Erasmus+ KA2 project STORIE

Development of capacities of rural businesses to design and promote sustainable tourism products based on intangible cultural heritage

Grant Agreement No 2018-1-HU01-KA202-047746

Intellectual Output 1: STORIE Learning Programme

Activity 1: Skills needs and learning outcomes

CONTENTS

1. Introduction

The Erasmus+ project STORIE (2018-2020) aims to improve the competitiveness of small rural companies by developing their skills and capacities to design and promote sustainable tourism products based on intangible cultural heritage. The project will introduce an innovative Learning Programme and an online Learning Tool, will facilitate the development of local business communities and testing pilot tourist experiences in partner regions.

The project will develop 3 Intellectual Outputs:

- O1 - STORIE Learning Programme
- O2 - STORIE Learning Tool
- O3 - STORIE Insights and Experiences

The activities leading to Output 1 aim to:

- Identify and exchange the best practices and methodologies for the development of skills and capacities of small rural businesses in the area of tourism product design and promotion, and cooperation,

- Analyse the training programmes previously developed by project partners,

- Adapt existing programmes to create a new, tailored programme specifically and directly aimed at filling the skills gaps of rural businesses.

There are 4 activities leading to Output 1.

Activity 1 aims to define the skills and competencies to be acquired with the STORIE Learning Programme.

2. Methodology

Although the preliminary needs analysis has been accomplished at the stage of project application, an additional analysis - a questionnaire survey and interviews with representatives of the target group and stakeholders - was performed in each partner country, to make sure that any updates and recent needs are captured and provide meaningful input to the development of STORIE Learning Programme.

The fieldwork in each project country followed common guidelines developed for this purpose. The fieldwork consisted of a questionnaire survey and interviews.

Questionnaire survey

The survey had to be performed with at least 20 respondents per partner country, including

- at least 70% of participants from the primary target group,
- not more than 30% from potential beneficiaries/ stakeholders.

The primary target group of the project consists of small rural companies in or related to tourism sector, which implement activities belonging to the following NACE codes:

- I55 Accommodation,
- I56 Food and beverage service activities,
- C10 - Manufacture of food products
- C11 - Manufacture of beverages
- N79 Travel agency, tour operator and other reservation service and related activities
- R93 - Sports activities and amusement and recreation activities

- R91 - Libraries, archives, museums and other cultural activities

Other potential beneficiaries of the project include rural companies that could consider getting involved in tourism sector or cooperate with the primary target group in developing tourism products:

- A1 - Crop and animal production, hunting and related service activities
- A3 - Fishing and aquaculture
- C13 - Manufacture of textiles
- C14 - Manufacture of wearing apparel
- C15 - Manufacture of leather and related products
- C16 - Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials
- C32 - Other manufacturing
- G47 - Retail trade, except of motor vehicles and motorcycles

The stakeholders of the project include:

- S94 - Activities of membership organisations
- M70 - Activities of head offices; management consultancy activities
- P85 - Education
- O84 - Public administration and defence; compulsory social security

A questionnaire was developed for the purpose of the survey (see Annex) and was available online. The partners could choose to perform the survey online or off-line. The questionnaire was translated into partner languages. All respondents were informed that the answers provided would be kept confidential.

Questionnaire survey took place in January-February 2019.

Interviews

The questionnaire survey was to be followed by **interviews** with selected participants of the questionnaire survey to confirm/ clarify the findings, and add additional insights.

At least 50% of interviewees had to come from the target group; maximum 50% from the potential beneficiaries and stakeholders.

In the beginning of the interview, the interviewer would present the STORIE project and the main findings of the questionnaire survey.

The interviews included the following questions; additional questions could be added if considered necessary.

1. Do you agree with the results of STORIE survey in our region?
2. Do you know any example of a successful tourism product that was created/marketed using the intangible cultural heritage of our region? If so, could you please share it?
3. What would make an online course on (tourism product) marketing interesting and attractive for you? If you have attended any online courses, what did you like and what not?
4. What do you expect from the STORIE learning platform?

The question No 1 could be split into 2-3 questions, e.g. "Most of the participants of the survey said that intangible cultural heritage is not integrated in the tourism products of our region. How do you feel about this?" or "Do you agree that companies in our region cooperate in design and promotion of their products?".

Each interview was expected to take around 10-20 minutes. The partners were free to choose if they prefer to have individual interviews or organise a focus group/ discussion and invite 10 participants to share their thoughts.

The interviews took place in February-March 2019.

The findings of questionnaire surveys and interviews were to be presented in Country reports.

The country reports had the following structure:

1. Questionnaire survey

Introduction (how was the survey conducted?)

Answers to the open questions - No 5 (2nd part) and No 10

2. Interviews

Introduction (how/by whom/when were the interviews conducted?)

Participants' profile

Overview of discussion and responses

3. Conclusions

In the conclusions, please mention if any differences were detected compared to the initial needs analysis completed in STORIE application stage.

The Country reports were developed in March 2019.

