

Development of Community Economic Empowerment Model Through Pioneering Tourism Village Training in Indonesia

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Abstract

This study aims to produce a model of community economic empowerment through training in pioneering tourist villages that is feasible, practical, and effective. The research method uses Research and Development (R&D) adaptation of the Borg and Gall model, involving the subjects of managers and the community in Gunungkidul Regency, Indonesia. The research data were obtained using (1) qualitative methods, with data triangulation, observation, interviews, and documentation; (2) quantitative, with validation of models and instruments, practicality and effectiveness of the model. The results of the study: (1) The product of the community economic empowerment model through training in pioneering tourist villages meets the criteria for feasibility as indicated by the results of expert assessments; (2) The community economic empowerment model through training was implemented well and met the criteria for practicality based on observer assessments; and (3) There was an increase in the understanding of training participants effectively. The results of this study indicate that the community economic empowerment model through training in pioneering tourist villages has proven to be feasible, practical, and effective for community economic empowerment and can be used as a recommendation for local and central governments in developing tourist villages.

Keywords: *Model Development, Community Economic Empowerment, Tourism Villages, Training.*

Introduction

The development program is responsible for efforts to create an empowered society, namely a society that has strength or ability, whether physical, material, institutional and cooperative. The aim of this development program is to shape individuals and communities to have independence in thinking and acting (Widjajanti, 2011). High community participation in every development implementation is one of the factors in realizing development success (Tanjung & Yenni, 2018). The main target of this community empowerment activity is weak communities who are powerless and do not have the ability to access productive resources for development (Widjajanti, 2011).

The concept of empowerment includes the meaning of community development and development that relies on society. This means that people are guided and facilitated so that they have knowledge, skills and expertise that can be applied so that they are advanced and productive (Vidhandika, 2006). The empowerment process is an educational effort aimed at raising awareness and the desire to increase knowledge and skills which will later support improving welfare.

Empowerment is an effort to accelerate the development process through community participation and an effort to build personal strength by providing encouragement or motivation so that each individual can optimize their potential to contribute to development (Adebayo & Butcher, 2021; Kokko et al., 2021; Fada, 2022). The implementation of empowerment still does not take into account the heterogeneous background of society and the programs implemented are not sustainable (Yefni, 2018; Haris, 2019). Therefore, empowerment requires combined efforts, namely synergy between the government and the community so that community empowerment can be successful (Coy et al, 2022). In this regard, it is very necessary to

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make efforts to encourage and motivate the community through empowerment activities so that this extraordinary potential can be utilized to increase their income and welfare.

One of the programs that has been implemented by the government is the community economic empowerment program. This economic empowerment aims to ensure that people gain skills and knowledge that are useful for improving their economic prosperity (Triatmanto et al, 2020).

In the midst of economic downturn and poverty problems in rural areas, various potentials can be explored and developed to improve community welfare, one of which is tourism-based environmental management (Hermawan et al., 2023). This community empowerment-based tourism development will provide opportunities for village communities to take an active role in tourism development efforts (Rochman, 2016).

Tourism is one of the largest economic sectors in most countries which greatly contributes to industrial economic growth (Hua et al., 2014), this will create jobs so that it can improve people's welfare (Wibowo et al., 2017) and alleviate poverty, especially around tourist destination areas (Fun et al., 2014). The competitiveness of tourism destinations presents various dimensional concepts including economic, social, political, cultural, environmental and technological benefits. The right combination of these components makes each tourist destination a unique creation and can attract tourists (Dimoska & Trimcevic, 2012).

Tourism in Indonesia is currently experiencing a shift from mass tourism to alternative tourism. This is because tourists today see that it is important to pay attention to tourism based on environmental conversion and empowerment of local communities (Rizkianto & Topowijono, 2018). This then becomes a form of support for the issue of sustainability and environmental sustainability (Herdiana, 2019).

