

EUTO Conference in Latvia

From September 23 until 30, 2007, Latvia hosted the conference of European Union of Tourist Officers, and LATTŪRINFO was the organizer of it, where 80 tourism specialists from 10 countries participated.

Simultaneously, in collaboration with the University of Latvia and Leads Metropolitan University (Great Britain), an international scientifically practical conference initiated by the Centre for Tourism and Cultural Change was held on the same topic, during which the new tourism scholars could introduce with the results of various destination studies. Thus, Latvia hosted around 150 tourism industry researchers, professors and practical workers to discuss about sustainable development of tourism destinations.

During the event, the European tourism professionals shared their experience in a seminary form, as well as visited several tourism destinations outside Riga. One day was spent in Vidzeme, learning about the offers of Sigulda and Valmiera, as well as at Vidzeme College – another day was spent in Kurzeme, visiting the districts of Tukums and Talsi.

For use of the industry specialists during the event, evaluation by foreign colleagues and visitors at the tourism and service objects in Riga by means of “secret customer” was implemented to assess the Latvian tourism products and potentialities. The results were presented to the tourism businesses of Riga and specialist of Riga City Council, which were particularly important at a time, when we were discussing the issues of image of Latvia and Riga, and the quality of services. A summary of presentation and survey results are available at the association.

Results of EUTO Experience Exchange Event

LATTŪRINFO as the key organizer after the international scientifically practical conference of European Tourism Bureau Organization, which took place in September 2007, and the experience exchange “Development of sustainable tourist destinations” has received many references from the event participants – tourism professionals – both about the progress of the event and about Latvia as the tourism destination. The total evaluation has been very positive and we can definitely say that the participants assessed Latvia as an attractive tourism destination, complimented those working in the industry for professionalism and recognized them as trustworthy collaboration partners in the future.

LATTŪRINFO would like to express gratitude once again to the many collaboration partners and supporters, who participated in organizing the event!

For your insight, some of the references:

The visit was a huge success. Everyone has been feeding back about how good it was and that is only because of the professionalism of everyone involved and the commitment that you all put into making it a unique event. It was absolutely fantastic!

Liz Buchanan,

EUTO president, Scotland

Once more I would like to thank for all you have done to make this year's EUTO convention in Latvia such a tremendous success! I was impressed by the professionalism and the eye for detail displayed in every part of the program...

*H. Schuller
EUTO ex-president, Netherlands*