WEBSITES COMPARISON ANALYSIS OF PROJECTS FUNDED FROM REGIONAL OPERATIONAL PROGRAM DESTINATED TO THE REGIONS OF DEVELOPMENT IN ROMANIA WEST CENTRAL

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ABSTRACT: European projects are designed to improve the work developed in the country and brings a great contribution to its growth. In tourism, these have a particular importance especially due to the results of implementation. To facilitate communication for getting access to European Funds in the tourism branch, very often are used various tools and web technologies. By using online tools and web technologies, the beneficiaries are able to communicate in real-time with those delegates who are responsible and to find out novelties that appear in this area. The purpose of this paper is to emphasize how they are build, in terms of marketing activity, existing websites for the developing regions of the Central-West side Romania (development regions: North West, South West, West and Central) through which beneficiaries are able to gather information on the projects that were carried out, ongoing projects or can be run. These websites are managed by Regional Development Agencies existing in each region in part.

Keywords: website analysis, online marketing communication, regional development, european funds, tourism.

JEL Codes: C12, C18, C31, C83, M31, I10.

Web technologies and tools used in online marketing

The emergence and development of web technologies has improved the work performed across multiple business areas including marketing. Thus appeared online marketing, which brought both users and providers a number of benefits. It was he who through technology and web tools allowed differentiation, individualisation and customised information (Kotler, Jain, Maesincee, 2009) constantly seeking increased customer value (M. Tiago, Tiago F., 2012) through products, services and ideas available to them (Orzan, Orzan, 2007).

In recent years business activities has evolved online. If at first it was only seen as a tool used by scientists subsequently due to technological developments it has become a tool for information, communication and even socializing, allowing constant contact with people remotely. The Internet evolution has been permanently marked by the emergence of technologies: Web 1.0, Web 2.0 and Web 3.0. Web 1.0 technologies followed the creation of discussion groups and increase their level of interactivity. At this stage of the evolution of online media, websites were just static pages, possibility

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of alteration or improvement of any kind being limited. Web 2.0 technologies have emerged from a desire to address these issues and improve the existing communication process at that time (Boulos, Wheeler, 2007).

Web 2.0 provides users a range of web technologies. Among the best known include: RSS, postcards, wikis, blogs, bookmarks, API web, Ajax, etc. At the publication time, Web 2.0 has been seen as a second stage of development of the World Wide Web bringing a number of improvements to previous technologies. Thus, he was the one who proposed the creation of applications that allows to user, involvement and communication of individuals who share various elements. In addition, enables the continuation sharing and easier access to databases (Anderson, 2007). Web 3.0 or Semantic Web is the one who has the ability to give meaning to information. Web 3.0 technologies are enabling the identification of needs and wishes of consumers and giving items they need in a short time (Lassila, Hendler, 2007).

Developing web technologies subsequently led to the emergence of the Business Intelligence concept. It appeared to resolve the existing problems in companies. Business Intelligence is the one who identifies the most often causes and reasons that lead to ground events in companies, then trying to find the best solutions for solving them. (Kursan, Mihić, 2010).

All the above mentioned tools and web technologies are used by those skilled in marketing both to solve the existing problems in the market and to meet the optimum needs and requirements of consumers.

Research Methodology

Technological development in the last period allowed the use of online marketing in many fields including and accessing the European funds. In this industry, the tools and web technologies are used to highlight projects that can be accessed later through various existing programs at EU level. The purpose of this paper is to highlight how the marketing activity is used in accessing European funds in the field of tourism. For this research was conducted through which were analyzed websites existing Regional Development Agencies in the central-west of the country. The analysis was conducted from the perspective of marketing (with a special emphasis on better communication component) wishing to identify how websites help to facilitate access to European funds. This research was conducted in the period 01.10.2014- 10.14.2014.

Analysis of existing website in the Central Development Region

Analyzing online appearance in the Regional Development Agency for the central part of the country, we see that the official website (http://www.adrcentru.ro) presents generally organized information of interest, and the most important touristic attractions in the region.

Looking from the marketing perspective, the main point of attraction of the site is the red menu bar located on the entire upper part of the main page. It shows the logo Centre Regional Development Agency, its slogan "Local Initiative. Regional development. ", related social media buttons (Facebook, YouTube and RSS) and search engine information on the ADRC website. Also, are added two buttons slightly larger in size, designed to help visitors request information and contact information.

The main menu is placed at the top left of the main page of the site, while section events, press and information center are arranged to be easily located by website visitors. The main menu contains the following sections: About Us, Regional Development, Centre RDA funding programs, POS EEC 2007-2013, 2007-2013 REGIO, communication, implementation of regional projects, regional projects completed, Purchase regional projects, multimedia gallery, useful information , Risks and irregularities Partnership Brandenburg, Collaborators and Contacts.