Rural tourism is a form of tourism that combines aspects of sustainable development, environmental protection, entrepreneurial development, both in direct activities and those related to the practice of traditional forms of tourism and ancient customs, rural life, and computer games (Balan, 2015). Rural tourism is alternative tourism that is based on empowering local communities and environmental sustainability, where the development process is based on the potential of existing resources in the village as well as empowering local communities (Herdiana, 2019). Developing tourism in accordance with the character of the village as an alternative tourism concept is the right step to anticipate saturation with the tourism products that have been offered, so that this can be an opportunity for the village to empower its potential with all its uniqueness (Prasiasa, 2021), in this way community involvement is assessed very important because they have the knowledge to recognize the potential of their region (Andrianto & Damayanti, 2018).

An important factor in the concept of community-based tourism is community empowerment. The existence of community empowerment will have a positive impact in various aspects such as economic, social and environmental aspects as well as realizing the development of sustainable tourist villages (Andrianto & Damayanti, 2018). However, the main problem faced by the community in efforts to develop tourist villages is the limited knowledge of the community regarding tourism management and the minimal participation of community elements in this empowerment activity (Palenti et al, 2020).

Tourism village actors contribute to achieving sustainable development goals (Scheyvens et al., 2021). They play a role in developing new ideas, new products and new activities in developing tourist villages (Mottiar, Boluk & Kline, 2018). The successful competitiveness of tourist destinations requires the role of various stakeholders and good planning for the development of tourist village destinations (Komppula, 2014).

The economic growth of Gunungkidul Regency from year to year shows an increase. Tourist visits, the number of restaurants and the number of tourist attractions simultaneously influence economic growth in Gunungkidul Regency (Purbaningrum & Afriyanti, 2021).

Gunungkidul Regency is one of the regions in Indonesia that has a fairly extensive karst area. This karst area is a geographical area characterized by special geological characteristics called karst. This karst is formed

due to the dissolution of dissolved rocks, such as limestone (calcium carbonate) and gypsum, which occurs through chemical reactions between rainwater and the rocks. Gunungkidul, which is located in a karst area, makes it one of the popular tourism destinations in the Special Region of Yogyakarta because apart from having various natural and cultural potential, it also provides various interesting destinations to visit. The charm of Gunungkidul tourism is in the form of historical tourism, beach tourism, mountain tourism, cave tourism, waterfall tourism, and of course Gunungkidul's diverse culinary tourism as well.

Karst areas have the characteristics of dry and barren areas, this situation has been adapted by the people for generations. This situation causes the karst area to be known as an area prone to drought (Cahyadi, 2010), and the carrying capacity of the karst environment is relatively low to be able to support the lives of the people within it. Karst areas are synonymous with arid and barren land, so it is not surprising that rock is considered a very promising potential for karst areas (Haryono, 2000). However, on the other hand, the karst area is an interesting, unique and rich ecosystem when viewed from the physical, biotic and social aspects of the community (Worosuprojo, 2001). This uniqueness of course has its own potential which of course can be developed to improve the welfare of the local community. People living in disaster-prone areas will instinctively have a culture of being able to adapt and survive using their local wisdom (Sudarmaji et al, 2012). The impact of these conditions results in the formation of the character of people in karst areas who are tenacious, persistent and do not give up easily (Samodra, 2005). The following pioneering tourist villages in Gunungkidul Regency, Indonesia are shown in Table 1.

Table 1. Gunungkidul Regency Tourism Village

Classification	Village Name
Stub	Melikan, Pucung, Songbanyu, Semoyo, Salam, Jerukwudel, dan Petir
Develop	Umbulrejo, Ngestirejo, Sidoharjo, Ngeposari, Girisuko, Ngoro-oro, Kedungpoh, Mertelu, Mulusan, Kemadang, Pilangrejo, Karangtengah, Candirejo, Bunder, Kampoeng, Pengkok, Tepus, Banyusoca, Bendung, Jelokbeji, Kedungkeris, Giritirto, Giripurwo, Pulutan, Gari, Candirejo Semanu, dan Katongan.
Advanced/Independent	Nglanggeran, Bleberan, Bejiharjo, Putat, Pacarejo, Mulo, Ngalang, Pampang.

