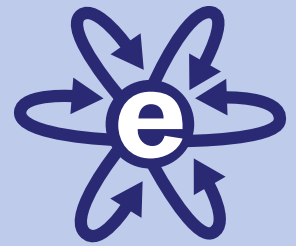


# European Union of Tourist Officers

[www.EUTO.org](http://www.EUTO.org)



EUTO is an organisation that fosters and encourages transnational networking between tourism professionals and senior management throughout Europe.

Its aims include:



Promoting the exchange of professional experiences



Providing support to members in the solution of professional problems



Increasing awareness of the economic, social and employment importance of tourism



Supporting the sustainable development of each destination through its people, public bodies and tourism infrastructure



Developing partnerships with relevant tourism organisations



Encouraging the development of training and education in the European tourism field



## Why we joined

**"APTALC can learn a lot from EUTO and we are sure that we will be able to contribute with our experiences."**

*Quim Queralt, President, APTALC: Association of Professional Tourist Officers in Catalonia*



## Where I visited



**“ The EUTO Study Visit gives me first hand access to the skills and experiences of colleagues dealing with destination management in different countries. Quite simply it’s one of the most valuable weeks of my year. ”**

*Jackie Ellis, Tourism Angles*

## EUTO’s ACTIVITES include:

### • Study Visits - Developing Sustainable Destinations

High profile speakers focus on product development, marketing and quality management with delegate participation encouraged through group discussions and workshops. Plus opportunities to visit businesses, attractions and destinations to see sustainable tourism development in action. Iceland, Estonia, Malta, Latvia, England, Catalonia and Italy are all part of the Study Visit Programme.

### • Vocational Management Training for the European Tourism Industry (VocMat)

Conceived through EUTO, VocMat involves education and tourism industry partners from Estonia, Scotland, England and Iceland. The project addresses the lack of access to tourism-specific training and education for tourism managers because of problems of time, cost, distance and relevance.

Funded through the EU Leonardo da Vinci Programme, VocMat developed a new approach to delivering Masters-level education. Tourism professionals from across Europe can now study, exchange ideas and learn together through a Virtual Learning Environment using on-line modules and assessments, video-conferences and web-based forums. Modules include: Strategic Management for Tourism, Tourism Marketing Management, Operational Management and Human Resources.



Leonardo da Vinci



Scotland

## What I learnt

**“ VocMat is a flexible and innovative training method which gave me an opportunity to raise my qualifications. I learnt a lot from the practical training modules and do my best to put acquired knowledge into practice. The materials were up-to date, the learning methods were very convenient and I found many new friends with international tourism background! ”**

*Sabina Kaukis, Marketing Manager at Laulasmaa Resort, Estonia*





• **Best Practice Exchange Visits**

Networking with other members of EUTO has led to the development of a range of exchange visits between countries including opportunities to look at Tourist Information Centre networks; Training Programmes for tourism organisation staff and the tourism industry; Quality Assurance Schemes; and Destination Marketing. Membership of EUTO offers the opportunity to access expertise of colleagues and share professional experiences in a very practical way.

• **Communication and Information**

The EUTO website [www.euto.org](http://www.euto.org) holds a range of news and items of interest to tourism professionals. This includes presentations on various aspects of Sustainable Development and examples of best practice from Iceland, Scotland, Italy, Estonia, England, Malta, and Switzerland.

A new section on [www.euto.org](http://www.euto.org) provides information on expertise and skills of individual members and organisations offering resources which other members can draw on when looking for advice.

As well as information on [www.euto.org](http://www.euto.org), a regular e-newsletter is circulated to members to keep them up-to-date on European issues and to let them exchange information about new initiatives.

• **Developing External Partnerships**

EUTO is a member of the European Travel & Tourism Action Group (ETAG) and, around the ETAG table, are international organisations representing key tourism industry sectors, representatives of national tourism agencies and other bodies concerned with tourism in Europe. ETAG works with the Commission of the European Union and Parliament and is a member of the United Nations World Tourism Organization (UNWTO). This provides EUTO, and its members, with links to the main players in the European tourism industry. EUTO also attends the European Tourism Forum which provides many opportunities for networking and making new contacts.

Malta



*How we benefit*



**“ EUTO gains significantly from being a member of ETAG. Not only are we able to exchange information with and learn from other European tourism organisations, it also brings us to the table with the most influential bodies in tourism.”**

*Liz Buchanan – EUTO President*



England



Estonia



Italy



Catalonia

# HOW TO JOIN (click here for link to webform)

Membership of EUTO is open to National Associations of Tourist Officers (Full), individual tourism professionals (Associate) and institutions who make a contribution to the development of European tourism or take a special interest in the aims of EUTO (Affiliate).

### Current membership subscriptions are:

- Full Membership:** €400 (€250 for new member associations)
- Associate Membership:** €60 (€40 for new individual member)
- Affiliate Membership:** €400 (€250 for new member institutions)

Fill in this form and send it to:

EUTO, Liz Buchanan, President, c/o Tourist Board Training, 22a Eglinton Street, KA12 8AS, Irvine, Scotland, United Kingdom; fax: 0044 1294 313 016; Liz.Buchanan@tbt.visitscotland.com or telephone 0044 1294 313006 for more information.

Type of Membership:

*Please tick* Full  ..... number of Association Members. Associate  Affiliate

Title: ..... Name: .....

Job Title:.....

Organisation:.....

Org Address: (incl Country & Post/Zip Code) : .....

.....

.....

Telephone: .....

Mobile Telephone: .....

Email:.....

Website URL: .....

Signature: .....

Date:.....

*EUTO would like to thank all those who have contributed photos for this leaflet.*



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