

Eric Hints, Estonia – Case Study

Biography –

I have been in tourism business for 4 years. Before that I worked as a marketing manager for Masterfoods in Baltic region. I have a bachelor's degree from Tartu University in Marketing and Finance. Small business marketing is my passion at the moment.

VocMat –

My main goals for participating in the new course were:

- to up-date my marketing knowledge, acquired earlier from university, with the most up to date available.
- to get tourism specific information in the strategic management field.
- to start implementing the knowledge gained in practice

I felt, however that although not so much came out of the course itself it was really very beneficial to go through the marketing tools and principles and remind myself about them and implement them in my small company. On the subject of strategic management I felt I gained information that was current and ideas that were applicable in today's tourism management and I especially enjoyed the session in Pärnu College with the group where they discussed the future of tourism. We also participated in a local service quality improvement programme that seemed to complement VocMat very well. Implementation has been more difficult but this will be the focus for the coming year. I believe that the course will have a strong lifetime effect

My approach to the VocMat learning process varied through the year. First I was really eager to get going and started working on the course but then the busy summer period came along and after that the simple goal was to fulfill the requirements. There is so much valuable material in both subjects (marketing and strategic management) that they both deserve more focus from participants. Discussion groups online and offline helped but a more organised meeting schedule and very specific tasks to discuss would have made the course even more efficient. Finally more international contact and meetings would have been useful.

