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LAMPIRAN

Lampiran 1. Perkebunan Kopi di Desa Benteng Alla Utara

Lampiran 2. Antraksi wisata (Keindahan alam)

Lampiran 3. Gazebo pada Perkebunan Kopi di Desa Benteng Alla Utara

Lampiran 4. Produk Kopi Benteng Alla Utara

Lampiran 5. Produk turunan Kopi (Sabun, Lulur, Handbody, Parfum)

PEDOMAN WAWANCARA PENELITIAN

Potensi Pengembangan Agrowisata Perkebunan Kopi Di Desa Benteng Alla Utara, Kecamatan Baroko, Kabupaten Enrekang

Oleh: Nur Afni Angraini/G021181006

DAFTAR PERTANYAAN PENGELOLAH AGROWISATA KOPI

II.   IDENTITAS RESPONDEN

Nama   :
Jenis Kelamin   :
Umur   :
Pekerjaan   :
Alamat   :

III. PERTANYAAN PENELITIAN

1. Bagaimana kondisi agrowisata kopi di Desa Benteng Alla Utara?
2. Bagaimana keasrian, kebersihan, keindahan alam agrowisata kopi?
3. Bagaimana penataan lahan agrowisata kopi?
4. Bagaimana kinerja Sumber Daya Manusia (SDM) dalam pengelolaan agrowisata kopi?
5. Sumber dana untuk mengelola agrowisata berasal dari mana?
6. Siapa saja yang terlibat dalam pengelolaan agrowisata kopi?
7. Bagaimana sistem pengelolaan agrowisata kopi?
8. Kendala apa yang dihadapi dalam mengelola agrowisata kopi?
9. Fasilitas-fasilitas apa saja yang ada di Agrowisata?
10. Apakah sarana dan prasarana di Agrowisata kopi sudah cukup memadai?
11. Bagaimana upaya pengembangan sarana dan prasarana agrowisata sebagai pendukung dalam pengembangan potensi wisata?
12. Apa manfaat yang diperoleh pengunjung apabila berkunjung ke agrowisata kopi Desa Benteng Alla Utara?
13. Daya tarik apa yang ada di agrowisata kopi?
14. Apa yang dicari oleh pengunjung/wisatawan?
15. Apa bentuk wisata yang ditawarkan?
16. Apa yang membedakan agrowisata kopi di Desa Benteng Alla Utara dengan obyek agrowisata lain?
17. Bagaimana upaya promosi terhadap kawasan agrowisata kopi di Desa Benteng Alla Utara?
18. Upaya apa yang dilakukan agar Agrowisata kopi ini bisa menjadi lebih baik lagi?
19. Bagaimana peran PEMDA (Dinas Pariwisata Dan Olahraga) sebagai fasilitator Agrowisata kopi?

DAFTAR PERTANYAAN KELOMPOK SADAR WISATA

I.   IDENTITAS RESPONDEN

Nama   :

Jenis Kelamin   :

Umur   :

Pekerjaan   :

Alamat   :

II.   PERTANYAAN PENELITIAN

1. Apa saja yang sudah dikembangkan pokdarwis dalam agrowisata kopi?

2. Bagaimana arah konsep agrowisata kopi yang ditawarkan sebagai daya tarik wisata?

3. Apa saja program POKDARWIS untuk mengembangkan agrowisata kopi?

4. Kemitraan apa saja yang dilakukan pokdarwis dengan pihak lainnya? Bagaimana dukungan dari kemitraan yang ada?

5. Apa saja faktor pendukung dan penghambat selama pengelolaan potensi agrowisata kopi?

6. Peluang apa saja yang diambil pokdarwis kedepannya untuk meningkatkan pengembangan agrowisata kopi?

7. Bagaimana strategi POKDARWIS dalam mengembangkan agrowisata kopi?

<p style="text-align:center">DAFTAR PERTANYAAN KEPALA DESA BENTENG ALLA UTARA</p>