3. Questionnaire survey

The questionnaire consisted of 10 questions and was available online, as well as off-line. In total, 112 respondents took part in the survey.
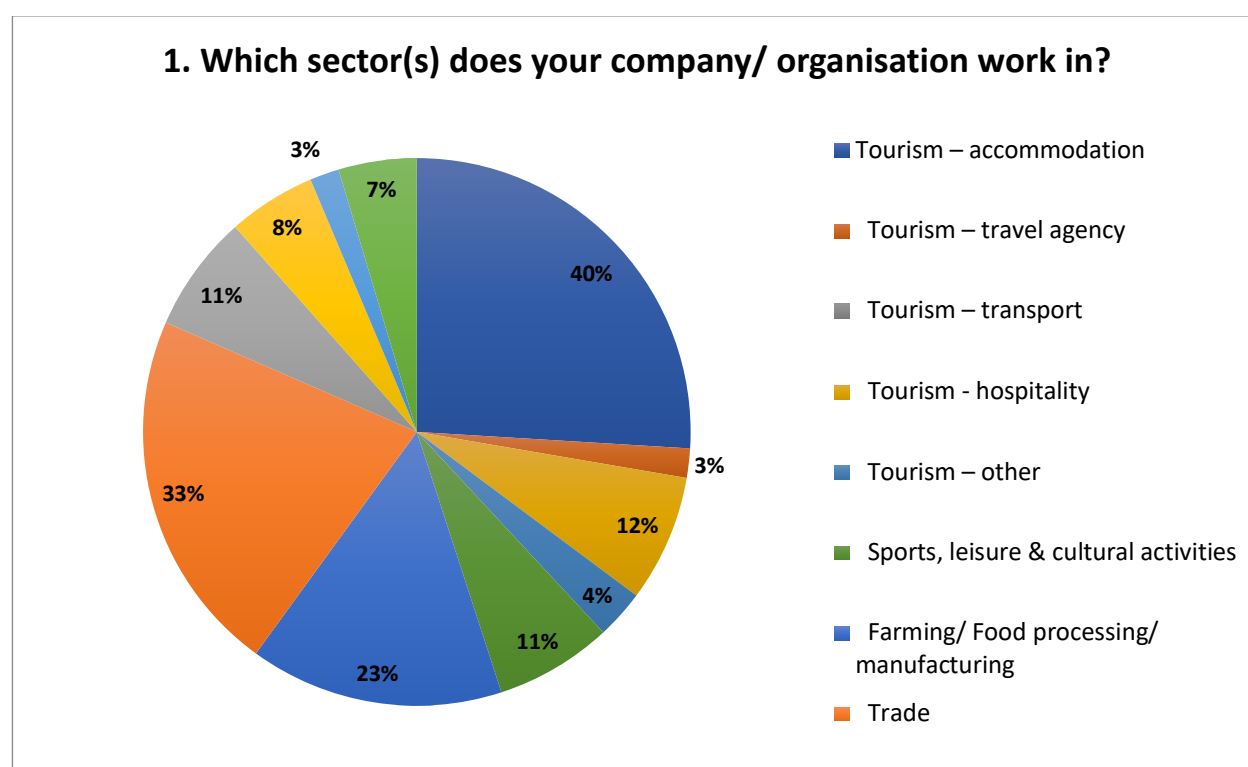
The analysis of responses is presented below.

1. Which sector(s) does your company/ organisation work in?

- Tourism – accommodation
- Tourism – travel agency
- Tourism – transport
- Tourism - hospitality
- Tourism – other
- Sports, leisure & cultural activities
- Farming/ Food processing/ manufacturing
- Trade

Figure 1. Distribution of responses to STORIE questionnaire Question 1, %

The largest share of respondents work in accommodation (40%) sector. The respondents that belong to hospitality, manufacture of food products and beverages, travel agencies and related activities, sports, recreation and other activities also belong to the primary target group of the project In total about 80% of respondents are involved in at least one activity among those of the primary target group of the project. Some respondents said they were involved in more than one type of activity.

Regarding the size of the companies, most respondents belong to small and micro companies and organisations:
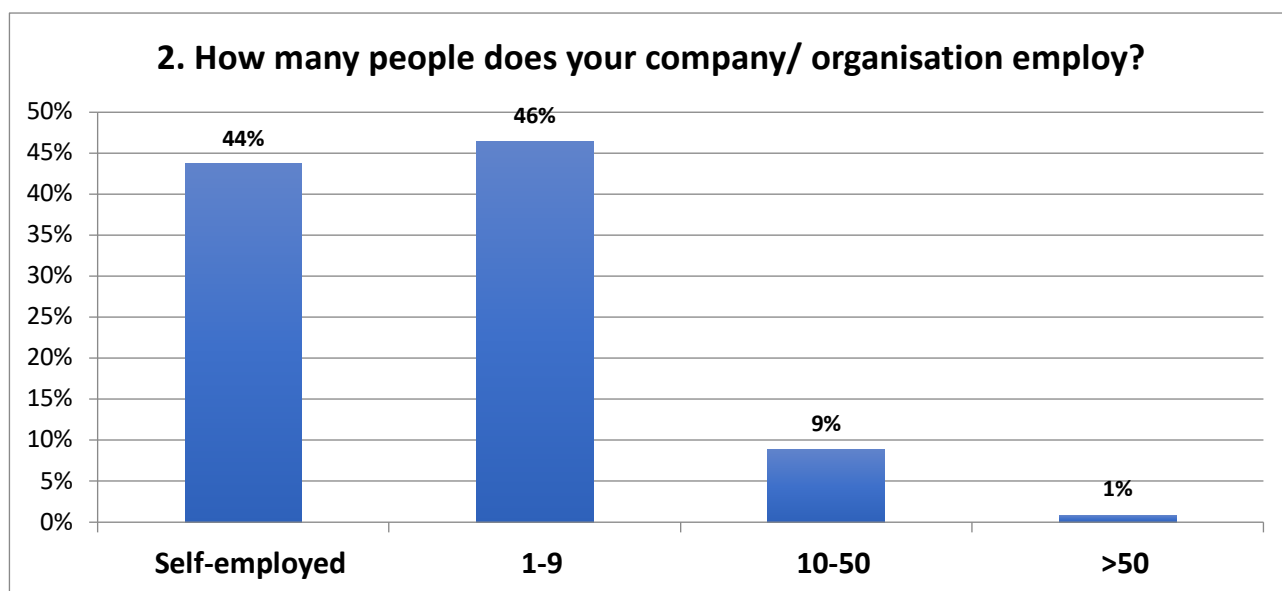
2. How many people does your company/ organisation employ?

