

Elina Aro, Estonia – Case Study

Biography –

My name is Elina Aro and I am a mixture of a very peculiar life and my Karelian roots. After living several years in many different countries I have found my home in Estonia. I was originally born in Finland but have become a “converted” Estonian. This is surprisingly multifaceted country.



I have worked in textile business and in humanitarian projects, as a hotel manager, restaurant owner, journalist, horse trainer, art dealer.... And love now my job as a guide. I work for my own company in Tartu and I am specialised to my hometown, Southern and Eastern Estonia and Tallinn. I have studied history, communication, Orthodox theology and tourism. In free time I love to read, listen to music and be lazy.... enjoy this wonderful world of ours.

VocMat –

VocMat made me exert myself and brought me in the focus of the tourism management.

To me VocMat has been the most valuable educational opportunity during the last few years. In this program I really had to combine all my theoretical and practical knowledge and push myself to acquire a deep understanding of tourist business generally and the environment where our company exists. It also clarified to me my role, possibilities and responsibilities in the field in local and national level. Without VocMat I doubt if would had been motivated to reach all this.

At the same time this program has activated me to do the things in company that have been for a long time in a list to be done but I just never had the time or possibility to do them. We hardly would have such a profound Human Resource management plan without VocMat 😊.

I enjoyed the electronic learning environment and although I did not take the full advantage of all the possibilities I think just the method helped me to work through the program. To me the distant learning that enables me to study in the times and places that suit me best, is absolutely the preferable solution. I am convinced that this kind of flexible way to study is the most essential in our present world that is very demanding for the entrepreneurs and managers.

I did not agree with all the learning materials provided but I still found them interesting and challenging. Disagreeing and justifying my different opinion turn out to be very fruitful. Some of the materials were topical and that way offered information I would hardly have found anywhere else with out enormous efforts. On the long run I am happy to have the versatile materials for further reading. I am sure I will return also in the future to my VocMat CDs to work still with some of the subjects.

I find the idea of all-European tourism management education most essential in our time as many of us are working in different countries and enterprises. I am convinced that the benefit of this program will be appreciated in the times to come.

I am proud of my participation and results in VocMat.
Thank you who enable this opportunity to me.

