

This SWOT analysis is useful to bring up the risks and opportunities that may show while conducting the task of spreading Chess among the population and, starting with this analysis, be able to establish a plan to achieve the aims.

The name SWOT is formed with the initials of the following words:

S (strengths), W (weaknesses), O (opportunities) and T (threats).

The weaknesses and strengths belong to the internal environment, this means that they depend on the own chess situation (organization, management, etc.). Whereas the threats and opportunities that should be overcome or taken advantage of, belong to the environment external to Chess.

Regarding the strengths, besides those already exposed in the section “The advantages of Chess”, this sport is one of the most universal ones in the world, with more than 600 million practitioners. Another positive aspect which should be taken advantage of, is the wide demand of intellectual games and activities by an important part of the society for leisure time or education.

Among the threats we can highlight the enormous ludic offer which exists nowadays. One of the important weaknesses is the lack of both pedagogical models for the educational centres and a global organizational structure which renders it possible to coordinate diffusion programs worldwide.

Weaknesses

The lack of a universal curricular program of chess contents.

Non-existence of an organizational model of chess teaching.

Shortage of didactic materials with adequate and attractive contents which facilitate chess learning.

The lack of chess instructors with a pedagogical training.

The lack of coordination among the persons who teach Chess.

Potentialization of the competition environment in comparison with the chess schools environment.

Threats

The wide ludic offer, of either sports or leisure activities.

Unawareness about the educational possibilities of Chess.

The precarious working situation of the instructors who teach Chess.

The perception of Chess as a sport only for smart people.

Lack of commitment and resources on the part of the government bodies to potentiate Chess in the educational centres.

Lack of teachers having chess knowledge in the educational centres

Strengths

A pedagogical tool which improves academic performance.

A sport which boosts the intellectual capacities and helps to educate in values.

A sport which is both economic and compatible with the practice of other sports.

A game which contributes to the education of the youth in their leisure time.

A useful tool to improve decision making.

A sport which allows competition in spite of gender and age differences.

A sport enjoying wide diffusion and practice through INTERNET.

A game associated with human intelligence.

Opportunities

The offer of a material composed of universal contents, which conforms to a curricular program suitable for the educational field.

The use of Chess as a pedagogical and educational tool of first magnitude.

Incorporation of Chess to the activities in civic centres.

Incorporation of Chess in enterprise management.

Using Chess to contribute to the spreading of the new ICTs

Making chess practice massive, taking the opportunity of its international implementation.

Solidarity collaboration through chess projects•.