	Self-employed	1-9	10-50	>50
	44%	46%	9%	1%

Figure 2. Distribution of responses to STORIE questionnaire Question 2, %

The 3rd question asked about the country the respondents came from:

3. Your country:

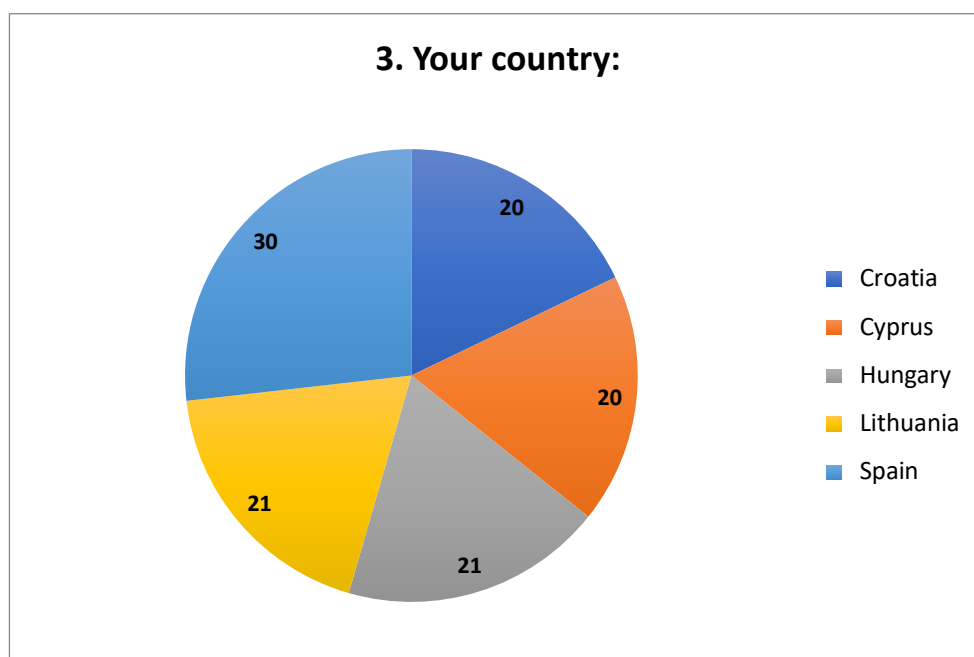| Country	Value
Croatia	20
Cyprus	20
Hungary	21
Lithuania	21
Spain	30

Figure 3. Distribution of responses to STORIE questionnaire Question 3

21 respondents were from Hungary, 20 from Croatia, 20 from Cyprus, 21 from Lithuania and 30 from Spain.

The 4th question asked the respondents to express their agreement or disagreement with a number of statements, which were formulated based on the desk research:
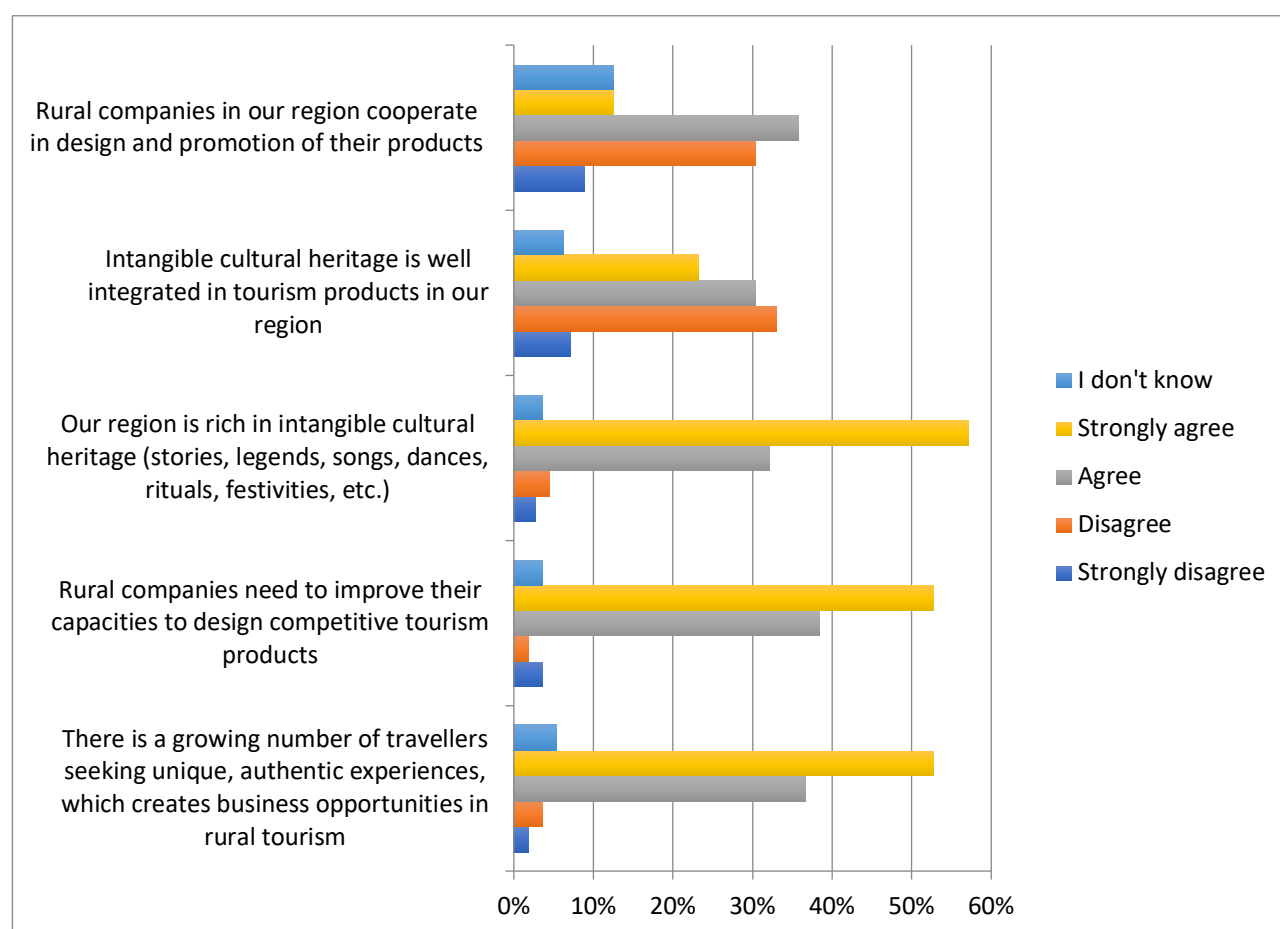