I. IDENTITAS RESPONDEN
    Nama   :
    Jenis Kelamin   :
    Umur   :
    Pekerjaan   :
    Alamat   :

II. PERTANYAAN PENELITIAN
1. Bagaimana keterlibatan pemerintah desa dalam pengelolaan agrowisata kopi?
2. Bagamana koordinasi pemerintah desa dengan POKDARWIS?
3. Kendala yang di hadapi dalam mengelola agrowisata kopi?
4. Bagamana peran pemerintah desa dalam pengembangan agrowisata kopi?
5. Bagamana upaya pemerintah desa dalam pengembangan agrowisata kopi?

DAFTAR PERTANYAAN DINAS PARIWISATA DAN OLAHRAGA
KABUPATEN ENREKANG

I. DENTITAS RESPONDEN
    Nama   :
    Jenis Kelamin   :
    Umur   :
    Pekerjaan   :
    Alamat   :

III. PERTANYAAN PENELITIAN
1. Bagaimana potensi wisata (agrowisata kopi) di Desa Benteng Alla Utara?
    Memiliki potensi cukup besar
2. Apa saja program-program yang telah dirancang dalam upaya pengembangan potensi agrowisata kopi di Desa Benteng Alla Utara?
3. Kebijakan apa yang telah diberlakukan dalam pengembangan agrowisata kopi di Desa Benteng Alla Utara?
4. Seperti apa kebijakan yang berlaku?
5. Bagaimana strategi Dinas Pariwisata dalam pengembangan agrowisata kopi di Desa Benteng Alla Utara?
6. Apa yang menjadi kekuatan dan kelemahan dari agrowisata kopi di Desa Benteng Alla Utara?
7. Apakah ada bentuk kerjasama antara Dinas Pariwisata dengan masyarakat dalam mengembangkan agrowisata kopi?
8. Apa faktor internal dan eksternal yang menjadi pendukung dan penghambat Dinas Pariwisata terhadap pengembangan agrowisata kopi di Desa Benteng Alla Utara?

Lampiran 7. Dokumentasi Penelitian

POTENTIAL DEVELOPMENT OF COFFEE PLANTATION AGROTOURISM IN NORTH ALLA FORT VILLAGE, BAROKO DISTRICT, ENREKANG REGENCY

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ABSTRACT

Coffee Agrotourism in Benteng Alla Utara Village has a source of tourist attraction, but has not been packaged optimally. Therefore, this qualitative research aims to (1) obtain an overview of the potential and attractiveness of Coffee Plantation Agrotourism in Benteng Alla Village, Baroko District, Enrekang Regency and (2) formulate a strategy for developing Coffee Plantation Agrotourism areas in Benteng Alla Village, Baroko District, Regency of Enrekang. Data collection was carried out in two stages, namely (1) secondary data collection by document study and (2) primary data collection in the field by observation and interviews. This research uses descriptive data analysis method and SWOT analysis. The results of the study show 1) The potential of Coffee Agrotourism in Benteng Alla Utara Village is very diverse and has the potential to continue to be developed as agrotourism. 2) Based on the IFE-EFE analysis, the development of Coffee Plantation Agrotourism in Benteng Alla Village is in Quadrant I, namely growth orientes strategy (aggressive growth) meaning that Coffee Plantation Agrotourism is in favorable conditions, has internal opportunities and strengths so it is very possible to continue to expand , enlarge growth and seize opportunities to the fullest for sustainable progress.

1. Introduction

In Indonesia, the tourism sector, including agrotourism, is developing rapidly and has made an important contribution to the development of rural communities with agricultural systems in rural areas [1]. Agrotourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction. The aim is to expand knowledge, recreational experience, and business relations in agriculture [2]. Agricultural commodities with their diversity and uniqueness are a strong attraction as an agro-tourism [3].

