

Step 2: Plan and Organize

HANDOUT: SWOT Self-Analysis Survey

Each individual contributes to the goals and objectives of an organization or destination in unique ways. To understand the internal strengths and weaknesses of each stakeholder's organization as well as the broader external opportunities and threats facing the destination, consider requesting that each participant involved in a visioning or strategic planning session complete the following questionnaire about organizational and individual strengths, weaknesses, opportunities and threats (SWOT). This helps the facilitator understand the attitudes and interests of each participant.



1. In 15 words or less, describe your current cultural heritage destination/organization.
2. What do you consider your organization's key strengths?
3. What do you consider your organization's major weaknesses?
4. What do you consider the greatest cultural heritage tourism opportunities for your destination?
5. What do you consider the greatest cultural heritage challenges for your destination?
6. Why are you interested/involved in the destination/organization?
7. How do you currently contribute to your destination/organization's vision?
8. What role would you like in your destination/organization in five years?
9. What tools, training or professional development opportunities are necessary to reach your destination's five-year goal in cultural heritage tourism?
10. What measurable result would you like to help your destination accomplish in the next 18 months?

