's ability to coordinate, collaborate, participate, adapt and generate innovation makes residents better prepared to get involved in the development of tourism. This



situation is consistent with Social Exchange Theory, as support becomes stronger when people perceive that their involvement brings benefits both to themselves and to the community (Gursoy et al., 2018). These findings are consistent with Gursoy et al. (2019) and Jiang et al. (2023), which shows that community participation has a positive impact on community support. Gannon et al. (2020) also emphasizes that Community Support is formed through internal mechanisms that connect community conditions with residents' assessments of the benefits of tourism. This finding extends previous research by demonstrating that Community Capability, which encompasses collective capacities beyond mere participation, can serve as an important foundation for building Community Support in Tajen Village.

Community Capability has been shown to mediate the relationship between Destination Image and Technology Adoption and Community Support, although the pattern of mediation differs. In the relationship between Destination Image and Community Support, Community Capability acts as a partial mediator, as residents' positive perceptions of the identity, potential and appeal of Tajen Village can generate support both directly and indirectly, once these perceptions are translated into the community's ability to coordinate, collaborate, adapt and innovate. These findings are consistent with Serić et al. (2024), which shows that the image of a destination from the residents' perspective can encourage engagement in sustainable tourism, as well as Gursoy et al. (2018), which emphasises the importance of perceived benefits in building community support. Meanwhile, Community Capability acts as a full mediator in the relationship between Technology Adoption and Community Support. Technology does not directly generate support; rather, it must first enhance residents' ability to communicate, manage information, coordinate, and expand their networks. These findings support Nuraini et al. (2025), which positions digital technology as a means of strengthening community participation and collaboration, as well as Jiang et al. (2023), which indicates that community involvement can serve as a bridging mechanism towards support for tourism. These findings are also conceptually consistent with Riady et al. (2024), that development resources can generate benefits for the community through an intermediary mechanism. Thus, Community Capability is a vital process that transforms image and technology into tangible support for the development of tourism in Tajen Village.

CONCLUSION

Theoretically, this study extends the application of the Resource-Based View by positioning Destination Image as an intangible resource and Technology Adoption as a supporting resource within the context of tourism villages. However, these resources do not generate their full benefits unless they are developed into Community Capability. This study also reinforces Social Exchange Theory by demonstrating that Community Support emerges when residents are able to recognize and experience the benefits derived from the resources and capabilities possessed by the community. The integration of these two theories provides a more comprehensive explanation of how destination resources are transformed into collective capability and subsequently into community support. In addition, the use of residents as respondents broadens Destination Image research, which has traditionally been dominated by the tourist perspective.

Practically, village governments and tourism managers should prioritize the strengthening of Community Capability through coordination, collaboration, training, transparency, adaptive capacity, and innovation development. The image of Tajen Village should be built upon local



potential that is genuinely recognized and accepted by residents in order to foster pride and a sense of ownership. Technology Adoption should not be limited to the provision of technological devices; it also requires appropriate socialization, training, and adjustment to residents' levels of digital literacy, particularly in relation to social media marketing and artificial intelligence. A gradual approach is therefore essential, especially because some residents are not yet familiar with more advanced technologies.

This study has limitations as it was conducted solely in Tajen Village; consequently, the findings cannot yet be generalised to tourist villages with different characteristics. The use of a cross-sectional design also only reflects public perceptions at a single point in time. Furthermore, factors such as age, digital literacy, economic benefits, attachment to place, and trust in the government have not yet been tested as explanatory variables. Future research could expand on this study by conducting longitudinal research, utilising other theories such as behavioural reasoning theory, and incorporating other variables such as trust in government, attachment to place and perceived economic benefits, in order to enhance our understanding of community support.

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