



"SHARING HERITAGE: Fostering sensitivity for the past, the present and the future"

SWOT ANALYSIS: HERITAGE IN MY AREA (Vastbergaskolan AB, Stockholm)

<p>Strengths</p> <p>We have good English speaking skills, which attracts people. People want to come to a country where they can communicate.</p> <p>We do have a rich heritage, but on the other hand the places are very 'small'.</p> <p>We also have good inventions and ideas that have been spread to the rest of the world.</p> <p>We also have an incredible infrastructure as well, that makes it easy to reach a big amount of visits and sights.</p>	<p>Weaknesses</p> <p>We unfortunately have bad weather most of the year, which doesn't attract many people. But the weather is good during June and July.</p> <p>We also have lots of forest, although it's good in many many aspects (especially the environment aspect), but the heritage isn't one of them. The forest is a natural heritage, but we have so much that could 'be of better use'.</p> <p>Stockholm and Sweden has never been good at advertisement. Our biggest income has never been tourism, it's never even been close. And especially when our capital is so small, we could use some advertisement.</p>
<p>Opportunities</p> <p>We have the resources, like engineers and architects to build future heritage. And as we mentioned we also have the space for it.</p>	<p>Threats</p> <p>We have bigger cities around us that are more attractive. And the fact that they are so close make us seem small, and in the combination with our bad advertisement... it's not a winning concept.</p>



Cofinanciado por el
programa Erasmus+
de la Unión Europea



“SHARING HERITAGE: Fostering sensitivity for the past, the present and the future”
