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Title Needs Analysis & SWOT Analysis

2

Skills MD By Martine Dohmen In Data Analysis Skills, Economic Skills, Psychological Skills

Start Learning

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Sustainable Destination Management

1

MD By Martine Dohmen In Economic Skills, Implementation Skills, Strategic Vision

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Tourism - Risks & Crisis Management

0

MD By Martine Dohmen In Economic Skills, Strategic Vision

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<input type="checkbox"/>	Needs Analysis & SWOT Analysis <small>Topic: Lesson: Quiz: Assignment:</small> 1 6 1 0	Data Analysis Skills, Economic Skills, Psychological Skills	MD Martine Dohmen	Free	18/12/2022 15:12	Publish ▾ View Course
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The screenshot displays the course page for 'Needs Analysis & SWOT Analysis'. At the top, the course title is highlighted in a yellow box. Below the title, a video player is shown with a play button overlay, and a yellow box points to it with the text 'Video explaining the Module'. To the right of the video, a progress bar indicates '0% Complete' and a 'Start Learning' button is visible. Below the video, a yellow box highlights the text 'possibility to get in contact with the teacher'. The main content area features a section titled 'How do you define a strategy?' with a 200-word text block highlighted in a yellow box. At the bottom, a table of contents lists various topics, with yellow boxes highlighting the 'Unit', 'Lessons', and 'Quiz' columns.

Title Needs Analysis & SWOT Analysis

Colours: Data Analysis Skills, Research Skills, Professional Skills

Video explaining the Module

0% Complete

Start Learning

Complete Course

You completed this course on 14/05/2021

Course info Q&A

possibility to get in contact with the teacher

How do you define a strategy?

Business institutions, private and non-profit organisations and territories can often find themselves in the position of defining a strategy or rather using a strategy in order to manage their resources.

The first step is to define the main objectives and then set up an action plan for attaining them. In this context, it is the SWOT analysis that summarises the understanding of the context and the main challenges (as mentioned by the author) and which represent localised own subject's options, strengths and weaknesses.

Then, it is necessary to understand who are the key subjects, or stakeholders, with whom to cooperate in order to be able to implement the strategy in the short and long term. These passages are always critical, but they become more so when the subject of reference is something which is trying to get out of a crisis caused by a natural disaster.

In the following paragraphs I shall look at the modules we will show you the methods and processes to implement a localised strategy available for the territories plus also some illustrative results.

SWOT Analysis	Unit
Principles of strategic analysis	10
Foundations	10
Environmental analysis	10
Internal analysis	10
Internal and environmental analysis for the territory	10
SWOT Analysis	10
Quiz	10

Lessons

Quiz

The screenshot displays the 'Edit Course' interface for a course titled 'Needs Analysis & SWOT Analysis'. The main content area shows a text block with the heading 'How do you define a strategy?' and a video player below it. The video player has a URL 'https://youtu.be/0m1wagv3v1E' and is labeled 'Video explaining the Module'. To the right, there are sections for 'Publish', 'Course Categories', and 'Type'. The 'Course Categories' section includes a 'skills' category. Below the main content, there is a 'Course Settings' section and a 'Course Builder' section. The 'Course Builder' section lists the following lessons and a quiz:

- Lesson 1: Premise: strategy and analysis
- Lesson 2: Environment
- Lesson 3: Environmental analysis
- Lesson 4: Internal analysis
- Lesson 5: Internal and environmental analysis for the territory
- Lesson 6: SWOT Analysis
- Quiz 1: Quiz

Buttons for 'Lesson' and 'Quiz' are visible at the bottom of the Course Builder section, along with an 'Add new topic' button.

