

QUALIMA

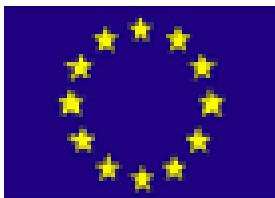
Study

ANALYSIS OF TRAINING NEEDS AND IMPROVEMENT OF QUALITY OF LIVING AT TRNOVSKO BANJŠKA PLATEAU (TRNOVSKO BANJŠKA PLANOTA)

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1 INTRODUCTION

The aim of international project QUALIMA is to reduce the depopulation in countryside and to establish basic and supplementary conditions for living in rural areas. Since the rural areas of each country are on different development stages, an innovative model of possible services will be prepared in the framework of the project, which will be transferred to different environments including particular adjustments. Further development of multifunctional centres aiming to use or widen existing services in rural areas will enable higher quality of living and speed up the settlement in countryside.

Momentary situation is negative; the depopulation of countryside is going on. Because of that we asked inhabitants, which development factors were essential for holding back the inhabitants in countryside and for attracting young people to countryside.

Analysis of training needs and improvement of quality of living at Trnovsko Banjška plateau was made in the framework of international project QUALIMA.

2 METODOLOGY

With the aim of training need analysing at Trnovsko Banjška plateau the short questionnaire was prepared. Personal method of questioning was used, first of all because of explanation of particular questions in detail. In this way we stimulated also the answers to opened questions, which additionally contribute to solving the problems of countryside inhabitants.

Investigations were made in major villages of Trnovsko Banjška plateau, above all in Grgarske Ravne, Ravnica, Lokve and Čepovan. These villages present also the potential for tourist development.

We made 15 investigations in the first phase; the investigations will be extended for inhabitants living in smaller villages in the second phase.

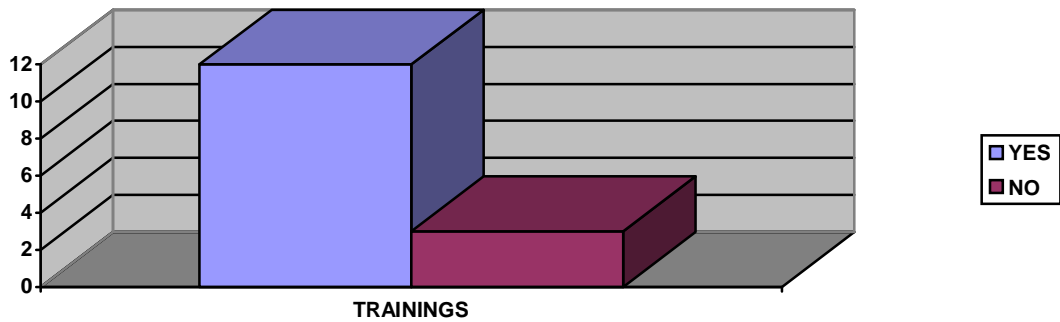
We estimate that the analysis is an embryo of extended analysis, which will show real situation and wishes of inhabitants for quality living rise, development of tourism and training needs.

3 ANALYSIS OF INVESTIGATIONS

Question N^o1:

Are you informed that trainings on gathering, producing and usage of herbs had been organised in Grgar?

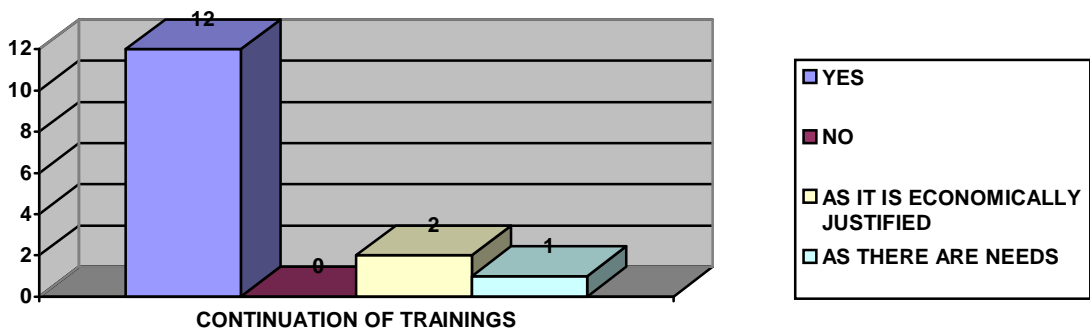
- a. YES
- b. NO



Question N^o2:

Is it reasonable to continue with such herb training and to organise also the systematic marketing of herb products in your opinion?

