



Entrepreneurship for Green Rural Destinations

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MODULE: INFORMATION TECHNOLOGY

How technology and innovation can promote sustainable practices in rural areas, aiming at economic development and environmental preservation.

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CONTENT



Module 6: IT

Unit 1: Task and Project Management Tools

Understand the Role of IT in Business Operations

Effectively Use Project Management and Task Tools

Unit 2: Marketing and Promotion Tools

Manage Marketing and Online Presence Using Digital Tools

Build and Manage a Digital Storefront for E-commerce

Unit 3: Communication and Collaboration Tools

Communicate and Collaborate Efficiently

Unit 4: Website development and hosting

Understand and Implement Website Solutions

Reflective Questions-1



1. How important are IT tools to your practice?

- Think about how people find out about your products?
- How you can book or buy, experiences or products?
- The ease of booking or purchasing products means you will buy from the same company again?
- Communicating with a company to request information is important to you?
- An online presence makes you feel more confident about a company?

Reflective Questions-2



2. Why are IT Tools Important for Small Rural and Green Businesses?

- Access to new markets: Expansion to the online market, reaching customers outside the local area.
- Efficient management: Organization of processes such as inventory control, finance, marketing and communication.
- Sustainability: Digital tools help reduce paper use and optimize resources, aligning with ecological practices.
- Autonomy: Training so that entrepreneurs can manage their businesses more independently.

Reflective Questions-3



3. What do you hope to achieve through this module?

- How will you apply what you learn in this course?
- How this knowledge will improve your skills as an entrepreneur?
- This module can empower green rural entrepreneurs to prosper economically while contributing to environmental sustainability?
- Train entrepreneurs on how to use technology for monitoring their business impact on the environment?



