Data source: Gunungkidul Tourism Department 2023

The development of tourist villages is certainly inseparable from the active role and social capital possessed by the community as well as an effort to empower the community in improving their welfare. Social capital plays an important role in the development of tourist villages (Dai et.al., 2021). Apart from that, what is no less important is collaboration between business actors and stakeholders for policy making in the tourism sector (Cakmak, Lie & McCabe, 2018). The central government together with the Tourism Office can have a positive influence on the development of rural tourism, for example, ensuring the management of rising inflation, increasing investment in infrastructure, and relating to investment that can improve the positive image of the country (Snieska, Barkauskiene, & Barkauskas, 2014).

The aim of this research is to produce a model of community economic empowerment through pioneering tourism village training in Gunungkidul Regency that is feasible, practical, effective and can be implemented for the community. The importance of research and development of this model is to empower the community's economy through training for pioneering tourist villages that can provide provisions for pioneering tourist villages in Gunungkidul Regency so that they are able to develop into advanced and independent tourist villages so that they will have an impact on improving the welfare of their communities on a small scale, and can be an example in other districts and cities so that they have a massive and long-term impact on becoming a country with a prosperous economy and its needs through professionally managed tourist attractions.

Literature Review

Educational activities take place throughout human life on earth, along with the development of human progress, educational governance continues to develop from time to time (Toenlio, 2016). Education is

an effort to develop all human potential in learners, be it physical potential, initiative, creativity and feelings so that they naturally develop into reality and provide benefits in their lives (Sugiarta et al., 2019). Ki Hadjar Dewantoro as a national education figure has the view that education is a guide in the lives of learners, where education directs them to achieve the highest happiness and safety. Education has the function of improving the quality of life, both as individuals and as a group in the continuity of life in society. Economic education focuses on educating people to become economic actors who have a comprehensive understanding of the economy and attitudes towards society, culture and the environment. (Rahmatullah, et al., 2021). Education is a process of empowering potential so that it can be "powerful" in living life.

Empowerment is a popular form which is a translation of the word empowerment which can be interpreted as giving power or strength. Empowerment in this case refers to the ability of individuals or groups of people, both vulnerable and weak, to be able to access productive sources with the aim of increasing their income (Handini et al, 2019). Empowerment can be said to be synonymous with increasing economic capacity. The empowerment applied in this research involved adults. Therefore, the approach used also refers to the adult approach, especially adult education. In education there is the term "andragogy". Knowles (1977, p. 38) defines andragogy as an art and science related to helping adult learners to learn.

Empowerment aims to strengthen existing power in society, especially groups that are less powerful or vulnerable to incapacity due to internal or external conditions (Suharto, 2009). Mardikanto (2015) stated that the stages of community empowerment activities consist of seven stages. The seven activities are: increasing awareness of the importance of the role of society, demonstrating the existence of a problem, helping to resolve problems, showing the true meaning of changes occurring in the community environment, carrying out tests and demonstrations as a structured and planned process and producing and publishing all forms of information and ultimately empowering. Community economic empowerment requires a model. The empowerment model is a framework or technique that is applied to the process of empowering those in positions of power to help those in positions of less power. The empowerment model is a bottom-up approach in designing and implementing empowerment programs. According to Wrihatnolo (2007), the economic empowerment model in the community aims to develop community capacity, involvement and awareness; improving the quality of life, welfare and independence through tourism activities, both individual and group. The community must be able to make this happen before proceeding to the next stage, namely strengthening capacity, namely granting power or authority. Communities can benefit from capacity building through training, workshops and face-to-face consultations.

It is hoped that developing village potential can achieve community welfare through local economic development in tourist areas (Retnowati, Sutisna, & Warokka, 2023). According to Jim Ife, economic growth in an area can be community-based (Ife, 2009; Robertson, 2015, p. 307). This can happen by maximizing the potential of natural resources and other potential found in the village environment. Tourism development can be an opportunity for village communities for economic activities. This was explained by Jim Ife that community empowerment is oriented towards business activities, so that these activities also open up new business opportunities for the community (Ife, 2017). These activities can generate income and new jobs in rural areas. Jim Ife also explained that through village management tourism can make a profit (Hidayah, 2018, p. 290).

