

SWOT TOWS Analysis of the Jaspis Resort

Developed by:

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Table 5. SWOT: Will identified strengths allow the organization to take advantage of emerging opportunities?

Strengths/ Opportunities	S1	S2	S3	S4	S5	Weight	Number of interactions	Product of weights and interactions	Rank
O1	1	1	1	1	1	0,3	5	1,5	1
O2	1	0	0	1	1	0,1	3	0,3	5
O3	1	1	0	1	1	0,1	4	0,4	4
O4	0	1	1	1	1	0,2	4	0,8	3
O5	1	0	1	1	1	0,3	4	1,2	2
Weight	0,3	0,1	0,2	0,3	0,1				
Number of interactions	4	3	3	5	5				
Product of weights and interactions	1,2	0,3	0,6	1,5	0,5				
Rank	2	5	3	1	4				
Amount of interactions	40/2								
Amount of products								8,3	

Source: Own elaboration.

Table 6. TOWS: Will opportunities enhance strengths?

Opportunities/ Strengths	O1	O2	O3	O4	O5	Weight	Number of interactions	Product of weights and interactions	Rank
S1	1	1	1	0	1	0,3	4	1,2	2
S2	0	1	0	1	1	0,1	3	0,3	4/2
S3	1	1	1	1	1	0,2	5	1,0	3
S4	1	1	1	1	1	0,3	5	1,5	1
S5	0	1	0	1	1	0,1	3	0,3	4/2
Weight	0,3	0,1	0,1	0,2	0,3				
Number of interactions	3	5	3	4	5				
Product of weights and interactions	0,9	0,5	0,3	0,8	1,5				
Rank	2	4	5	3	1				
Amount of interactions	40/2								
Amount of products								8,3	

Source: Own elaboration.

As can be seen from tables 5 and 6, comparing strengths and opportunities, two strengths (namely, attractive offers and a qualified staff) will allow for the utilization of all emerging opportunities. An attractive location – 50 meters from the beach – will enable the use of only one opportunity less, but it has a high weight. In terms of opportunities, the increasing concern of society for health and recreation, as well as the presence of a large urban center nearby – Koszalin and Kołobrzeg - will allow for the enhancement of all strengths.