



Education and Culture

# Leonardo da Vinci

**TRANS**fer of Euracademy Learning Packages To Formal Training  
Systems in **RURAL** Europe

*TRANSRURAL*

*Conference : FEXIBLE Learning For Rural Businesses*

## **Trans-Rural: Learning Needs of SMEs**

**Venue:** Athens  
**Date:** 6<sup>th</sup> September 2005

**Author:** Luisa Palos  
**E-mail:** relext3@ccibv.ro  
**Tel / Fax:** +40 268 411993  
**Web:** <http://www.cciby.ro>

# Brasov county

- 1989: 110 companies, state owned
- 2005: 33500 companies
  - » 86.2% private social capital
  - » 93.3% of labor force work there
  - » achieve 96.6 of county income

# Training needs



Most of the responders know the profile of their visitors

But

cannot estimate proper value due to the low level of the marketing effort (and feedback) of the tourist product.

Most of them are aware of the existing competitors and the proactive options are limited to the touristic attraction of the area.

There are mentioned organisation involved in joint marketing initiatives, with shared websites and shared booking system, the proportion of those involved in is difficult to establish.

The most important issues for responders in respect with sustainable development by agrotourism are: *Potential for developing the touristic product;*

- *Customer care*
- *Promoting sustainable tourism*
- *Collaboration and partnership*

# Training needs



*Do you know your visitors profile ?*

*75 : YES*

*20 : NO*

<i>Visitor profile</i>	<i>Local</i>	<i>: 10%</i>
	<i>Regional`</i>	<i>20 %</i>
	<i>RO</i>	<i>80 %</i>
	<i>Europe</i>	<i>5 %</i>
	<i>International</i>	<i>3 %</i>

*? Visitor's profile ?*

# Training needs



*Do you know where else they go?: 90 / YES  
10 / NO*

*Do you know what else they do? 40% YES  
20% No*

*Do you know how much your visitors spend? 50% / YES  
40% No*

# Training needs



*Please identify from the list below key areas of interest to you*

- |   |            |
|---|------------|
| - <i>knowing your tourism product</i>         | <i>35%</i> |
| - <i>potential for developing the product</i> | <i>65%</i> |
| - <i>Business Planning</i>                    | <i>40%</i> |
| - <i>e-commerce</i>                           | <i>30%</i> |
| - <i>e-marketing</i>                          | <i>40%</i> |
| - <i>customer care</i>                        | <i>65%</i> |
| - <i>promoting sustainable tourism</i>        | <i>85%</i> |
| - <i>collaboration and partnership</i>        | <i>75%</i> |

# Training needs



*Do you belong to any groups or organisations that collaborate in*

- *joint marketing initiatives* 80%
  - *local tourist attractions/Festivals etc* 2%
  - *local heritage associations*
  - *shared websites* 85%
  - *shared booking systems* 90%
- If yes : Are you involve* 80 %

*Is there good co-operation between rural tourism enterprises in the area?*

40% No

*If yes : Are you involved* 20%

# Training needs



## FINDINGS

- oral communication and telephone most used in business transaction.
- very few have an Internet connection / mainly used for :
  - e-mail,
  - business promotion
  - and information research.

The majority of the companies surveyed consider that reducing costs, penetration new markets and better promotion of their services are the major advantages of the computer usage.

The following issues are considered important for sustainable development by

- IT:
- *technical infrastructure*
  - *legal and control framework*
  - *social environment*
  - *government support*
  - *international cooperation*

# Training needs



*oral communication and telephone most used in business transaction. 85%*

*very few have an Internet connection / mainly used for : 8%*

- *e-mail,*
- *business promotion*
- *information research*

# Training needs



*Over **80%** of the companies surveyed consider that*

*reducing costs,*

*penetration new markets and*

*better promotion of their services*

*are the major advantages of the computer usage.*

# Training needs



*The following issues are considered important for sustainable development :*

*technical infrastructure* 75%

*legal and control framework* 65%

*social environment* 40%

*government support* 30%

*international cooperation* 50%

**Thank You**

---