The potential of agricultural cultivation that can be developed as agro-tourism is one of them is plantations [4]. This is based on the consideration that every activity and process of plantation business can be used as an attraction or attraction that is attractive to tourists ranging from breeding, planting, processing or packing their products [5]. Plantations as agro-tourism objects, one of which is coffee plantations [6].

The arabica coffee producing area with a worldwide specialty coffee identity is Alla Fort Coffee located in Baroko District [7]. Fort Alla Arabica Coffee won 2nd place at the Specialty Coffee Association of Indonesia or SCAI version of the 2017 coffee auction in Jakarta [8].

The coffee plantation in the Alla Fort area is located at an altitude of about 1500 meters above sea level. Arabica coffee is very well grown in areas that are 1000-2100 meters above sea level [9]. In addition to coffee, Alla Fortress is famous for its history, which was once used by the surrounding community as the last stronghold against the Dutch invaders in the colonial era. Alla Fort also presents great natural beauty with mountains and plantations and lands managed by local communities [10]. The combination of natural beauty, rural community life and agricultural potential, if properly organized and taken seriously, can develop a tourist attraction for one tourist destination [11].

With the development of coffee tourism potential in Fort Alla Village, it can make Fort Alla a new tourist destination in Enrekang Regency which not only improves the welfare of the local community but can also become a new income to increase regional income [12].

However, to make Alla Fortress an agro-tourism area in Enrekang Regency, there are various problems or factors that are obstacles in its development. One of the factors that is still the main problem is the quality of human resources (human resources) which are still lacking to manage and develop their potential to make Fort Alla an agro-tourism area. Lack of facilities that support the existence of tourist attractions. People's knowledge or insights are still minimal in terms of tourism development and also have not been too far in understanding the concept of agro-tourism.

Seeing the above problems, it is necessary to conduct a study to formulate a strategy in developing the Alla Fortress area into an agro-tourism destination by making coffee as its main object and historical factors and natural beauty as supporting factors so that it can become an agro-tourism area that is not only able to attract local tourists but also tourists from abroad.

2. Materials and Methods

This study used qualitative data types. Data collection techniques in the form of observation, interviews and documentation. Subjects in the study were selected using purposive sampling techniques, namely the selection of research subjects by deliberately by researchers based on certain criteria or considerations [13]. In this case, the researcher focuses on parties or people whose positions have knowledge, experience and information related to Coffee Plantation Agrotourism in Fort Alla Village. In this study, the subjects of the study were inforaman, including: Coffee Agrotourism Manager, Tourism Awareness Group, Head of Tourism, and Head of Fort Alla Village.

2.1   Analysis Methods

1.   Descriptive Analytics

Descriptive analysis methods are statistics used to analyze data by describing or describing the collected data as it is without intending to make generally accepted conclusions or generalizations [14].

2.   SWOT Analysis

Determining the development strategy of the potential and attractiveness contained in the Coffee Plantation in Fort Alla Village, a SWOT analysis is used. THE SWOT analysis compares between external factors of opportunity and threat with internal factors of strengths and weaknesses [15]. Internal factors are included in the matrix called the internal strategy factor matrix or IFE (Internal Factors Evaluation). External factors are incorporated into the matrix called the EFE (External Factors Evaluation) external strategy factor matrix. After the internal and external strategy factor matrix is completed, then the results are included in the quantitative model, that is, the SWOT matrix for formulating the company's competitive strategy [16].

3.   Results and Discussion

3.1   Potential and Attractions of Coffee Plantation Agrotourism in North Alla Fort

Based on the results of research in the field in the coffee plantation area in North Alla Fort Village, it has the potential to support the realization of coffee plantations as reliable agrotourism and worth visiting by tourists. The following is the potential of coffee agrotourism in North Alla Fort Village.

