



Practitioner's Guide:

Strengths, Weaknesses, Opportunities & Threats (SWOT)



An example from a country in
Northern Africa



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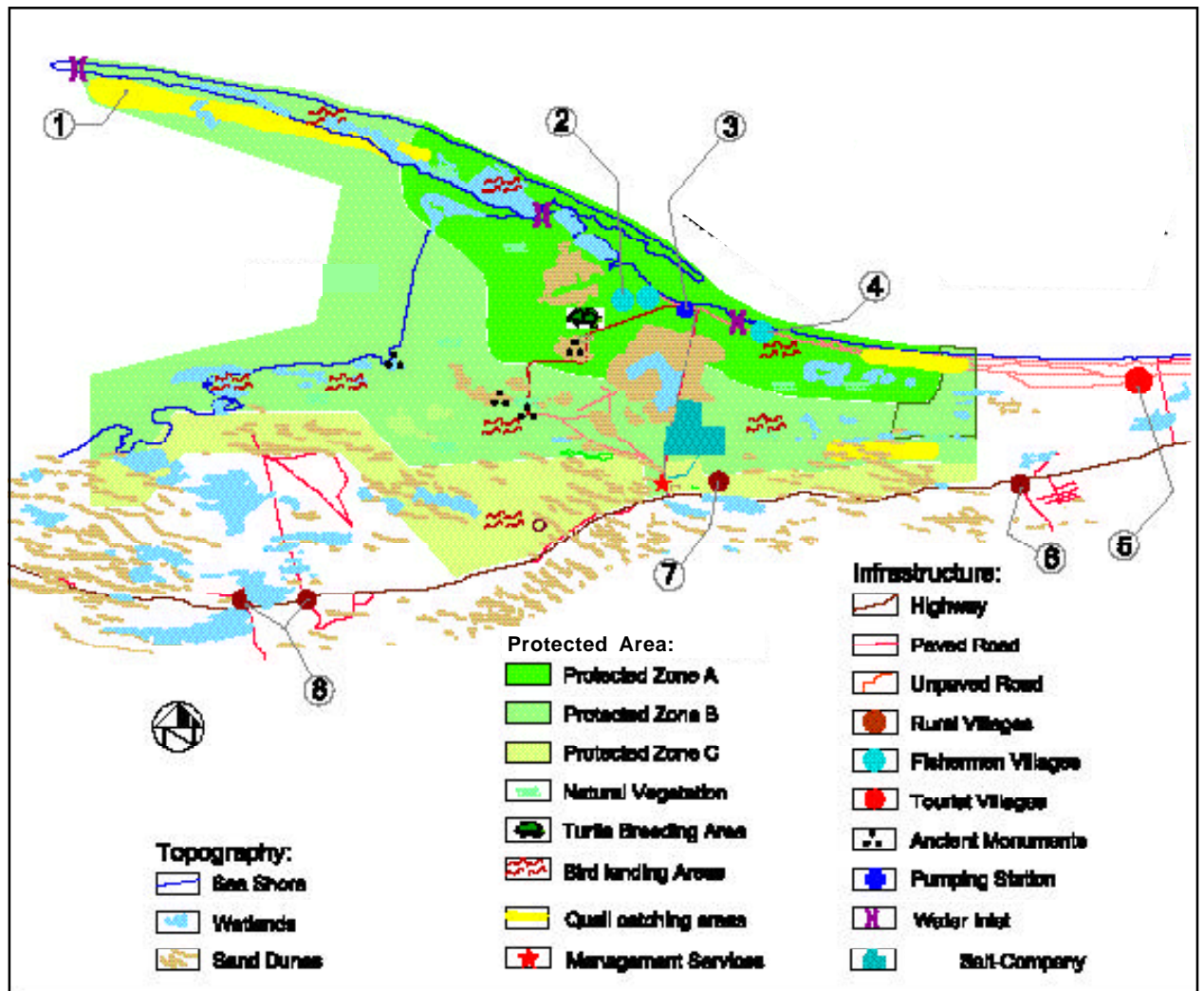
Example 2:

An innovative approach for using the SWOT methodology was developed by a special project. Rather than using the matrix structure to depict the Strengths, Weaknesses, Opportunities and Threats, the planning team depicted these in a spatial setting, namely on a topographic map. The SWOT analysis for a protected area was developed as result of expert hearings and meetings. During these meetings the main SWOT elements were assessed and analysed. While the traditional SWOT method calls for depicting the elements in a matrix, the planning team depicted the spatial location where the SWOT elements occurred. The example provides an interesting spatial variation on the SWOT analysis.



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Map 1: Strengths and Weaknesses of a Protected Area



①	Area for catching quails birds, this causes problems for other protected birds.
②	The fishermen and their fishing activities are disturbing the birds environment, which is not compatible with the protection objectives.
③	Pumping station of the salt plant the pumping of water into a higher water level takes small fishes and plankton out, the size of the nets are not suitable for their protection.
④	It was established by the fishing authority and this caused an unbalance of the water environment system. This Inlet is sometimes cut-off from the sea as road usage to take compact the culvert.
⑤	Tourism village Beach, about 4 km from the center of the lagoon at the eastern border. The development put further pressure on the reserve and specially in this area a second entrance gate is needed.
⑥	village on the southeast border of the National Park which can increase the settlement development (extension) towards the protected area.
⑦	village, approximately 200 inhabitants, located inside the boundaries of the protected area on the main road.
⑧	Various villages that are on the southwest border of the reserve - they also cause settlement pressure on the protected area.