

Analysis Of Business and User Training Needs – 2019/2020

Premise

This research stems from the need to design and promote vocational training courses, for the training and basic training, both for companies and for individuals. The purpose of this analysis is to check whether some of the companies present in the Municipality of Cecina, in addition to some of those in the municipalities of Bibbona, Montescudaio, Rosignano and Livorno, which, due to characteristics of the territory and the economic network, often refer to Cecina, there is a need for specific professional figures and, in the case, which figures they are. This is in order to understand later what are the real training needs of the companies themselves. The resulting company training may be directed both to the updating of people already in the company, as well as to people who need specific training in order to carry out the professional activities required by the company that decides to enter a new employee. We focused our research on companies in some of the most represented sectors in the area of the survey, to design and implement those courses that could help a future employment outlet. We then contacted companies engaged in the tourism, agri-food production, construction and service sectors. A good number of these companies have contacts abroad and in many of these cases we have assumed that these realities, in addition to the specific training in their field of activity, may have needed language skills, even in specific areas. We also analysed the training needs unearthed by individuals who have contacted our location, based on their needs for refresh or basic training. The questionnaires were collected from all contacts with employed and un-employed persons, who, for a variety of reasons, requested information on training courses at our structure.

Data collection methods

The collection of company data was achieved by using two specific questionnaires. The first is the one submitted by telephone to the companies, while the second is kept available in place for direct contacts. We have contacted a significant number of companies (100), and from some (30) we have not received any expressions of interest. This lack has sometimes been disguised as a "We do not intend to take or form ns. "We have no time to waste" that we interpreted by attributing negative values to the results. As a result, the data reported in the research comes from the responses actually received by companies. As far as private individuals are concerned, we have used our information. internal questionnaire of request training courses, of which we ask the filling of all people who contact us to ask about the courses.

Search Results

Companies

From the responses to company questionnaires, we found the following:

1. Area of the questionnaire dedicated to the type of company and staff : (a) it emerges from this sector that almost all of the companies surveyed (85 out of 100) are below 10 employees, often being family-owned companies, especially in the tourism and service sectors.

However, there is considerable data (48 cases) of companies with fixed-term workers, while the figure for low-skilled staff (40) and immigrants hired (30) is also of no small importance. The latter are mainly concentrated in agri-food (3 out of 4) and construction (7 out of 10). It turns out to be just a case of a company with staff at risk of redundancy.

2. Area of the questionnaire dedicated to the types of course required by companies : (a) the most popular courses are those in foreign languages and computer science, with peaks for English (50 requests) and German (48). Such requests naturally come from the world of tourism, which often also requires courses in English and/or technical German.

The demand for Italian courses for foreigners, coming almost exclusively (4 out of 5) from the agri-food and construction sector, should not be underestimated. (b) with regard to information technology, we need to record an average between the different items proposed in the questionnaire (use of word, excel, access, internet and e-mail) of about 36 companies concerned, with a clear preponderance of the tourism and tertiary sectors.

c) while "traditional" service figures on the floors or in the accommodation room are not in high demand, interesting are the numbers concerning courses on food-wine pairing (22 requests) and reception staff (33). 3 out of 4 agri-food companies have requested professional figures who can use foreign languages in technical fields and courses for food-wine pairing, sign that the production of wine and typical products in our area has a lot to do with foreign customers.

3. Sector of the questionnaire dedicated to general courses : (a) in this area, the questionnaire showed that, alongside a demand for technical and specialist courses (42) and languages (48) very evident, the number of companies interested in communication (24), especially in tourism and in the Tertiary.

(b) most companies do not believe much in continuing training, preferring occasional training, carried out only when the need is detected) and organized mainly outside the company (36 cases), but not disdaining that within the company (20 cases).