Jim Ife connects the concept of empowerment with two main concepts. The main concept consists of power (power) and disadvantaged (inequality). Apart from that, Jim Ife also strengthens his concept of empowerment with six types of community strengths, namely: people can determine and choose their choices independently, determine their own/group needs, freedom of expression, have good institutions, have access to economic resources and freedom in the process. (Robertson, 2015). These six principles emphasize that successful empowerment activities are based on collective empowerment, where individuals and communities work together to achieve a goal. Through this context, economic goals can have a broad impact on tourist villages (Ife, 2009).

In the previous paragraph, it was explained that one way to develop a tourist village is economic empowerment through community participation (Ife, 2009, p. 17). Community participation is one of the strategic things in order to improve the economy through managing the potential of a village (Miftahuddin,

2021, p. 2). This shows that the participation method is relevant to the model (Dwiridhotjahjono, Wibowo, & Nuryananda, 2020). This model is appropriate for balancing the economic revolution and the needs of rural communities. Therefore, the need for tourism development becomes important through this model (Gunawan, 2016). The success of a program is assessed from empowerment and community participation in its development (Miftahuddin, 2021).

In line with the development of the model developed by researchers, there are similar relevant studies in other areas such as research (Adnan et al., 2024; Barbu & Price-kreitz, 2024; Kartika et al., 2024) which can be used as a reference for developing economic empowerment through the role of community participation as well as the role of management policies, local village governments and regions to the center are important keys in developing tourism potential as economic empowerment of a nation.

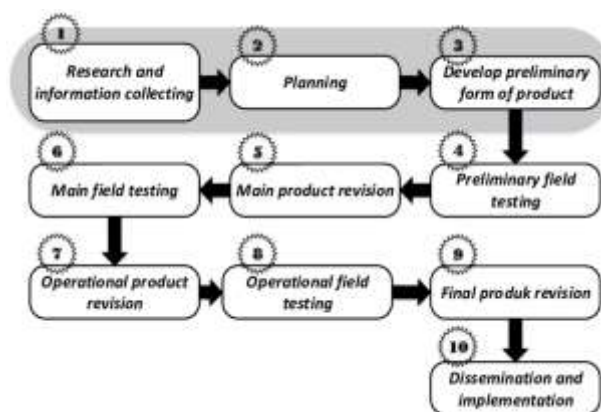
Method

This research uses the Research and Development (R & D) method for the reason that this method is most widely used to produce certain products in the field of education and to test the effectiveness of the products produced. If the results of this research product have been tested, the product can be used and utilized so that work results are faster and the results are maximized. R and D is a development model in which research findings are used to design new products which are then systematically field tested, evaluated and refined to require predetermined criteria of effectiveness, quality or similar standards (Borg and Gall, 2003).

This research uses a mixed approach, namely a qualitative-quantitative approach. A qualitative approach was carried out with a case study, because the researcher wanted to first find out the characteristics of successful tourist villages in Gunungkidul Regency and several other areas. A quantitative approach is used to analyze the impact of tourism and its influence on the economic growth of communities around tourist villages. This R&D research is not to test theories, but to produce and develop certain products. In this case, the product model is community economic empowerment through pioneering tourism village training in Gunungkidul Regency with the Participatory Learning and Action (PLA) method.

In this research, the development model is based on the development phases proposed by Borg and Gall with the development model arranged in ten (10) steps as shown in Figure 1.