3.1.1 Potential Internal and External Environment

Coffee Agrotourism in North Alla Fort Village has internal environmental factors of strengths and weaknesses that can be developed as agrotourism. In addition, coffee plantation agrotourism in North Alla Fort Village has external environmental factors of opportunities and threats that need special attention. The internal factors studied consist of natural resources, human resources, financial resources, technological resources, anthrax (attractiveness). External factors studied consist of government policies, facilities and infrastructure, promotion.

1.   Internal Environment Potential

Internal factors of Coffee Agrotourism, which are included in the strength include, (1) Having a coffee plantation area of 12 ha, (2) Coffee plantations located in an area of 1500 meters above sea level which by default has a much better coffee quality, (3) Farmers have the skills to produce quality coffee, (4) Coffee Tourism Education, (5) Distinctive coffee taste, (6) People who have begun to develop ole-ole products to support coffee agrotourism as a tourist destination, these products are in the form of coffee derivative products, namely soap, hand bodies, scrubs and perfumes, (7) The beauty of interesting natural panoramas, (8) There are production houses or agricultural product management units. Internal factors of Coffee Agrotourism, which are included in the weaknesses include, (1) Lack of knowledge

and management of agrotourism, (2) Inadequate technological resources, (3) Management of objects not optimal, (4) Lack of anthrax / tourist attraction, (5) Have limited capital.

2.   External Environment Potential

External factors that influence the development of coffee agrotourism, which are included in the opportunity include, (1) Coffee plantation agrotourism in North Alla Fort Village has fairly good road access, (2) The existence of legal certainty is proven that north Alla Fort village is included in the Regent's Decree Number 250/ KEP / IV / 2022 concerning tourism villages which include coffee agrotourism, (3) North Alla Fort Village is a strategic area for district tourism development, (4) North Alla Fort Village is registered with the JADESTA program, (5) Coffee Agrotourism in North Alla Fort Village is the only coffee agrotourism in Enrekang Regency, (6) There are visits from local and foreign tourists. Threat factors include, (1) Inadequate facilities and infrastructure, (2) Suboptimal promotion, (3) Competition with other agrotourism.

3.2   SWOT Analysis

SWOT analysis is used to determine and formulate the right strategy, in order to develop Coffee Agrotourism in North Alla Fort Village. This analysis is based on logic that can maximize strengths and opportunities, but can simultaneously minimize weaknesses and threats.

3.2.1 IFE-EFE Analysis

After identifying strengths, weaknesses, opportunities, and ancman through internal and external environmental analysis of Coffee Agrotourism in North Alla Fort Village, an IFE (Internal Factors Evaluation) matrix and an EFE (External Factors Evaluation) matrix were created based on the results of the environmental analysis, to determine the rating and weight of each internal and external factor. The Internal Factors Evaluation (IFE) matrix consists of the strengths and weaknesses possessed by Coffee Agrotourism. The External Factors Evaluation (EFE) Matrix consists of the opportunities and threats faced by Coffee Agrotourism.

1.   Internal Factors Evaluation (IFE) Matrix Analysis

Internal analysis of the company identifies the key factors of strengths and weaknesses that the company has. The results of identifying strengths and weaknesses as internal strategic factors, then giving weight and rating to each of these factors, so that the results can be obtained as in the table below.

Table 1. Results of the Internal Factor Evaluation (IFE) Matrix of Coffee Agrotourism in North Alla Fort Village

No.	Internal Strategy Factors	Weight	Rating	B x R
	Strength			
1	The coffee plantation land is quite large at 12 ha.	0,086	4	0,344
2	Coffee plantations located in an altitude of 1500 meters above sea level which by standard have a much better coffee quality.	0,076	3	0,228

3	Farmers have the skills to produce quality coffee.	0,101	4	0,404
4	Coffee tourism education	0,096	4	0,384
5	The distinctive taste of coffee	0,091	4	0,364
6	People who develop fruit products such as coffee soap, scrubs, hand bodies, and coffee perfumes.	0,081	3	0,243
7	The beauty of an interesting natural panorama.	0,078	3	0,234
8	There are production houses or agricultural product management units.	0,076	3	0,228
	Sum	**0,685**		**2,429**
	Weakness			
1	Lack of knowledge and management of agrotourism	0,058	1	0,058
2	Insufficient technological resources	0,071	2	0,142
3	Object management has not been maximized	0,066	2	0,132
4	Lack of anthrax/tourist attraction	0,068	2	0,136
5	Have limited capital	0,051	1	0,051
	Sum	**0,314**		**0,519**
	Total	**1,000**		**2,948**

Source: Primary Data, 2022.