Figure 4. Distribution of responses to STORIE questionnaire Question 4, %

Almost all respondents agreed or strongly agreed that their region is rich in intangible cultural heritage (89% of respondents), that there is a growing number of travellers seeking unique, authentic experiences (90%) and that rural companies need to improve their capacities to design competitive tourism products (91%). A smaller share – 53% agreed or strongly agreed that intangible cultural heritage was well integrated in tourism products of their region. 40% disagreed or strongly disagreed with this statement. 49% believe that rural companies in their region cooperate in design and promotion of their products, while 39% disagree with this. A few percent were not sure about each statement; the highest % - 13% didn't know if the statement about cooperation was correct.

Question 5: Have you ever used the intangible cultural heritage (e.g. stories, legends, traditional music, local festivals) of your region in the design or promotion of products/ services?

41% said they have used the intangible cultural heritage in the design or promotion of products/ services, while 59% have not.

Question 6 was trying to establish to what extent the local companies cooperate in designing or promoting their products:
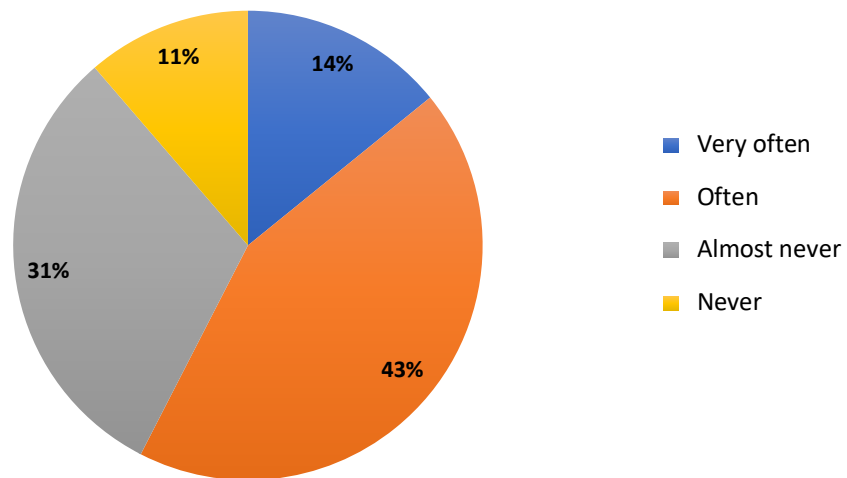
Figure 5. Distribution of responses to STORIE questionnaire Question 6, %

It seems that almost half of respondents (43%) often work together with other companies, and 14% cooperate very often. Only 11% have never cooperated. 31% said they almost never cooperated.

Question 7 aimed to find out if the respondents were familiar with specific concepts and tools that could be used in design and promotion of tourism products: **Which of the following concepts, tools and techniques do you/ the staff of your company know, use and/or would like to learn more about?**
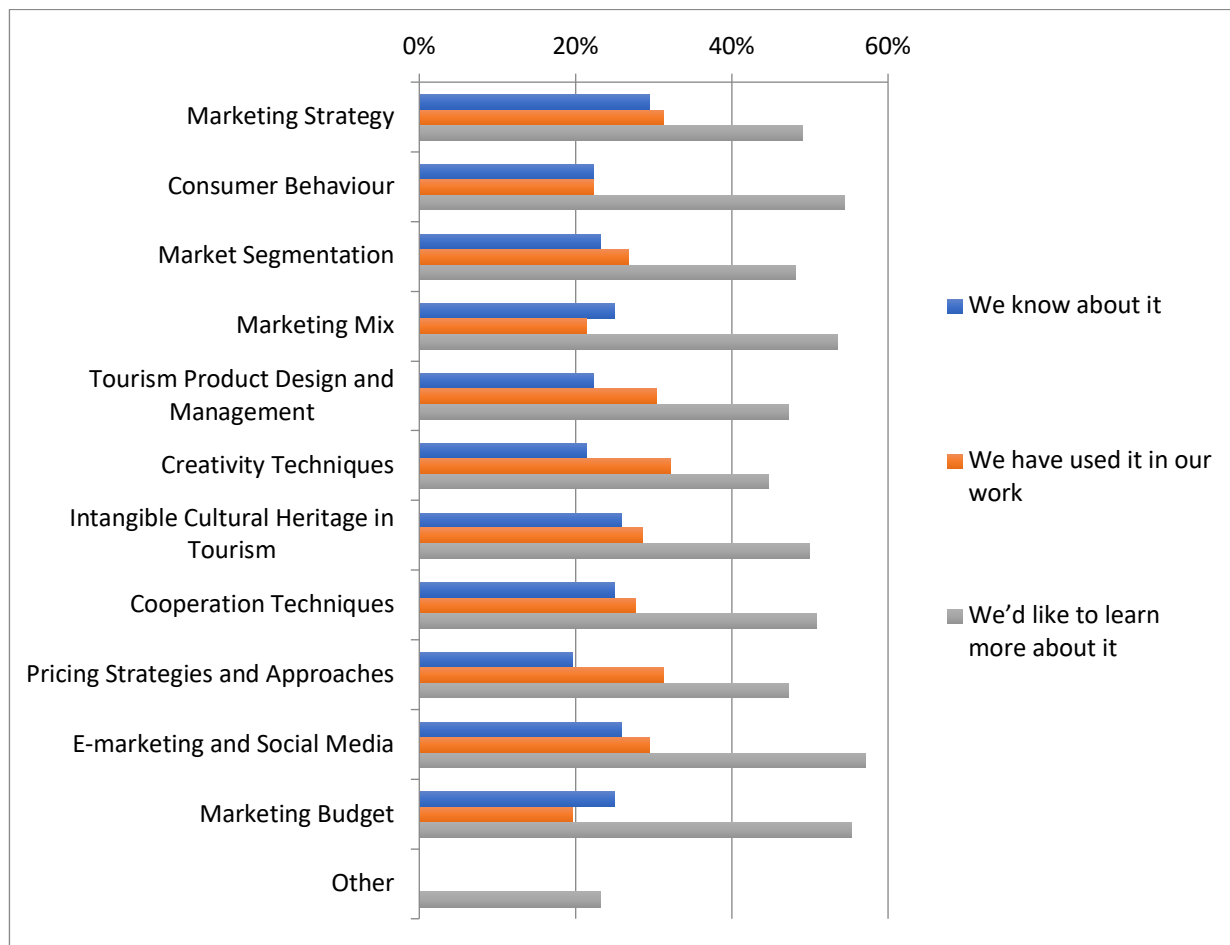
Figure 6. Distribution of responses to STORIE questionnaire Question 7, %