Images are conducted via a menu bar located at the top of the main page, right under the red menu bar. At this level, the touristic attractions are easily placed into the background because of the inclusion of a box that indicates that the images presented constitutes "ADR Center Mission -

Sustainable and Balanced Development Centre Region" and also because of the added menu where transmitted information is readable. Although the information that need to be transmitted refer to important issues to the potential beneficiaries (regional strategies, ROP programs 2014-2020 regional projects, funding sources grants), they are written vertically and horizontally, as would be indicated.

For website visitors to benefit from transparency of ADR Center on projects that are currently underway, the site includes a section called "Ongoing Projects" which can be found the main projects described in detail , such as PROMOBIO - "Promoting Regional initiatives in bioenergy" GRISI PLUS - "Geomatics and Information Solutions for Rural Areas", DIFASS - "Development of interregional financial assistance and the non-grant instruments for SMEs", I4Food "interregional Cooperation for a competitive and sustainable regional food industries", ID: WOOD - "Clustering Knowledge, Innovation and Design in the SEE WOOD sector". In addition, immediately below the logos interactive projects currently in the implementation stage, are mentioned strategic documents, the planning, regional development plan and regional studies conducted to ADR Center. This information was added in order to prevent the need for knowledge of the potential beneficiaries of projects REGIO on certain aspects of ADR Center.

At within the site of interest can be identified sections that support the presentation and delivery of information to visitors: newsletters, interactive map on the contact details of County Councils in the analyzed region, interactive map of projects undertaken in the region in the center REGIO country, catalog funding sources, regional publications, information about grants (Information Centre for Coordination of Structural Instruments) and location map of the registered ADR Center (interactive map Google map).

Analysis of existing website in the North West Development Region

In the North West Development Agency (North-West ADR) it is observed that it has a rich information interest in online communication via the website www.nord-vest.ro.

Looking from the perspective of marketing communication, the main page of the website give structured information on North-West ADR, offering details on Northern Transylvania region and the Regional Development Council. It also effectively communicate services for regional development in terms of regional planning undertaken, implemented and completed their projects and in terms of opportunities for cooperation (cross-border, transnational and interregional).

Public communication has a comprehensive presentation in the online environment, noting an addition to news about the agency news releases provided communication strategy and the various debates and events mentioned. Moreover, in order to shape a complex image of agency in mind visitors, the site adds information on the types of projects undertaken and completed (successful PHARE Projects, Government and POSCEE). If you are unclear on the choice of appropriate funding for future investment projects, the site meets visitors with interactive marketing tool that gives support to facilitate the decisional process. The visitors not only have to choose their type of organization, location and area of interest for the investment project in applying for funding and then they will automatically generate multiple choice criteria initially established.

Information about the Regional Operational Programme (ROP) were assigned within a field called " Regional Operational Programme" and were structured on priority level, the Committees POR and aspects of information (news REGIO information to beneficiaries, section communicators REGIO information for applicants media guide, questions and answers REGIO, library ROP alert irregularities). Although this information has been well defined in the field mentioned above, it was recommended that at least the information among visitors to have a higher degree of visibility and accessibility through direct communication in the main page of the site.

Providing internships within the agency graduate students and is an interesting aspect of online promotion in terms of increasing awareness in the virtual environment projects undertaken in the North West Development Region (Northern Transylvania) among all persons wishing to learn

more or who are interested to practice their entrepreneurial skills with the support of European funding. The selection of students and / or masters is based on a letter of intent for internships desired.

Online marketing tool used on the projects implemented in the region of the North - West of Romania (Northern Transylvania) www.nord-vest.ro site, raises by promoting the destination in terms of including images characteristic of the region. The website can be viewed both in Romanian and in English. In addition, site visitors can subscribe to the newsletter, they can register on the site to share their experience with the implementation of their project access and connect with the agency on various social networks (Facebook, Twitter, Pinterest).

Analysis of existing website in the Western Development Region

Official website of the West Regional Development Agency, http://www.adrvest.ro, is simplistic presented, too rich in information, easy lacks dynamic and fails to draw attention to the color palette used (dark blue and orange). In the first pages, the gaze falls especially in the top right of the website, where they can be seen links helpful visitors, the ordinary general can be found at any site (Home, About Us, Links, Resources and Contact) and the link to access the website of Western Region (www.regiuneavest.ro). Immediately below these links is only dynamic element of the site, namely running the entire name of the agency. This space should be better exploited by including current information, events to be held etc.

The main menu is delimited by the dynamic section through an independent orange menu bar and information are structured into six categories: West Region, Activities, Funding, Legislation, 2007-2013 ROP and POS EEC.

In the first category, the West Region, visitors can discover the presentation region analyzed aspects of the Regional Development Council, regional institutions, photos, maps and stories of success. West Regional Development Agency activities include information of interest relating to direct investment, internationalization, ROP, TEHIMPULS Association, Association AutomotiVEST, regional, details on West ADR projects, especially those successful and information about the trans boundary cooperation.

In the category called "Funding", visitors can find more information regarding the programs launched, those that are in progress, and those that have been completed. The next category (Legislation) include certain legal issues in the regional development, investment, POR, opinions or legislation POSCCE.