Figure 1. Research And Development Steps According to Borg and Gall (2003)



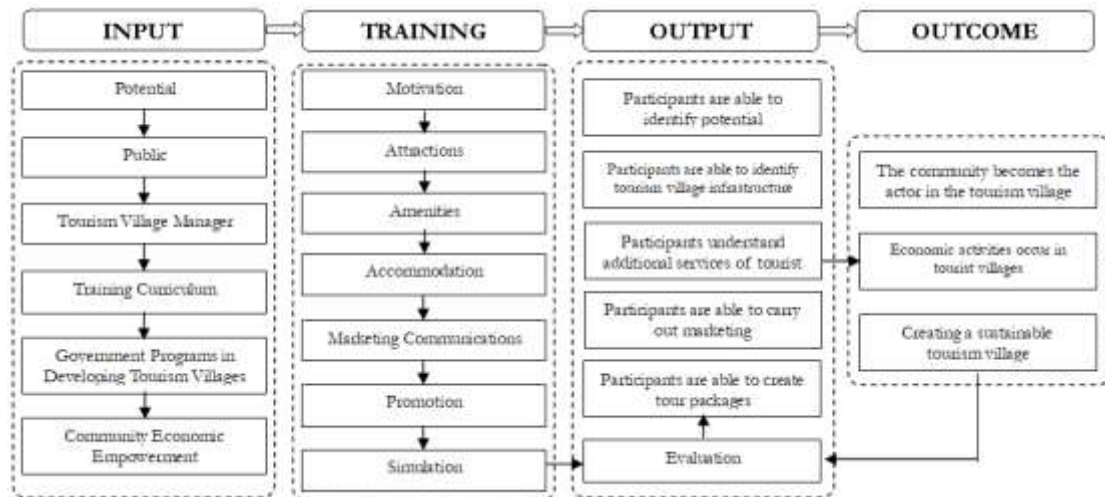
Data Analysis

This development research aims to produce a valid, practical and effective model of community economic empowerment through pilot tourism village training to be used in pilot tourism villages so that they become advanced and competitive tourism villages. To achieve this goal, a series of research stages were carried out. Data analysis of the feasibility or validity of the product in the form of models and instruments using

Aiken's V index analysis, practicality data processing using Excel spreadsheet program analysis obtained from observation data on model implementation and participant responses, while the analysis of model effectiveness using SPSS, namely the paired t-test.

The results of this stage include a description of the results of preliminary research which are stated in the results of initial product development, results of product effectiveness trials, product revisions and final product analysis. Based on the operational trials that have been carried out, the final product of the pilot tourism village community economic empowerment training model can be seen in Figure 2.

Figure 2. Community Economic Empowerment Model Through Pioneering Tourism Village Training



Model Implementation Form

Inputs

Inputs in this community empowerment model through tourism villages include:

- *Potency*

Potential is something that a tourist destination has and is an attraction for people to visit that place and is useful for developing tourism in that place. The village's attractions for tourists include the physical/natural environment, the potential for unique socio-cultural life.

- *Public*

Community is a group of people who will become training participants and become active subjects. This means that in this training the people who participate in the training are a group of people in a tourist village who carry out activities as tourism village actors. They act as agents who promote tourism and create innovations based on ideas and ideas for developing tourist villages, the surrounding environment and the social life of the people in the village as tourist destinations.

- *Tourist Village Manager*

Tourist village managers are adequate local human resources to support tourism village management. Tourism Village Managers are a group of people consisting of Pokdarwis (tourism awareness groups) or BUMDES who manage tourist villages.

- *Curriculum*

The curriculum is a formulation of:

The lesson plan that will be used by the trainer facilitator is provided as a basic reference for developing training materials and equipment.

Materials Materials and equipment for training participants are prepared, such as teaching material texts (modules), programmed command texts and handouts.

The training aids (audiovisual aids) that need to be prepared are videos, slides and flipcharts.

Test Sheet

Evaluation Sheet

- *Community Economic Empowerment*

Community economic empowerment is an effort to encourage resources to develop the economic potential of the community in order to increase people's productivity. So that the productivity of existing human and natural resources can be developed. Proses Pelatihan

Training

This training activity begins with an explanation of the material from the trainer to the participants using the lecture method regarding the material in the economic empowerment training for tourist village communities, including:

- *Motivation*

The first stage carried out was to raise the motivation and activeness of the training activity participants. It is important to give this motivation to training participants so that they are motivated to explore their potential and then develop it into a tourist village. Participants are also motivated to have the mindset that this training is useful in developing tourist villages and will make the community economically empowered. Training participants will motivate themselves and pay greater attention to the training they are taking part in. If there is encouragement that can create motivation in him. Likewise, in the phases of training activities, participants are encouraged to be active and participate in certain parts. Therefore, training participants actively participate in thinking, acting and making decisions during the training process.

