



SWOT Analysis of Italy

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Plan:

- ▶ Strengths
- ▶ Weaknesses
- ▶ Opportunities
- ▶ Threats

Strengths: Location

Italy probably has one of the most unique locations, pertaining to the fact that it serves as a coast, has high mountain ranges, and a favorable climate (for tourism) all year round.

Strengths: History and culture

Italy has had quite an interesting history that has shaped its **culture**, predominantly the **Roman era**. and later on the **Byzantine Empire**, the remnants of which are still present throughout the country.

Over the years Italy has become increasingly modern, especially with regard to the increase in the **role of women** in the job sector, due to massive improvements in **communication** technologies. In addition to that, Italy being a founding member of the European Union (EU) and NATO plays a major role in its **modernization**.

Strengths: Tourism

Italy's tourism potential is, perhaps, one of its greatest strengths. With its scenic beauty, art galleries, historic sites, **architectural marvels**, and culinary delicacies, it has something to offer to everyone.

In fact, Italy has over fifty million tourists in a year and this earns it the position in the **top five most visited countries** in the world. In addition to that, the country has around forty-seven **world heritage sites** according to **UNESCO**.

If Italy wanted to boast about having an interesting historical background, it would not be wrong, owing to the fact that it is the birthplace of one of the most important empires (the **Roman Empire**) as well as the famous **Renaissance** period.

Strengths: Tourism

If you love history, you might want to start off by visiting the Colosseum and the Pantheon, or maybe you would like to take in what remains of the city of **Pompeii** which, ironically, was preserved by the same volcanic eruption that wiped out its inhabitants.

If, however, you are more of a fan of scenic beauty that leaves one speechless, the **Cinque Terre** might just be the place for you, which is made up of beautiful villages and steep hills that give a perfect view of the **Mediterranean**.

Strengths: Tourism

Have a love for hiking? The **Amalfi coast** with its rock, walking paths may be perfect for you. Or you can opt for a gondola ride through the **canals of Venice** while taking in the beauty of the city. Make sure not to miss out on the perfectly flawed **Leaning Tower of Pisa** while you're at it.

For those who have a love for the arts, the **opera in Verona** is the experience of a lifetime. Italy was also home to artists such as **Leonardo da Vinci**, Michelangelo, etc. whose famous works such as the **Mona Lisa**, David, Apollo, and Daphne, still attract **art enthusiasts** from all around.

The Vineyards in Tuscany and fashion shows in **Milan**, might also be popular attractions for tourists.

Strengths: Food

It is a well-known fact that Italians take food very seriously, so much so that it is an essential part of their culture. We've all tried or at least heard of dishes such as **pizza**, pasta, lasagna, **prosciutto**, etc. but very few people know that these foods originate from Italy.

The pizza was invented in Italy but there are numerous types, the most popular of which is the **pizza Napoletana**. Pasta too is a famous dish and there are rules associated with making and eating it.

The most interesting though is **gelato**, which is a kind of ice cream that is lower in fat and has a richer flavor than regular ice cream. Not only is Italian gelato the best in the world, but it can also be studied at university!

Weaknesses: Economic crisis

Italy was quite slow to recover from the **recession** and has hence been facing an economic crisis. Around forty-five percent of businesses suffered massive losses.

Weaknesses: Unemployment

Due to the fact that businesses suffered greatly because of the **economic crisis**, a great number of people either lost their jobs or could not gain employment which led to an increase in the **unemployment** rate.

In addition to that, the current **pandemic** further put a strain on resources which led to a further increase in unemployment, despite government efforts to lessen the effect of **COVID** on **employment**.

Weaknesses: Debt

Italy's public debt is perhaps a great weakness and it is further expected to increase in 2020 to 160 percent of the **GDP**, while the GDP is expected to fall by 11.9 percent.

Opportunities: Tourism exploitation

It has already been established that Italy has a lot to offer in terms of tourism, however, the country has not fully exploited its capabilities especially with regard to **art** and **mountain-related activities**.

Threats: COVID-19

Considering the fact that Italy is already dealing with an economic crisis, the COVID-19 pandemic is not doing the country any favors especially with regard to its economic condition.

The country thrives because of **tourism** which has taken quite a hit due to the pandemic as people are being warned to **stay at home** and not leave the country unless absolutely necessary.

Conclusion

While Italy has a lot to offer in terms of art, architecture, landscapes, food, etc. the fact of the matter is that it is not at the top of its game, concerning its economy. Furthermore, the current pandemic is not helping the situation.

If Italy wants to step out of its **economic slump**, it needs to identify ways to exploit its tourism capabilities and find new avenues to help its economy.



Thank you for your attention!