4. Area of the Funded Training Course Questionnaire

(a) it is clear here that a significant proportion of tourism and agri-food companies may be interested in funded training courses, while construction is almost completely disinterested. Nearly

half of the total companies are also inclined to accept trainees in internships, as part of The Funded Training

Finally, about 60% of companies consider funded training to develop technical and specialist skills in the work sector useful. From the answers to the questionnaires offered to potential customers, we notice a training request of the type:

(a) Basic computer science, which has the number of unemployed/unemployed or people in long-term schooling (28 requests). There is less representation of employees who need to update skills to keep up with changes in working procedures and the use of technology. (8)

b) Basic English language of the European Language Reference Framework. This type of course is required both among the unemployed/unemployed and among those in work who are in a position to adapt to the needs of work. The other variant of the requests is that of employed persons who need to acquire a higher level of language or to acquire a specialized language for their field of work. (12)

Requests for courses in other languages are scarcer with a higher demand for German (8), followed by Spanish and French (4); There are also individual requests for courses for language, Arabic, Russian, Chinese. Despite the discreet presence of foreign workers in the area analysed, the demand for Italian language courses was low (6), probably due to the courses organized and provided free of charge by trade unions and associations.

c) Graphics courses were requested by professionals and employees of companies that needed updating and/or more specialization to improve their business work situation (8 requests). (e) General ledger, payroll and contributions. These courses are almost the same as both those employed and unemployed/unemployed. In the first case, these are people who need to acquire specific knowledge and skills in order to be able to work better in the business in which they have been included or to be able to manage the administrative/accounting part of their company (small business owners). In the second case they are people who need to acquire knowledge and skills that are more in demand by companies, to improve their chances of finding work.

Conclusions

At the end of the analysis of the data in our possession, we believe that we can say that generally companies do not believe much in training and are usually not very ready to invest directly. Exceptions only arise when companies need to invest on the back of a market that is causing them to lose positions.

Several entrepreneurs have told us that they are willing to "waste time" on training only by finding public funding at no cost or almost. This short-term view is having a negative impact in many companies and especially in the tourism sector, where it often trudges behind more competitive markets and regions in terms of prices and supply quality, including staff.

Private individuals often find a very similar attitude, which puts training and updating in the background, unless there is the availability of public funds at no cost or close to zero.

This phenomenon is less evident among freelancers and in companies that are at the forefront of innovation, who understand better the value of vocational training and training and who are willing to invest their time and sometimes money.

Exhibit 1.1 : chart for "Training Needs - Languages"

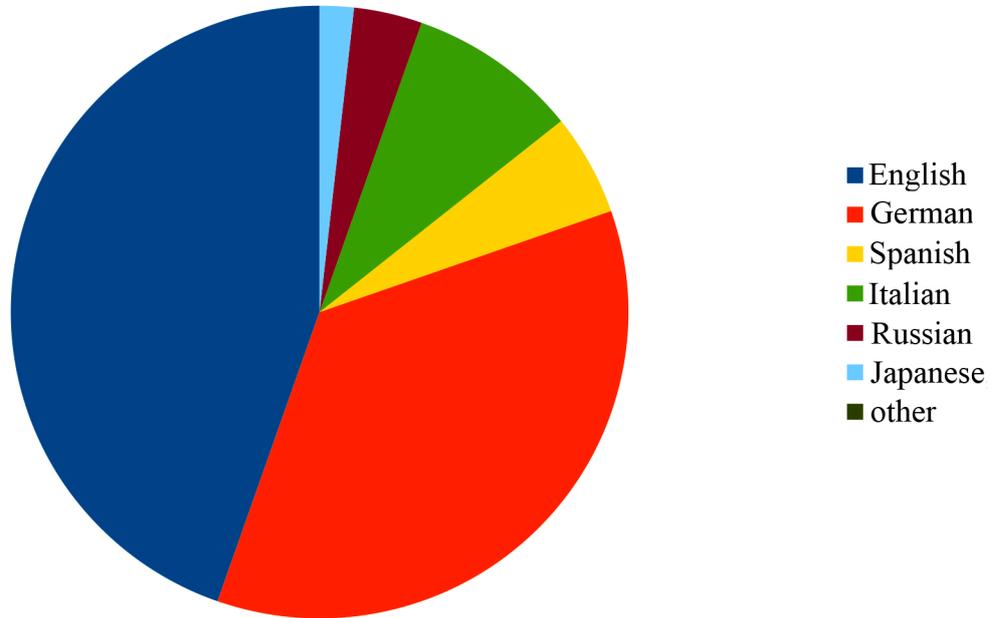


Exhibit 2.2 : chart for "Training Needs – Generic Courses"