- *Attractions*

Consists of training in identifying and inventorying local potential. On this attraction material, discussions were held using Focus Group Discussion (FGD) to dig deeper into the potential of the village, which could potentially be used as an attraction that could be sold by the Tourism Village.

- *Amenities*

Consisting of training in providing basic infrastructure equipment. On this attraction material, a discussion was held using Focus Group Discussion (FGD) to dig deeper into what infrastructure must be provided by the village in order to support the success of the Tourism Village.

- *Accommodation*

Consisting of homestay management training, CHSE training, training on arranging and serving local potential food.

- *Marketing Communications*

Marketing communication is training to communicate the potential of a tourist village so that tourists become interested and have their own experience for tourists who visit. The hope is that tourists will have a pleasant experience in the tourist village and will then share this pleasant experience with other people so that more tourists will visit the tourist village.

- *Promotion*

This promotion consists of training in making tour packages, training for tour guides, and digital marketing training.

- *Simulation*

After the lecture activities regarding the training material have been completed, simulation activities or direct practice are then carried out. Trainers and trainees carry out training simulation activities starting from jointly identifying potential, identifying basic tourist village infrastructure, marketing communication methods, creating tourist village profiles, simulating making tour packages to simulating online promotions. When the simulation is run, the newly acquired knowledge can be put into practice. In this simulation session, it is important to create a positive and interactive atmosphere to maintain the enthusiasm of the training participants.

- *Evaluation*

After the simulation activities have been completed, it is important to summarize what has been learned and evaluate the effectiveness of the training. Presenting results to others can be a means of internal assessment, and can demonstrate the achievements of training participants. This training can enable each training participant to get the maximum possible experience, as well as be entertaining, fun and provide a new perspective in managing tourist villages.

Output

The output of this pioneering tourism village community economic empowerment training is that training participants are able to identify the potential of tourist villages, participants are able to identify the infrastructure needed for the development of tourist villages, participants are able to understand the additional services needed in tourist villages, participants are able to carry out marketing communications, and Furthermore, training participants are able to carry out marketing promotions, one of which is by creating tour packages.

Outcome

Village Tourism Community

Through this training on economic empowerment of the tourist village community, the people in the tourist village can become the main actors in tourism village development activities so that they will feel the positive impact.

- *Economic Activity Occurs in Tourist Village*

Through pioneering tourism village community economic empowerment training, the community can become the subject of tourism village actors so that economic activities in the tourist village can move which will ultimately increase community income.

- *Sustainable Tourism Village*

The main focus of sustainable tourism villages is how local communities can be involved, participate and provide benefits to the community from the results of tourism activities. This aims to encourage the

community towards sustainable tourism development, so that the positive impact will continue to provide benefits to the community.

Result & Discussion

After carrying out statistical tests on the Community Economic Empowerment Model through Pioneering Tourism Village Training and carrying out several revisions, the final product was created, the Community Economic Empowerment Model through Pioneering Tourism Village Training. The final product embodiment of the model underwent refinement according to findings in the field.

This model of community economic empowerment through pioneering tourism village training uses the Participatory Learning and Action (PLA) model. This model is a new form of community empowerment method previously known as "Learning By Doing" or learning by doing.