Based on the Internal Factor Evaluation (IFE) Matrix, the main strengths of Coffee Plantation Agrotourism are the factor of a fairly large coffee plantation land of 12 ha, farmers have the skills to produce quality coffee, coffee tourism education, and distinctive coffee taste with the highest total score of 0.344, 0.404, 0.384, 0.364. These four factors have a great influence on the company's environment and become the main force for Coffee Plantation Agrotourism in North Alla Fort Village to compete in the tourism industry, especially agrotourism.

The main disadvantages of Coffee Agrotourism in North Alla Fort Village based on IFE matirks include having limited capital, lack of knowledge and agro-tourism management which obtained scores of 0.051 and 0.058. These two factors have a negative influence on the company and are the main weaknesses of Coffee Plantation Agrotourism. And this is a factor that must be evaluated by the agrotourism manager.

Based on the analysis of the Internal Factor Evaluation (IFE) matrix, it is known that Coffee Agrotourism in North Alla Fort Village has a strength score of 2,429 and a weakness score of 0.519. This explains that the strength factor is higher compared to the weakness factor. The total Internal Factor Evaluation (IFE) Score of 2,984 shows that the internal condition of Coffee Agrotourism is strong because the average value is above 2.5. This shows that in the development of Coffee Agrotourism in North Alla Fortress Village, it is able to take advantage of its strengths to overcome existing weaknesses.

2. External Matrix Analysis of Factor Evaluation (EFE)

The company's external analysis identified the key factors of opportunity and threat by which they were used in analyzing the EFE matrix. The External Factor

Evaluation (EFE) Matrix summarizes and evaluates the opportunities and threats coming from the company's external environment.

Table 2. Results of the External Factor Evaluation (EFE) Matrix of Coffee Agrotourism in North Alla Fort Village

No.	External Strategy Factors	Weight	Rating	B x R
	Opportunities			
1	Agrotourism coffee plantations in North Alla Fort Village have quite good road access.	0,094	3	0,282
2	The existence of legal certainty is proven that the village of Fort Alla Utara is included in the Regent's Decree Number 250/KEP/IV/2022 concerning tourist villages	0,110	3	0,33
3	North Alla Fort Village is a strategic area for district tourism development.	0,119	4	0,476
4	North Alla Fort Village is enrolled in the JADESTA program.	0,100	3	0,3
5	Coffee Agrotourism in North Alla Fort Village is the only coffee agrotourism in Enrekang Regency.	0,116	3	0,348
6	There are visits from local and foreign tourists.	0,122	4	0,488
	Sum	**0,661**		**2,485**
	Threats			
1	Inadequate facilities and infrastructure	0,125	1	0,107
2	Suboptimal promotions	0,119	1	0,107
3	Competition with other agrotourism	0,094	2	0,058
	Sum	**0,338**		**0,272**
	Total	**1,000**		**2,757**

Source: Primary Data, 2022.

Based on the External Factor Evaluation (EFE) Matrix, the main opportunity for Coffee Agrotourism in North Alla Fort Village is North Alla Fort Village is a strategic area for district tourism development and there are visits by local and foreign tourists with the highest scores of 0.476 and 0.488. These two factors have a positive impact on the development of Coffee Agrotourism which takes advantage of existing opportunities to compete in tourism businesses, especially agrotourism.