The answers to this question show quite uniform results: between 20-29% of respondents are familiar with different concepts and tools, between 20-32% have used these tools in their work, and between 45-57% would like to learn more about them. Most respondents -57% would like to learn more about E-marketing and social media, the next most popular options were Marketing Budget (55%), Marketing Mix (54%) and Consumer Behaviour (54%).

The results of this part of the survey make it difficult to decide on what should be included in the STORIE Learning Programme, as it seems that the respondents are willing to learn about a wide range of concepts and tools.

If we look at country surveys, these are the concept and tools that the respondents from different project countries are most interested to learn about:

- **Hungary: Tourism product design and management** (43%); Marketing strategy; Consumer behaviour, Marketing Mix, Creativity techniques; E-marketing and social media (each 33%)
- **Croatia: Marketing budget** (90%), E-marketing and social media (85%), Intangible cultural heritage in tourism (65%), Consumer behaviour and Cooperation techniques (each 60%)
- **Cyprus: E-marketing and social media** (85%), Marketing strategy (75%), Consumer behaviour (65%), Market segmentation, Marketing Mix and Cooperation techniques (each 60%)
- **Lithuania: Marketing Mix** (76%), Consumer behaviour, Market segmentation, Intangible cultural heritage in tourism, E-marketing and social media and Marketing budget (each 71%)

- **Spain: Creativity techniques** (50%), Consumer behaviour and Marketing Mix (each 47%), Intangible cultural heritage in tourism, Cooperation techniques and Marketing budget (each 43%).

In deciding on the structure and contents of STORIE Learning programme, the information collected through Interviews should also be taken into account.

The form of learning that is preferred by most participants is blended learning, although online learning with no workshop could also be acceptable. Some respondents would be interested in individual coaching or mentoring session:
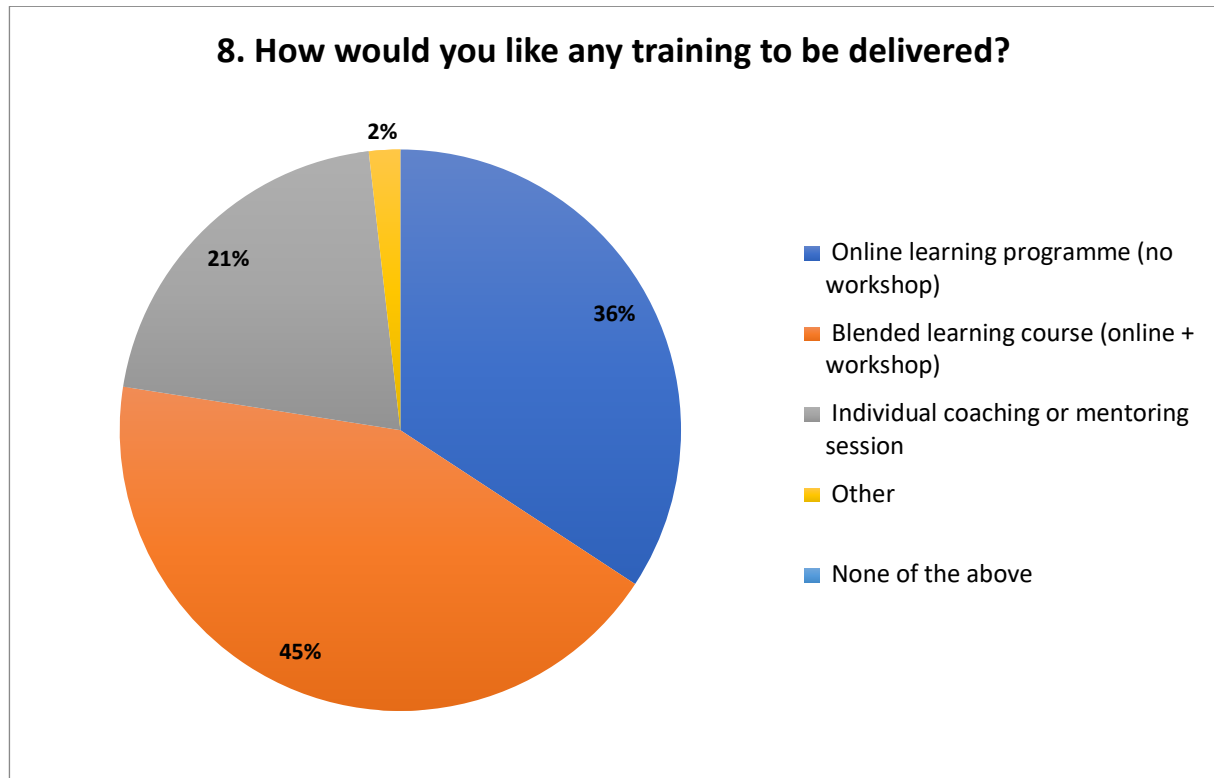