The model of community economic empowerment through pioneering tourism village training that has been developed, before being implemented, must pay attention to several characteristics, advantages and disadvantages, these include:

Characteristics of the model for community economic empowerment through pioneering tourism village training in Gunungkidul Regency

- Motivation is the key to community economic empowerment in the context of developing tourist villages. The people of Gunungkidul who are in the Karst Area have a tenacious character, are persistent and don't give up easily, so by being given motivation in this training, the people are increasingly enthusiastic about developing tourist villages.
- This training model uses andragogy strategies, namely an educational concept suitable for adults. This strategy is the art of helping adults learn. Participants in this pioneering tourism village community economic empowerment training are a community group consisting of adults with various desires, needs and experiences, and have self-concepts. The overall diversity of today's people is then used as a basis for designing appropriate community empowerment activities.
- This model of community economic empowerment through pioneering tourism village training has been adapted to the characteristics of communities in karst areas which are unique, namely communities that have a diligent character, do not give up easily and are tenacious (Samodra, 2005).
- This model is equipped with a training curriculum that is structured coherently and takes into account the characteristics of the training participants.
- This model provides story telling material in the training process. This storytelling is part of marketing communications activities. Storytelling or stories have an important role in promotional activities and building the identity of tourist destinations. Marketing communication is training to communicate the potential of a tourist village so that tourists become interested and have their own experience for tourists who visit. The hope is that tourists will have a pleasant experience in the tourist village and will then describe this pleasant experience to other people so that the number of tourists will increase.
- The use of the community economic empowerment model through pioneering tourism village training is appropriate for training pioneering tourism village managers and communities in developing their tourism villages. Training participants are provided with skills ranging from identifying potential, identifying attractions, infrastructure and accommodation needed by tourist villages, techniques for carrying out marketing communications, how to carry out marketing promotions to how to package it all into a tourist package that has selling value. So the hope is that it can attract tourists to come and stay for a long time.

- The process of implementing training using this model is carried out interactively and training participants are truly guided starting from identifying potential and attractions, as well as the infrastructure and accommodation required. The activity process is carried out by means of a Focus Group Discussion (FGD) so that trainers and training participants can explore more deeply what the tourist village has and can develop. Apart from that, training participants are invited to carry out simulations or practice directly. This aims to ensure that training participants can practice directly from the material they receive, so that a product will be produced from the results of this training.

Advantages of the Community Economic Empowerment Model Through Pioneering Tourism Village Training

The advantages of the community economic empowerment model through pioneering tourism village training are as follows:

- Community economic empowerment through tourism village training is complemented by prior motivation before the tourism village training is carried out. Motivation is the key to community economic empowerment in the context of developing tourist villages.
- There is Story Telling training. This storytelling is part of marketing communications activities. Storytelling or stories have an important role in promotional activities and building the identity of tourist destinations.
- This model of community economic empowerment through pioneering tourism village training is equipped with a training curriculum that has been adapted to the needs and characteristics of the participants.
- This model of community economic empowerment through pioneering tourism village training uses andragogy learning strategies that are compatible with adult education.
- Encourage training participants to be able to think critically, creatively and innovatively.
- The training material has been adapted to the material needed in developing a tourist village.
- The training process is not only about delivering material, but is equipped with simulations or direct practice of the material that has been provided.
- The final result of the training is that participants produce output or products that can be used in efforts to develop their tourist village.
- This training is equipped with an evaluation to measure the level of participants' understanding and the success of the training implementation.

Conclusion

This study has successfully developed and tested a model of community economic empowerment through training in pilot tourism villages that is feasible, practical, and effective in Gunungkidul Regency, Indonesia, involving tourism village managers, experts, and community actors in tourism villages. The findings of this study are that the model of community economic empowerment through training with the Participatory Learning and Action (PLA) model is implemented properly and well, practically, and effectively starting from input activities, training processes, to the outputs produced so that it can be a recommendation for local and central governments in developing tourism villages, and can be applied widely with positive results.

The active role and awareness of the community, especially tourism village actors, supported by a team of experts, managers and local government in economic empowerment have proven to be key factors in the success of this model. Through a collaborative, participatory approach, and adult learning (andragogy), the

community gains new experiences in holistic and realistic economic management and empowerment. Overall, the model of community economic empowerment through pioneering tourism village training in this study can be used as a reference in various regions by considering the characteristics of their respective environments. With the active participation of the tourism village community and supported by tourism managers, tourism offices, local and central governments, the implementation of this model program has the potential to provide long-term impacts in empowering communities to improve the economy and community income.

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