SWOT
• strengths • weaknesses • opportunities • threats •

A SWOT analysis can reveal many aspects of the community such as:
• Key issues that may impact the balance of the tourism plan
• Communication abilities of the community
• Overall attitude of local participants – negative or positive
• The cohesiveness and capacity of the community to work together
• Government and political structure

To do a SWOT analysis a facilitator uses a four-quadrant table to brainstorm and analyze all the strengths, weaknesses, opportunities and threats of the community plan to increase tourism (diagram next page).

First the facilitator asks the group to list as many internal strengths of their plan as possible. These strengths will be internal relating directly to their community.

Second the group will be asked to list all of the external, known weaknesses of their plan. Facilitator will want to re-assure and encourage the group to be honest, because if they can identify their shortcomings, they can possible overcome them. Like strengths these answers will be internal.

Then the facilitator will work on the opportunities quadrant of the template and have the group list all the opportunities (both external or from outside the community) that could help them in reaching their goal.

Next move to the fourth quadrant and ask the group to list all of the external threats. It is important to identify threats so you are prepared for what you may face and so you can figure out how to avoid or overcome these threats.

After the group has completed their list, the facilitator can take this input from the group and analyze it. It should be pretty clear what the negatives and the positives of the plan are and what issues or situations that the community will need to overcome in order to move forward with their plan.

See diagram on next page.
SWOT Analysis Template for Tourism

INTERNAL

ATTRACTIONS

INFRASTRUCTURE

NEGATIVE

ECONOMIC SLOWDOWN

EXTERNAL

PARTNERSHIPS

POSITIVE