Figure 7. Distribution of responses to STORIE questionnaire Question 8, %

Regarding the amount of time the participants would like to use for learning, most thought several hours per month would be appropriate:

9. How much time would you be willing to invest to improve your marketing skills?

Figure 8. Distribution of responses to STORIE questionnaire Question 9, %

When asked to provide suggestions for STORIE training programme, one respondent from Cyprus said they would like to know about the planned training well in advance, so that they can plan to attend, and another one suggested to organise the training in winter months or early spring/ late autumn, not in the height of the tourism season. Some respondents from Spain said they would like cooperation and take in consideration small enterprises. They asked to include contents of how to sell the products, how to reach the customer.

Most respondents said they would like to get more information about the project and the learning possibilities.

4. Interviews

Following the questionnaire survey, a number of **interviews** took place with selected participants of the survey to confirm/ clarify the findings, and add additional insights.

In Hungary, 13 persons were interviewed, most of them representing the primary target group of the project (accommodation providers, travel agencies, restaurants). First, they were **asked if they agreed with the findings of the questionnaire survey.** They mostly agreed with the results of the survey. Again, like in the survey, there were different opinions about the level of cooperation and integration of intangible cultural heritage in the tourism products of the region. Many small companies do not have enough knowledge for successful integration of intangible cultural heritage into their products. To achieve better results of cooperation, small companies often need help, support and continuous education. Tourism Product Design and Management is the topic that the largest part of interviewees want to learn more about. This is consistent with the results of the questionnaire survey. The interviewees agreed, some from personal experience, that blended learning would be the best mode of learning, and that most small companies would be able to allocate several hours per month for learning activities.

In Croatia, interviews were conducted with 10 selected respondents from the primary target group. The interviewees said they agreed with most of the results of the questionnaire survey, but in some cases they had doubts or were surprised. They said they did not expect that so many people would be interested in the option of online learning (no workshop) and they thought that more companies

would have integrated the intangible cultural heritage into their products. The participants agreed that their region possessed rich intangible cultural heritage but there is space for significant progress in integration of it to tourism products. They believe that insufficient education of people from rural areas is the main reason for the non-use of intangible cultural heritage in design or promotion of tourism products/services, as well as limited cooperation of small rural businesses. In order to increase and improve their capacities, first the companies must be educated on how to do it because mostly they are doing their business by their own experience and through improvisation, not by knowledge. If people are brought to one place through education, then the degree of cooperation can be increased. All people that were interviewed have acknowledged their need to enhance their marketing knowledge and confirmed their willingness to participate in the training programme.

10 persons took part in interviews in Cyprus. 8 of them came from the target group and 2 from stakeholders (involved in multiple activities with the target group - business support, training, association activities). The interviewees agreed with most results of the survey but also had some comments. They agreed that intangible cultural heritage was already integrated into some tourism products, but they thought it usually happened in a natural, organic way, when tourists asked for stories behind the products, or when it felt natural to tell a story, i.e. often it was not done in a purposeful attempt to create/ enrich a product. Local stories and legends could be used much more, and it would not only make the tourism product better, but would help to preserve this heritage. Likewise, cooperation could be more intensive, but for that companies need support and guidance. Most local entrepreneurs have not had any marketing education, they sometimes attend workshops/ short training courses but it's not surprising that not many know/ use different marketing tools and techniques; at the same time they may be using some of them but don't know how it's called. The participants thought that all those that work in tourism should learn about tourism product design.

In Lithuania, a focus group was organised to conduct the interviews in a form of a discussion. Although 10 participants were expected, 23 took part in the event. The focus group consisted of 7 entrepreneurs who actively work with intangible cultural heritage and 3 entrepreneurs that had interest to start this activity in near future; the remaining participants were interested to learn more about this. The participants agreed that small rural companies, including those that already integrate the intangible cultural heritage in their services, need more knowledge to do that in an attractive way. A few participants of the focus group already successfully integrated intangible cultural heritage in their business, however they agreed that a lot of people don't have enough knowledge how to do that in attractive way. Entrepreneurs must maintain high standards to stay competitive in the market. The level of cooperation seems to depend on the region that the companies are based in – some have stronger tradition of cooperation than the others. The participants of the focus group expressed an opinion that in these days people travel in small groups, and there is a need to learn how to make activities for small groups and still make profit. Even if you work with small groups you can get great profit, because material for intangible cultural heritage product creation is cheap and most expensive resources will be your time, energy and creativity. The participants agreed that all concepts and tools mentioned in question 7 of the questionnaire survey are important to learn about, but at the same time it's better to focus on several tools that have little information on many tools. Based on the interviews, the following topics are worth to be included in the learning programme: "Marketing Strategy", "Consumer Behaviour", "E-Marketing and Social Media", "Tourism Product Design and Management", "Intangible Cultural Heritage in Tourism", "Creativity Techniques", "Cooperation Techniques".

In Spain, interviews were conducted with 10 persons from the project's target group. The participants agree that that Spain is rich in intangible cultural heritage and that this needs to be spread. They also agree that companies in their region cooperate in design and promotion of their products, and they consider it very important. However not all actors have the same skills or knowledge and therefore it

may be convenient to have a specialized team in marketing support, to guide the commercial strategy. With the practical knowledge of the day to day, the sector, the market on the ground and the target audience, together with professional knowledge of design and promotion a fabulous tandem can be created that guarantees success. The participants are interested in training on how to understand the visitor/client and how to interact with him/her in a way of knowing not only his/her needs but his/her likes as well, even after they are gone in order to establish a special connection that make the visitor come back.