- a) YES
- b) NO
- c) AS IT IS ECONOMICALLY JUSTIFIED
- d) AS THERE ARE NEEDS FOR SUCH PRODUCTS



One of the answers was that it is reasonable to invest above all in important economic branches which result in new jobs. The support for additional activities is also reasonable, but such activities do not bring income. Such additional activities are gathering, producing

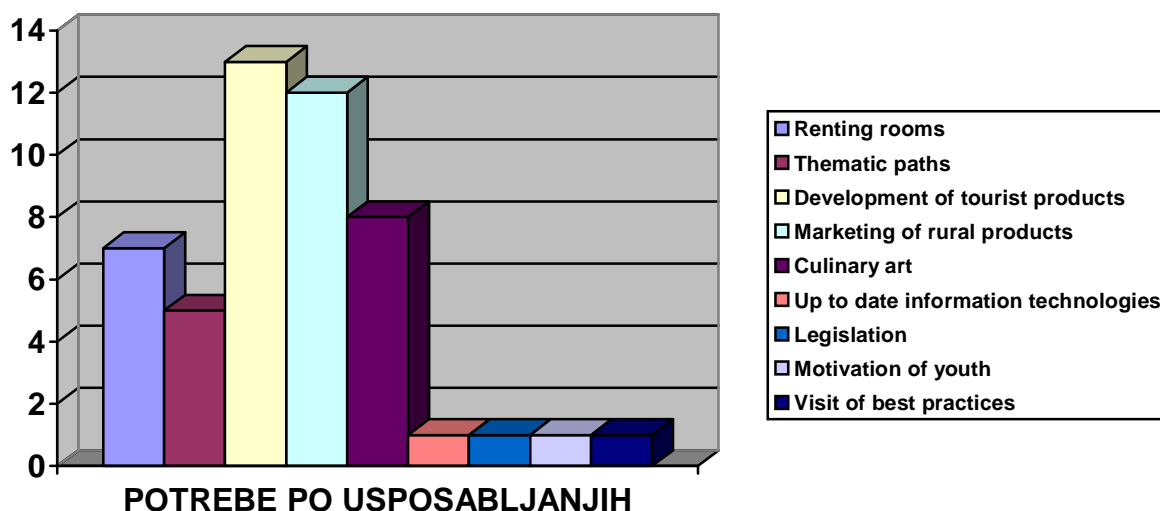
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and usage of herbs, making of special pocket knives and are suitable for young families as additional income. Herbs can be systematically traded only by one or two entrepreneurs, herbs gathering on the other side can present only a supplementary activity or children activity or activity of elder inhabitants. It is illusion to expect that herbs are going to be gathered by every third inhabitant, while in long term it means the threatening of particular plant species.

Question N⁰3:

What kind of training is necessary to implement for the needs of inhabitants of Trnovsko Banjška plateau?

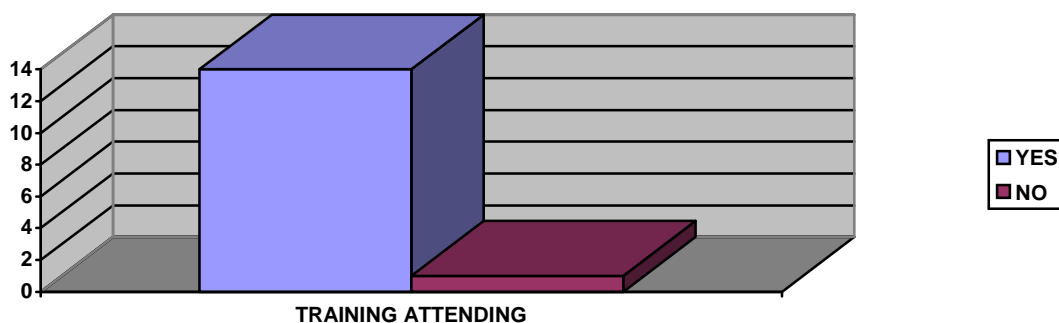
- a) About possibilities of renting rooms
- b) About thematic paths
- c) About development of different tourist products
- d) About possibilities of marketing of rural products
- e) About culinary art
- f) About usage of up to date information technologies
- g) About legislature, connected with different activities in countryside
- h) About motivation of youth for work and living in the plateau
- i) Visit of best practices



Question N⁰4:

Would you attend such free training and which theme you are interested in?

- a) YES
- b) NO



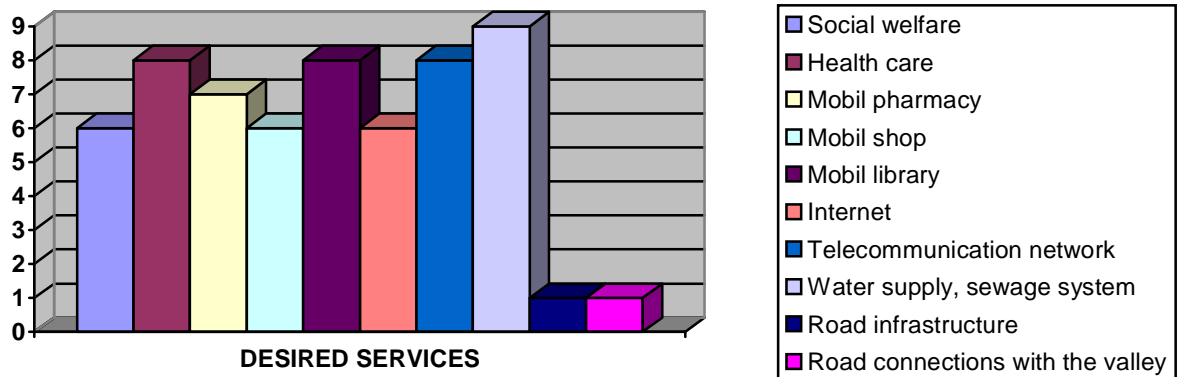
Training themes quoted by inquired persons:

- Development of tourist products (7)
- Culinary art – preparation of home typical meals (5)
- Marketing of rural products and services (3)
- Gathering and production of herbs (2)
- Cycling paths at Trnovsko Banjška plateau (1)
- Possibilities of climbing and marching at Trnovsko Banjška plateau (1)
- Promotion of typical performances and events – calendar of tourist events (1)
- Presentation of legislation in the area of tourism (1)
- Company, production and marketing (1)
- Visit of best practices (1).

Question N^o5:

What kind of services or improvements would you like to have (to use) at Trnovsko Banjška plateau?

- a) Social welfare
- b) Services of health care
- c) (Mobil) pharmacy
- d) (Mobil) shop
- e) (Mobil) library
- f) Wireless connection to Internet
- g) Better telecommunication network
- h) Water supply and sewage system network
- i) Improvement of road infrastructure
- j) Improvement of road connections with the valley



Better connection with the valley is the first conditions for development of tourism, marketing of rural products and economic development.

Question N^o6:

What kinds of tourist products are reasonable to develop at Trnovsko Banjška plateau?

- Renting of rooms and apartments (5)
- Thematic paths, above all marching paths, climbing paths and cycling paths (6)
- Cultural events for youth and elder (The day of mowing,...) (4)
- Tourist farms (3)
- Gathering and producing of herbs (3)
- Products of home made products, typical and autochthon products of Trnovsko Banjška plateau, above all wood products, smith products, development of cheese and other milk products (3)
- Youth tourism (1)
- Arrangement of picnic places (1)
- Arrangement of jogging paths and pther sport paths (1)
- Arrangement of interesting monuments from First World War (1)
- Culinary art (1)
- Development of alternative tourism (1)
- Development of vacation tourism (1)
- Development of one day tourism (1)
- Development of tourist products which enable peaceful relation with nature – disperse in the whole area (1)
- Development of tourist products which have comparative advantages and great development possibilities (1).

Question N⁰7:

Remarks, suggestions and opinions:

Opinion N⁰1:

Until now the majority of investments were orientated to the city Nova Gorica, almost nothing to rural area of Trnovsko Banjška plateau.

Opinion N⁰2:

There are no children camps at Trnovsko Banjška plateau. – in natural environment, excellent for children enjoying and learning.

Opinion N⁰3, 4:

More inhabitants' should be involved in organisation and implementation of activities which implement at Trnovsko Banjška plateau. Better informing and animation of inhabitants is essential.

Opinion N⁰5:

For better ideas it is necessary to compare with similar geographic areas (Alps area in Italy and Austria). The needs and natural sights should be exactly assessed. Regarding the development of tourism it is necessary to consider the fact that surroundings should be settled, without waste and black refuse dump. Great emphasis should be on ecological awareness if inhabitants.

Opinion N⁰6:

It is urgent to enable new jobs in the countryside and to foresee the possibilities of buildings for young families.

Opinion N⁰7:

A lot of questionnaires have been filled in, some development visions have been defined, a lot of plans and promises have been made. Mostly there are only words and we hope this time will be different.

Opinion N⁰8:

The condition for development of different activities is improvement of road connections, above all the road to village Lokve.

Opinion N⁰9:

Study - Summary

Beside support to tourism it is necessary to support existing small business and craft at Trnovsko Banjška plateau. Concrete initiatives are of vital importance.

Small business results in opening new jobs. Premises should be available, although free of charge. Progress and self-employment is stimulated only on this way. Also the government will have benefit by collecting taxes from profitable companies.

Perspective development programmes will request funds in adequate volume at this moment if we want to catch the development axis with Europe. Advantageous credits do not support companies, only banks. Development funds are spent mostly for studies, there are no concrete results. It is important to support concrete projects which need financial injection instead of studies. Only such projects, which are close to inhabitants and accepted by them, have development potentials.

Also so called »Vaucher system of advising« only partly helps entrepreneurs, but there are a lot of physical and bureaucratic efforts for putting into force small development project. Existent apparatus is not enough connected neither with service offerers, nor with users of them. Existent written information by e-mail obstructs entrepreneur by his work, because they are not selected by purpose and branch.

Support is important for healthy and perspective programmes in the phase of preparation or implementation. Investments in companies in difficulties are senseless, as in ideas which are supported with short of capital and human resources.