200 Words text

Video explaining the Module

skills

Unit

Lessons

Quiz

RETURN
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Needs Analysis & SWOT Analysis
Your Progress: 0 of 7 (0%)
Mark as Complete

Course Content

SWOT Analysis 0/7

- Premise: strategy and analysis
- Environment
- Environmental analysis
- Internal analysis
- Internal and environmental analysis for the territory
- SWOT Analysis
- Quiz

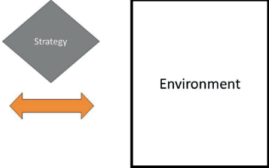
Premise: strategy and analysis

Each strategy, of a company, an organization or a territory, is defined in function of two aspects that are evaluated as a whole: internal aspect, related to the specifics of the entity that sets the strategy, and external aspect, relative to the environment in which the entity operates.

In other words, defining a strategy means considering:

- on the one hand, the characteristics and dynamics of the environment in which the institution's action takes place and to which it turns its activity;
- on the other hand, the characteristics, values, resources, mission and the way in which a company, an organization or a territory defines its position in the environment itself in the long term (purpose).

Entity: enterprise, organization, territory
Purpose, objectives, values
Resources
Organization and system



Environment

Figure 1. Strategy as a relationship between entity and environment

Course Builder

- ☰ SWOT Analysis
 ✎ ✖ ⬆
- ☰ Lesson 1: Premise: strategy and analysis
 ✎ ✖
edit the lesson
- ☰ Lesson 2: Environment
 ✎ ✖
- ☰ Lesson 3: Environmental analysis
 ✎ ✖

Lesson

Lesson Name

Premise: strategy and analysis

Lesson titles are displayed publicly wherever required.

Lesson Content

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Paragraph **B** *I*

Tutor ShortCode

Premise: strategy and analysis

Each strategy, of a company, an organization or a territory, is defined in function of two aspects that are evaluated as a whole: internal aspect, related to the specifics of the entity that sets the strategy, and external aspect, relative to the environment in which the entity operates.

The idea of a summary is a short text to prepare students for the activities within the topic or week. The text is shown on the course page under the topic name.

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Main text
Images/Figures
Links to further reading material

Image above the lesson

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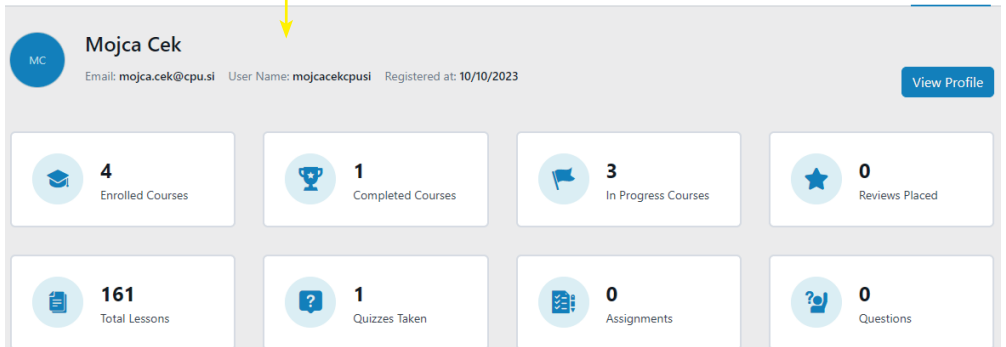
exercise files/reading material

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Mojca Cek
 Email: mojca.cek@cpu.si User Name: mojcacekpusi Registered at: 10/10/2023 [View Profile](#)

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161 Total Lessons	1 Quizzes Taken	0 Assignments	0 Questions

Course

Course	Enroll Date	Lesson	Quiz	Assignment	Progress
5. RECOVERY MARKETING COMMUNICATION	16/12/2023 11:15	0/23	0/3	0/0	0%
4. SUSTAINABLE AND ETHICAL TOURISM	16/12/2023 11:15	0/10	0/2	0/0	0%
2. RECOVERY MARKETING STRATEGY	10/10/2023 14:29	0/21	0/4	0/0	0%
1. SUPPORT TO EMERGENCY FIRST RESPONSE	10/10/2023 14:27	0/16	0/3	0/0	0%