

Sharing skills and international credibility

VocMat will be developed and delivered by a **partnership** of both **education and tourism organisations** in England, Estonia, Iceland and Scotland.



In this way the latest tourism **intelligence** and industry **best practice** are fed into the programme and the most up-to-date educational tools are available in training.

Other countries and organisations will join the **VocMat** project as it develops.

The **VocMat** project is supported by the **European Union of Tourist Officers (EUTO)** through whom the early design and research was carried out. EUTO has a wide membership from throughout Europe and is a part of the European Tourism Industry Network (**ETIN**).

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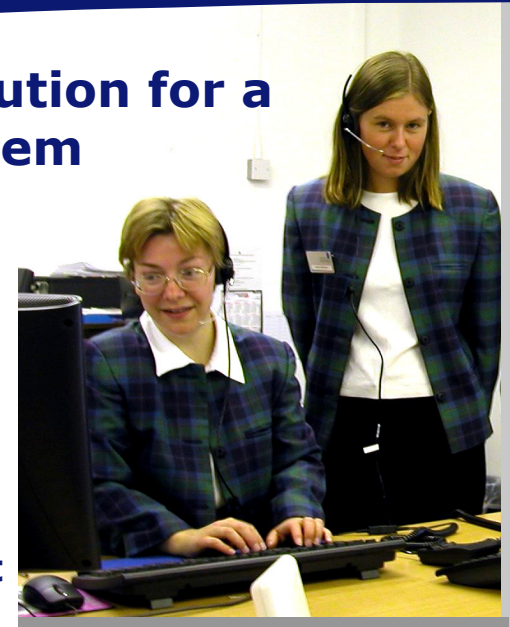
A European solution for a European problem

Are you:

- A middle or senior manager?
- Working in tourism?

Are you looking for:

- Access to cutting-edge **management training**?
- Opportunities for **career development**?



**You
need to
know
about
VocMat!**

Europe needs to raise its game

European tourism is losing market share: global competition intensifies and customer expectations rise. Tourism managers need to be better equipped to deal with these challenges. But it is not easy to **access high quality tourism management training without leaving the workplace.**

A European solution for a European problem

VocMat is based on Europe-wide research.



VocMat will develop a **European solution** for this accessibility problem through **new, innovative, flexible** training for all **middle and senior tourism managers.**

VocMat will deliver **accredited, high-level, vocational education** that can be applied across Europe and which will address the barriers to training faced by tourism managers in all sizes of business and in the public sector.

The VocMat solution

Choose training tools that suit you

Select from a wide range of training tools including web and paper-based learning, CD-ROMs, case studies, workshops, video-conferencing, skills assessments, tutor help-lines...

Tailor your training to meet your needs

VocMat will offer cutting-edge tourism training in a range of management skills

including **Marketing, Human Resources, Strategic and Operational Management.** You can even 'pick and mix' topics from each skills area of the programme. These modules will form the first stage of a new curriculum that will be relevant across Europe.

VocMat will allow **senior managers** to update existing skills and gain new knowledge and help **middle managers** in their career development.