Meanwhile, the threats faced by Coffee Agrotourism in North Alla Fort Village are inadequate facilities and infrastructure and suboptimal promotion with scores of 0.125 and 0.119. Tourism facilities and infrastructure are one of the very important factors in supporting the growth of the tourism industry. Tourist areas equipped with facilities and infrastructure can create tourist satisfaction and become one of the supports so that tourist attractions are in demand by tourists.

Based on the analysis of the External Factor Evaluation (EFE) matrix, it is known that Coffee Agrotourism in North Alla Fort Village has an opportunity score of 2.224 and a threat score of 0.432. This explains that the opportunity factor is

higher compared to the threat factor. The total External Factor Evaluation (EFE) score of 2,656 indicates that the external condition of Coffee Agrotourism is in average condition. This shows that the external conditions of Coffee Agrotourism Agrotourism in North Alla Fort Village are in good condition, because the business opportunities owned by Coffee Agrotourism in North Alla Fort Village can overcome the existing threats.

3.2.2 SWOT Analysis Diagram

Based on the IFE and EFE matrix analysis, it managed to get a total score of strengths, weaknesses, opportunities and threats of 2.429, 0.519, 2.224 and 0.432. For SWOT analysis coordinates, it is divided into two, namely internal analysis coordinates and external analysis coordinates. The coordinates of the internal analysis are the total strength score minus the total weakness score. So 2.429 – 0.519 = 1.91. The coordinates of the external analysis are the total opportunity score minus the total threat score. So 2.224 – 0.432 = 1.792. Thus a point is obtained (1.91; 1.792).
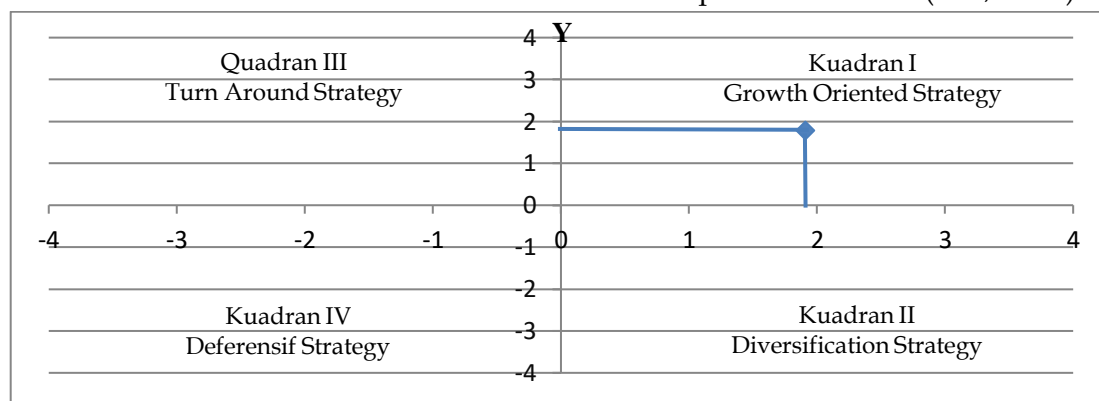

Figure 2. SWOT Analysis Diagram

Based on the diagram above shows that the company is in Quadrant I a very favorable situation. The company has opportunities (Opportunity) and strengths (Strengths) so that it can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (growth orientes strategy).

3.2.3 SWOT Matrix

The SWOT matrix is an important shuffling tool that helps to develop four types of strategies. SO Strategy (strengths-opportunities), WO Strategy (weaknesses-opportunities), ST Strategy (strength-threats), and WT Strategy (weaknesses-threats).