The participants from all project countries provided a number of examples of successful tourism products that were created/marketed using the intangible cultural heritage of our region.

In Hungary/ from the Lake Velencei and Northern-Hungary regions several products were mentioned such as *Matyó Húsvét, Folklor Festival, Machinist Meeting, Equestrian Events, Hollókő, Dinnyési-Fertő's guided tours, several programmes are organized around the legend/story of the "Knigth of Vereb", etc.*

In Croatia, the respondents have mentioned *Autumns of Vinkovci and Dubrovnik Summer Games.* Most of them said they were aware of good examples of successful tourism products that were created using intangible cultural heritage.

In Cyprus, the respondents mentioned *stories related to Lefkara lace and jewelry, local festivals and other events, souvenirs and other products that use the myth of Aphrodite, "free winter experiences" offered by Larnaca Tourism Board that include visits to local villages and producers, and present local crafts and other products.*

In Lithuania, the participants of the interviews (focus group) shared a number of examples based on their own activities in tourism sector: *cultural evenings presenting ethno architecture, with participation of local artists; culinary heritage - tasting for couples and small groups, presenting the tasting in local dialect; educational activities with various crafts; sauna-related education, traditional dances, culinary heritage – baking the traditional "tree cake".*

In Spain, the participants were aware of many successful tourism products that integrate the intangible cultural heritage: *excursions to small rural villages, theatrical visits in places like Guadalupe and Cáceres, educational initiatives based on the traditional Romancero from Extremadura, the Albuquerque Festival, Mérida Theater Festival, Almossasa in Badajoz, Habla Wineries, culinary heritage and stories related to it, the locals carnivals, Badajoz routes that were made on myths and legends of the Guadiana, etc.*

The participants of interviews were asked **what would make an online course on (tourism product) marketing interesting and attractive for them, and if they have attended any online courses, what they liked and what not**. The summary of their answers is presented below:

- The course should be practical, with examples, case studies, good (and bad) practices
- The learning platform should be visually attractive
- The course shouldn't be boring, it should have different elements – videos, photos, games, etc.
- The learning materials should provide systemized and useful information in simple words
- Good practices and examples shouldn't come from multinationals, because that is difficult to link to small businesses;
- The online platform should be user friendly - not everybody has experience of online learning;
- It should be possible to choose what to study/ what learning unit to choose;
- The materials should include some practical tools that could be easily applied, simple and inexpensive and not complicated;
- The course shouldn't be a traditional marketing course, and the name of the course should reflect it, e.g. design of tourism products;

- Immediate practical application of new knowledge to the product would be very useful;
- it would be good to be able to access the course from different devices (e.g. computer and mobile phone), and to be able to download some materials to study off-line;
- The online course should be combined with a workshop or several short workshops;
- Those that have already attended an online learning course have mostly liked that they could study on their own at any time, but they also said they needed more guidance, and for some it was difficult to find time and motivate themselves to study, even though they thought learning was useful.

The last question of the interviews was aiming to establish if the participants had any specific expectations related to STORIE Learning Programme. The participants expect:

- To have a learning possibility
- It should be easy to interact with the rest of the participants on the platform
- To receive knowledge in a friendly way and achieve friendships that will, in the future, result in better cooperation.
- To exchange ideas and experience with peers/ other entrepreneurs
- To establish cooperation with other companies and maybe develop new products together
- The learning materials presented on the platform should be short and practical
- To learn about marketing tools, more effective (and cost effective) marketing
- To learn how to present a new activity to the market, the trends in tourism sector, the interests of the travellers
- Include some tools or tips on how to market the products and services when the budget is limited,
- It should include advise and tips on how to improve the tourism products/ services
- To have STORIE platform as a place of access to useful materials to apply them in own products and services
- It should help to develop innovative products/ services
- To increase the number of clients
- The STORIE learning platform should take advantage of what is already developed from other projects so as not to repeat it
- STORIE platform should be attractive, contain useful information/ tools and be easy to use
- It could provide examples on how companies cooperate to offer better tourism services, examples on how to integrate the cultural heritage so that it adds value to the tourism product,
- Funding schemes for integration of the cultural heritage or joint marketing activities could be presented,
- A good learning tool about a few concepts would be better than a poor learning tool about all the concepts
- The platform should be useful and widely disseminated so that it can be put to good use, and that the project continues
- Companies should have profit of it, it should give results, there should be benefits for the companies that are in charge of marketing the destination

5. Conclusions

The survey and interviews in STORIE partner countries have confirmed the main findings of the desk research: the partner countries of STORIE are rich in intangible cultural heritage, small rural companies are willing to learn and want to improve their marketing knowledge, they prefer very practical learning programmes/ resources as their time is limited, online learning is acceptable and sometimes preferred but face-to-face contact is also important aiming to provide practical support and encourage networking and cooperation of local companies.

Many examples of integration of intangible cultural heritage in tourism products came up in the interviews, showing that the target group is quite familiar with the concept of intangible cultural heritage in tourism. These examples could also be used in developing the project case studies.

The themes that could be included STORIE Learning Programme, based on the questionnaire survey, are (in the order of interest – from the one that raises most interest):

1. E-marketing and social media
2. Marketing budget
3. Consumer behaviour
4. Marketing Mix
5. Cooperation techniques
6. Intangible cultural heritage in tourism
7. Marketing Strategy
8. Market segmentation
9. Tourism product design and management
10. Pricing strategies and approaches
11. Creativity techniques

However, the difference in the level of interest in different subjects is very small – the one that attracted most interest was selected by 57% of respondents, and the one with the lowest level of interest – 45%.

