



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

## SWOT ANALYSIS: HERITAGE IN MY AREA (IES Selgas, Cudillero)

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• ICT skills</li><li>• Mild weather all along the year.</li><li>• There are a lot of gorgeous beaches and a lot of unknown ones.</li><li>• We have a lot of historical monuments.</li><li>• We have very diverse landscape.</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• You have to use transport to go everywhere.</li><li>• The main part of the population is old.</li><li>• Youngsters don't know about our own heritage.</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• We have a lot of tourism.</li><li>• Thanks to tourism our economy is strong.</li><li>• There are other organizations such as Cudillero Tourist Information Office working in that field.</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• Young people might leave their towns or villages to look for a future.</li><li>• Youngsters aren't interested in restoring or preserving our traditions and heritage.</li></ul>



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