Based on the SWOT matrix, there are several strategies that can be carried out by coffee agrotourism objects in North Alla Fort Village to develop their potential to face competition in the future, including

5.   SO Strategy (*Strengths-Opportunities*)

This strategy was prepared using all the strengths and opportunities possessed by Coffee Agrotourism in North Alla Fort Village. Some strategies that can be taken include the following:

1) Retains the various attractions that exist.
2) Maintaining the beauty and beauty around the coffee plantation. Preservation of the environment so that there is no environmental damage. Preserving the environment means that the community must maintain and maintain natural resources so that the balance of the environment is maintained.
3) Maintaining the quality of coffee and coffee derivative products produced so that consumer confidence is maintained and tourists will come to visit again.
4) Optimizing the use of human resources in the scope of coffee agrotourism. By utilizing competent human resources, it will greatly help the Coffee Plantation Agrotourism in North Alla Fort Village to develop.
5) Make the most of the existing facilities. By utilizing existing facilities to the fullest is a strategy that can take advantage of existing opportunities.
6. WO Strategy (*Weaknees-Threats*)

This strategy is applied based on the utilization of existing opportunities by overcoming the weaknesses of Coffee Agrotourism in North Alla Fort Village. The strategies that can be done are:

4) Regular guidance and counseling to the community, managers, pokdarwis regarding agrotourism. Training and counseling are carried out on an ongoing basis to develop knowledge and quality of human resources, especially in the field of tourism. Such as training on how to package ole-ole products that have good selling power, training tour guides, homestay management, management of tourist destination governance, management of visitors in tourist destinations.
5) Development of agrotourism by adding various attractions such as tracking paths, tour packages, coffee shops.
6) Increase cooperation with all stakeholders and maintain good partnerships.
7. ST Strategy (*Strengths-Threats*)

This strategy is carried out in order to utilize the strengths possessed to overcome the threats faced by Coffee Agrotourism in North Alla Fort Village. The strategies carried out are:

3) Promotion and optimization of print media (posters, brochures) and social media (Instagram, Facebook, WhatsApp, Web Site). As a supporter of the creation of an image and also as a means to be able to show the tourism potentials possessed by Coffee Agrotourism in North Alla Fortress Village, through media such as posters, banners, Instagram, Facebook, and Web Site.
4) Highlight the potential and attraction that is different from other agrotourism. Natural beauty, local wisdom, historical and cultural value. Education for tourists includes coffee plantations, fortifications located around coffee plantations which are historical sites of North Alla Fort Village so that they can add activities in tourist attractions such as forming a tracking route to Alla Fort.

8. WT Strategy (*Weakness-Threats*)

This strategy to overcome weaknesses that combine with threats must be addressed. To overcome this can be taken the following strategies:

4) Improvement and improvement of facilities and infrastructure for the development of agro-tourism. Coffee Agrotourism in North Alla Fort Village does not yet have adequate places to stay, restaurants and ole-ole shops. The availability of these facilities can meet and provide comfort for tourists. Based on this strategy, the facility development program can be carried out with the concept of developing rural tourism, where the lodging provided is Homestay. The development of a restaurant / café built around a coffee plantation, so that tourists can rest and enjoy the typical food and coffee of the people of Benteng Alla Village which is served directly by the community. Construction of space to sell souvenirs, both packaged farm products and coffee derivative products as tourist products that are attractive and have a selling value.

5) Improving the development of human resources in the field of tourism by increasing training sessions. Human resource training by involving the community around coffee agrotourism objects or local human resources to be able to be given training on various matters related to the management, utilization, formation, development and maintaining their tourism potential.

6) Looking for investors who want to invest in agrotourism as a partner. Limited capital, lack of facilities, facilities and infrastructure so that there is a need for cooperation with investors.

4. Conclusion

The potential of Coffee Agrotourism in North Alla Fort Village is very diverse and has the potential to continue to be developed as a reliable agrotourism. The potential of natural resources, human resources, tourism anthrax and is supported by government policies.

The coffee agrotourism development strategy is in Quadrant I, namely the growth orientes strategy, this is a favorable situation. Coffee Agrotourism in North Alla Fort Village has opportunities and strengths so that it can take advantage of existing opportunities to continue to increase growth and achieve maximum progress.

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