WORKSHEET 4

STRENGTHS AND CONCERNS OF TOURISM ATTRACTORS

Criteria that can help rank the relative <u>strengths</u> of attractors:

- Strengths that are important or essential to maintaining and further developing your existing tourism markets, should rank higher than assets that may be important to future markets.
- Strengths that are unique to your community, will help to position your destination among existing and potential markets.
- Strengths that are important to many or all markets, should rank higher than those that affect only one or two of your markets.
- Strengths that can be easily developed and promoted.

Criteria that can help rank the relative <u>concerns</u> of attractors:

- Concerns that have a negative effect on your existing tourist markets, should rank higher than those that may affect potential tourism markets.
- Concerns that have a negative effect on many or all tourist markets, should rank higher than those that affect only one or two of your markets.
- Concerns that are easy to address—consider the amount of time, effort, and money needed to address each concern. Obvious concerns that can be easily addressed should rank higher than concerns requiring a substantial commitment.

STRENGTHS			CONCERNS		
Attractors	**Observations**	Rank	**Attractors**	**Observations**	Rank
Example: Reservoir	Largest in Texas.	1	Reservoir	Limited boat access.	1

STRENGTHS			CONCERNS		
Attractors	**Observations**	Rank	**Attractors**	**Observations**	Rank