The representatives of the target group in different partner countries that took part in the questionnaire survey, chose different subjects as most interesting to them:

- **Hungary: Tourism product design and management**; Marketing strategy; Consumer behaviour, Marketing Mix, Creativity techniques; E-marketing and social media
- **Croatia: Marketing budget**, E-marketing and social media
- **Cyprus: E-marketing and social media**, Marketing strategy
- **Lithuania: Marketing Mix**, Consumer behaviour, Market segmentation, Intangible cultural heritage in tourism, E-marketing and social media and Marketing budget
- **Spain: Creativity techniques**, Consumer behaviour and Marketing Mix

The interviews didn't affect the choice of subjects much. The participants of interviews in Hungary and Croatia have expressed the same preferences as in the survey. The interviewees in Cyprus showed more interest in "Tourism product design and management" as well as in the ways to integrate intangible cultural heritage in tourism products, than when they were completing the survey. The Lithuanian participants of interviews showed some more interest in Marketing Strategy, but agreed with the other subjects chosen in the survey. The Spanish participants would like to learn to understand the clients and how to communicate with them, which also got higher level of interest in the questionnaire survey (Consumer behaviour, Marketing Mix).

The STORIE learning programme is expected to be practical, modular, with sufficient examples and useful tools, that could be easily applied in practice. The potential participants of the learning programme are ready to allocate several hours per week to improve their marketing knowledge.

The STORIE learning platform should be attractive and user-friendly, so that also people with less experience in online learning would be able/ would be encouraged to use it. In most partner regions is it advisable to combine online learning with face-to-face interaction, i.e. blended learning would be the type of learning that mostly meets the needs of the target group.

The research performed by the consortium in partner countries has showed that there is a need for such type of training, as well as a need to increase the level of cooperation of local companies, which the STORIE project can help achieve.

ANNEX – STORIE QUESTIONNAIRE

Erasmus+ KA1 project STORIE - Development of capacities of rural businesses to design and promote sustainable tourism products based on intangible cultural heritage

2018-1-HU01-KA202-047746

SURVEY

Erasmus+ STORIE project will develop a learning platform to support the marketing activities of small rural companies working in or related to tourism sector. The project is co-funded by the European Commission, in the framework of the Erasmus+ programme.

This survey seeks to analyse the attitudes and experience of rural entrepreneurs in the area of marketing and cultural heritage, and the skills and competences that need to be developed.

We would be grateful for your support in this important research.

Completing the questionnaire should take about 15 minutes of your time. Please be assured that all answers you provide will be kept confidential. We would appreciate if you fill in the questionnaire by 31 January 2019.

Thank you!

STORIE Team

1. Which sector(s) does your company/ organisation work in?

☐ Tourism – accommodation

☐ Tourism – travel agency

☐ Tourism – transport

☐ Tourism - hospitality

☐ Tourism – other (please specify):

_____

☐ Sports, leisure & cultural activities

☐ Farming/ Food processing/ manufacturing

☐ Trade

☐ Education and training

☐ Business support

☐ Public administration

☐ Other (please specify):

_____

2. How many people does your company/ organisation employ?

- ☐ Self-employed
- ☐ 1-9
- ☐ 10-50
- ☐ >50

3. Your country:

- ☐ Croatia
- ☐ Cyprus
- ☐ Hungary
- ☐ Lithuania
- ☐ Spain

4. Please mark the extent to which you agree or disagree with the following statements

	Strongly disagree	Disagree	Agree	Strongly agree	I don't know
There is a growing number of travellers seeking unique, authentic experiences, which creates business opportunities in rural tourism	☐	☐	☐	☐	☐
Rural companies need to improve their capacities to design competitive tourism products	☐	☐	☐	☐	☐
Our region is rich in intangible cultural heritage (stories, legends, songs, dances, rituals, festivities, etc.)	☐	☐	☐	☐	☐
Intangible cultural heritage is well integrated in tourism products in our region	☐	☐	☐	☐	☐
Rural companies in our region cooperate in design and promotion of their products	☐	☐	☐	☐	☐

5. Have you ever used the intangible cultural heritage (e.g. stories, legends, traditional music, local festivals) of your region in the design or promotion of products/ services?

- ☐ YES
- ☐ NO

If you answered YES: could you describe the product / service that you have designed?

_____

6. Do you cooperate with any other companies/ organisations in your region in design or promotion of tourism products/ services?

☐ Very often

☐ Often

☐ Almost never

☐ Never

7. Which of the following concepts, tools and techniques do you/ the staff of your company know, use and/or would like to learn more about? Please mark all that apply.

	We know about it	We have used it in our work	We'd like to learn more about it
Marketing Strategy	☐	☐	☐
Consumer Behaviour	☐	☐	☐
Market Segmentation	☐	☐	☐
Marketing Mix	☐	☐	☐
Tourism Product Design and Management	☐	☐	☐
Creativity Techniques	☐	☐	☐
Intangible Cultural Heritage in Tourism	☐	☐	☐
Cooperation Techniques	☐	☐	☐
Pricing Strategies and Approaches	☐	☐	☐
E-marketing and Social Media	☐	☐	☐
Marketing Budget	☐	☐	☐
Other - please specify: _____	☐	☐	☐

8. How would you like any training to be delivered? You may choose more than one option.

☐ Online learning programme (no workshop)

☐ Blended learning course (online + workshop)

☐ Individual coaching or mentoring session

☐ Other - please specify: _____

☐ None of the above

9. How much time would you be willing to invest to improve your marketing skills?

☐ Several hours per week

☐ Several hours per month

☐ None, I don't have time for learning

☐ I'm not sure

10. Do you have any suggestions for the STORIE training programme?

_____

_____

_____

20

If you would like to receive further information about tourism marketing and the STORIE project, please enter your contact information below:

Name: _____

E-mail address and/ or phone number:

_____

Thank you for taking part in the survey!

The results of the survey will be published on STORIE website in June 2019.

This survey is conducted in the framework of the Erasmus+ project STORIE. Your responses are voluntary and will be used anonymously for research purposes only. If you have provided contact information, it may only be used to communicate project news and invite you to project events. You may withdraw your consent to participate in project communication at any time. If you have any questions regarding this survey, please contact the project partner in your country.