



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

SWOT ANALYSIS: HERITAGE IN MY AREA (Escola Básica e Secundária da Calheta)

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| <p>Strengths</p> <p>The heritage in Madeira is very rich.</p> <p>In Madeira, there are institutions that were created by us (bailinho da Madeira, carrinhos do Monte, Festival das flores...)</p> <p>Our weather is great, because it is tropical Island so it is sunny every day.</p> <p>Madeira is sponsored by famous people, like Cristiano Ronaldo, Daniela Ruah, ...</p> <p>We have a lot of entertainment options, like surf, paragliding, diving, swimming, sailing, water skiing, watching dolphin and whale, canoeing and jeep and bike tours.</p> <p>We have a lot of choices between good hotels and houses for rent that can provide a good staying in the Island what makes the tourist more interest for Madeira.</p> <p>Because Madeira is a Island, we have at our disposal a lot of natural beaches with a breathtaking landscape.</p> | <p>Weaknesses</p> <p>A lot of people don't know all the heritage that exists in it, but that is kind their problem , because they don't give that much value.</p> <p>Because it is a Island the support that is given to the Island is not enough. Moreover, the tourism and immigration help.</p> |
| <p>Opportunities</p> <p>In Madeira, community is very interest by our heritage.</p> <p>The local government is very helpful because they try to promote the heritage that we have in the Island and also we try to transmit that to the tourists.</p> | <p>Threats</p> <p>The population of the Island is a little bit older because the younger people are leaving to study and to probably to work in mainland, because Madeira doesn't give them all the opportunities. Like the immigrants, now there are a lot of them in Madeira.</p> <p>We have services that help people to know</p> |



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We have the luck of having a beautiful forest and natural diversity so we need to preserve it and use that to create jobs linked with tourism.

We have a boat that connects Madeira to mainland and another that connects Madeira to Porto Santo.

our heritage but they aren't enough. They are normally distant.

Many rocks and mud fall down the mountains and destroy houses, ...

Sometimes in summer we have fires, which are bad to our forest "Laurissilva".

The wind also causes many disturbances in the airport which makes it difficult for airplanes to land in Madeira.