



**Universidad Tecnológica  
de El Salvador**

Tourism Management  
Unit 5  
Action Plan

STUDENT'S NAME:

1. Create the SWOT for our hotel train (1 example for criteria) located in Suchitoto

|   |   |
|---|---|
| S | T |
| W | O |

2. Create the Action Plan for 1 section of the SWOT

| WHAT | WHO | WHEN | TARGET |
|------|-----|------|--------|
|      |     |      |        |