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## SWOT Analysis Workshop in Stolac

### Summary of result

#### First group (Young participants)

Strenghts	Weaknesses
<p>Community:</p> <ul style="list-style-type: none"><li>- many volunteers</li><li>- community spirit</li><li>- citizens involvement</li><li>- attachment to family and traditions</li></ul> <p>Events:</p> <ul style="list-style-type: none"><li>- many public events</li><li>- events are well attended</li></ul> <p>Heritage:</p> <ul style="list-style-type: none"><li>- historical</li><li>- cultural</li><li>- natural</li><li>- multiculturalism</li><li>- typical/local products</li></ul> <p>Education:</p> <ul style="list-style-type: none"><li>- high level of education (among youth)</li></ul>	<p>Lack of funds for valorisation of heritage</p> <p>Poor environmental/historical awareness</p> <p>Generational change (traditional activities closing)</p> <p>Communication:</p> <ul style="list-style-type: none"><li>- Difficult communication/cooperation with minorities</li><li>- many stakeholder involved and no clear development plan</li><li>- generational misunderstanding</li><li>-lack of effective communication on events</li></ul> <p>Youth:</p> <ul style="list-style-type: none"><li>- no jobs or little variety of employment opportunities</li><li>- people migrating abroad</li><li>- feeling not able to make a change</li></ul> <p>Infrastructures/services:</p> <ul style="list-style-type: none"><li>- not enough parking space</li><li>- not enough accomodation</li><li>- no public meeting places</li></ul>
Opportunities	Threats/Risks
<p>Tourism</p> <ul style="list-style-type: none"><li>- economic income</li><li>- tourism spread over large territory (valorisation of all areas)</li></ul> <p>EU funds</p> <p>regional/national funds</p> <p>Cooperation:</p> <ul style="list-style-type: none"><li>- exchange of good practices</li><li>- twinnings</li></ul>	<p>Overtourism:</p> <ul style="list-style-type: none"><li>- during summer crowds, during winter not tourism</li><li>- increased living costs for locals</li><li>- increase in the real estate market prices</li><li>- economic exploitation from big lobbies/companies</li></ul>

## Second Group

Strenghts	Weaknesses
<p>Heritage:</p> <ul style="list-style-type: none"> <li>- cultural</li> <li>- historical</li> <li>- natural</li> <li>- culinary</li> <li>- arts/music</li> <li>- associations that protect and promote intangible heritage</li> </ul> <p>Community:</p> <ul style="list-style-type: none"> <li>- multiculturalism</li> <li>- associations (public participation)</li> </ul>	<p>Bureaucracy makes changes more complicated</p> <p>Youth:</p> <ul style="list-style-type: none"> <li>- young people leaving to find qualified jobs</li> <li>- lack of higher education services</li> <li>- lack of jobs outside summer season</li> <li>- lack of employment opportunities</li> <li>- aging communities</li> <li>- social isolation of elderly</li> </ul> <p>Infrastructures:</p> <ul style="list-style-type: none"> <li>-lack of accomodation facilities</li> <li>- lack of quality in accomodation facilities</li> <li>- lack of accomodation services</li> <li>- lack of services for tourism</li> </ul> <p>Lack of coordination:</p> <ul style="list-style-type: none"> <li>- among different events</li> <li>- among local associations</li> <li>- among institutions</li> </ul> <p>Lack of long term development strategy</p>
Opportunities	Threats/Risks
<p>Unused areas/buildings that could be reclaimed for:</p> <ul style="list-style-type: none"> <li>- public use</li> <li>- social housing</li> <li>- tourism-dedicated infrastructures (accomodation, information points, etc)</li> </ul> <p>EU funds for cross-border cooperation (both cultural and infrastructural)</p> <p>Dedicated trainings for EU project management</p>	<p>Lack of interest of national/regional administrations</p> <p>Isolation from national/regional public tranport routes</p> <p>Lack of national dedicated funds for sports, culture and infrastructures</p> <p>Summer overtourism</p> <p>Detrimental climate change impact on natural and cultural heritage</p> <p>Real estate market dominated by foreign buyers (companies, industries, lobbies)</p>