

Regional and Countrywide Partners Profiles

SWOT Matrix

SME Development

Strengths

- S1** High Value/skilled workforce
- S2** Agriculture/forestry

Opportunities

- O1** Tourism – integration in tourist routes
- O2** Improve infrastructure

Weaknesses

- W1** Agriculture – low income/aging workforce
- W2** IT infrastructure – poor Internet

Threats

- T1** Competition
- T2** Lack of business support

Tourism Activity

Strengths

- S1** Natural & cultural heritage
- S2** Good geographic location
- S3** Seasonality
- S4** Good quality of living

Opportunities

- O1** Promotion of local produce
- O2** Improved tourist provision (routes, etc)

Weaknesses

- W1** Poor local coordination between providers
- W2** Poor infrastructure (road, rail, etc)
- W3** Seasonality
- W4** Lack of investment

Threats

- T1** Competition
- T2** Low cost travel to other destinations

Natural Environment

Strengths

- S1** Actual unique natural environment
- S2** Protected status

Opportunities

- O1** Improve public policy
- O2** Alternative energy production

Weaknesses

- W1** Lack of awareness/knowledge
- W2** Fragility of environment

Threats

- T1** Environmental disaster
- T2** Mass Tourism

Built Heritage

Strengths

- S1** Good variety of unique properties
- S2** High property value

Opportunities

- O1** Awareness raising
- O2** Promotion
- O3** Investment to encourage restoration

Weaknesses

- W1** Lack of investment
- W2** Poor marketing coordination

Threats

- T1** Deterioration – lack of interest/investment
- T2** Preservation orders