



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

SWOT ANALYSIS: HERITAGE IN MY AREA (Donau-Gymnasium, Kelheim)

<p>Strengths</p> <ul style="list-style-type: none">• Everything is nearby• The heritage has a good location<ul style="list-style-type: none">○ Example: Hall of Liberation is right next to the Danube• Through our festivals we have a better community<ul style="list-style-type: none">○ Oktoberfest• We have a lot of natural heritages<ul style="list-style-type: none">○ Danube breakthrough○ A lot of Flora and Fauna	<p>Weaknesses</p> <ul style="list-style-type: none">• We don't have enough digital heritages• There's not enough contact with other groups<ul style="list-style-type: none">○ The states in Germany don't support each other much• A lot of our heritage is unknown<ul style="list-style-type: none">○ Example: Wallhalla
<p>Opportunities</p> <ul style="list-style-type: none">• We should become more modern and digital• More advertisement for our heritage (to attract tourists -> more fame for smaller attractions)	<p>Threats</p> <ul style="list-style-type: none">• When we replace our old heritages with modern and digital ones, we might forget about our original culture• When there are, through the advertisement, too many tourists all throughout the year -> the inhabitants are overwhelmed by a constant stream of tourists



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FIRST EXCHANGE: *Discovering our heritage (C1)*
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