Category designed for ROP 2007-2013 give to website visitors an abundance of well-structured information on ROP. Although, all this information is very well-worth, the most important are not included on the main page of the website to be identify more quickly the potential beneficiaries of the REGIO projects. Among the added information to the ROP 2007-2013 can be listed as follows: ROP official documents, guides funding, legislation ROP West RDA presentations, list of consulting firms, Regional Committee for Strategic Assessment and Correlation, information and publicity ROP and helpdesk, instructions, notes and information to beneficiaries.

The last category presented in the menu bar, POS CEE, brings in what is the volume of information about the implementation status of projects, details of projects submitted by applicants from the West Region, projects are under implementation, funding guidelines, publication of notices for procurement procedure and visual identity.

The top main menu bar after previously analyzed, you can display four images that capture the most representative tourist attractions in the western region of the country. Indeed, the images do not bother users with visibility dull colors used, but they are not the reason for the attractiveness of the site and fail to negatively impact assessment of the site, by giving a low degree of dynamic.

The central section of the main page is presented similarly to a traditional website, typically by including the heading of the "Welcome!", Followed by a range information about the West Region, West ADR - vision, mission, key objectives, beneficiaries of regional programs and projects undertaken by it.

The layout on the left side of the main page is delimited as a vertical menu bar, showing agency name taken for analysis, the button to display the English version of the website and news section.

Analysis of existing website in the South West Development Region

Presentation of the Regional Development Agency South West Oltenia (ADR SW Oltenia) in the virtual environment is carried out primarily through its official website, http://www.adroltenia.ro . Looking from the perspective of marketing activity conducted at this site, it appears that he enjoys a degree of dynamism increased due to large image on draft REGIO made. These menus in the upper central part of the homepage. Also in this section, the site offers its visitors a search engine that facilitates the discovery of certain information of interest, and a button to access the English version of the entire site. These applications information providers trying to build a long term relation with users, offering them the various communication tools.

Overall, the information provided is very well defined in 3 sections arranged vertically. Thus, it can be easily identified by our site. In the first section, one located on the left, is found logo Regional Development Agency, South West England, and the main menu of the site.

Most information available to users on the site for the region's development agency refer mainly analyzed (presentation, fields, mission, team, ADR initiatives, presentation CDR), the communication aspects (news and events , gallery, regional publications, site conditions), the regional planning (planning documents / operational Programme, regional Development Plan 2014-2020) funding from 2014 to 2020, regional marketing (events / news, competitiveness poles, clusters, partnerships, ATO, projects initiated by ADR SW Oltenia, initiatives), the growth pole Craiova (presentation, Craiova metropolitan area, integrated development plan) and other funding programs (Phare / governmental programs and disadvantaged areas). Except the two elements presented in this section (SW Oltenia ADR logo and main menu) and two longer reflect all components placed in the left button, social media (Facebook) and newsletter. They do not show a high degree of visibility which prevents its use by potential beneficiaries.

The second section located in the central part of the site, has a menu bar are added ADR partners SV Oltenia (logo and slogan REGIO "Local Initiative - Regional Development" logo European Union - the European Regional Development Fund, the logo of the Romanian Government, Ministry of Regional Development and Public Administration), a detailed list of the latest information of interest, and three representative images Oltenia region, initiatives launched by ADR SW Oltenia and images from Oltenia region arranged vertically. At the bottom of the main page of the site is placed a section that refers to European Funds Conference, Sixth Edition, "Reform of EU funds absorption."

The last section, one located to the right of the main page is for the Regional Operational Programmes and includes various blocks corresponding ROP 2007-2013, 2014-2020 POR, POSCCE and an interactive map of projects ROP to date. Also, at the bottom of the main page are arranged two sub-menus that provide information about regional planning (PDR 2014-2020 RDP 2007-2013, regional studies, portfolio projects) on 2014-2020 funding programs (programs European, national and other funding programs).

Conclusions

Existing websites in the Regional Development Agencies in the central-western Romania contributes to a high position both at improving communication among stakeholders and increase the absorption of European funds in these areas. How they are organized and structured and how that information is distributed and made available to users are designed to influence visitors and compel them to find out more information on the process of accessing funds. This paper has highlighted both pluses and minuses in the levels of the analyzed websites. Analysis was considered from the perspective of marketing, the website being seen as an intermediary between users and information

providers. To improve the results in the last years of the tourism accessing European funds consider it necessary to review those sites by adding some web applications that facilitate both their surfing level and obtain information.

In addition, it requires adding additional elements to leverage the potential beneficiary and to determine him to focus on this field.

Research limits

This research aimed to identify how it is used for marketing the tourism accessing European funds. The study was limited only to the detailed analysis of how they are structured and organized web sites existing in the developing regions of the central-western Romania. For this reason we consider it necessary to conduct further quantitative studies emphasize the perception of beneficiaries on how the site web sites facilitates contact between the parties involved. To complete results can conduct a series of qualitative research to identify potential beneficiaries' opinion on how are websites constructed in the areas of development and how they can be improved to increase absorption of European funds in these areas.

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