

A60 HS266 Ch 14 SWOT

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HS 266	14. 0	A60	Chapter 14	Identify, define, and explain factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism, and lodging industry in the years to come.	Create a SWOT analysis for Guam
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Refer to:Refer to Moodle

Note: Refer to Moodle

Points: 25

Due: Refer to Moodle

Instructions:

Here is a reference on creating a SWOT analysis:

[N31 SWOT analysis](#)

Instructions:

- Create a SWOT analysis for Guam in terms of promoting Guam as a destination.
- You can use Google Slides or Google Docs for your assignment. You may follow the format in N31 or list the SWOT in the assignment.

Rubrics:

- Preparation and completeness - Followed instructions; punctuality; assignment looks well planned; followed directions
- Critical Thinker - Student put effort into their answer; answers were original and innovative; information was realistic and could be applicable in a real world setting.
- Presentation of Information -Information is concise and legible; assignment is not missing parts; information is accurate with proper citation of sources
- Content - Answers were original and innovative but relevant to the textbook and lesson