Possible SWOT analysis questions	
Strengths	**Opportunities**
Do you have a popular tourism destination? What aspects of the environment or heritage is being well managed? Do you have knowledgeable people working in tourism and heritage management? What are the strengths of your staff or the people involved?	Is there an opportunity to promote your natural and cultural assets to tourists? Are there people in the community interested in working in tourism and heritage management? Could tourism utilise underused infrastructure (eg historic buildings)? What opportunities are there for partnership and collaboration?
Weaknesses	**Threats**
Are current approaches to interpretation looking a little old, or in need of revision? Are there physical factors of the place or region which make visitor management difficult? Are there particular factors which present problems for marketing? What does evaluation and feedback indicate could be done better? Is there a lack of training or capacity?	What threats are there to the heritage values of the place or region? What threats are there to the physical condition of heritage places? What threats are there to the livelihood or ongoing economic or social viability of the local community? What threats are there to the viability of the business? What threats are apparent from an analysis of potential risks?