

### International Tourism Conference

***Boosting Excellence in Higher Tourism Education.  
Cooperation between educators and industry.***

**25.10.2018.**

**Vidzeme University of Applied Sciences, Cēsu str. 4, Valmiera, Latvia**

#### Program

*The aim of the conference is to bring together tourism industry and higher education institutions to challenge old ways of cooperation and to connect the needs of sector and future of higher education in tourism*

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| <b>9.00. – 9.45 Registration and coffee</b>  |
| <b>9:45 Opening of the conference</b><br>G.Krumins (Vidzeme University of Applied Sciences); representative of Valmiera City Council, Inese Šīrava (Investment and Development Agency of Latvia, Director of Tourism Department)   |
| <b>10.20 – 11.40 Plenary session I</b>   |
| <b>10:00 – 10:20</b> Sanna-Mari Renfors, <b>Satakunta University of Applied Sciences, Finland</b><br>Skillset for tourism development in Baltic Sea Region. BOOSTED experience.  |
| <b>10:20 – 11:00</b> Key note 1. <b>Kaija Lindroth, Haaga-Helia University of Applied Sciences, Finland</b><br>Cooperation to the tourism industry. Perspective of the higher education institution  |
| <b>11:00 – 11:40</b> Key note 2.<br>Cooperation to the tourism educators. Perspective of tourism industry.   |
| <b>11:40 – 12:30 Panel discussion</b><br>Present and future human resource challenges in the tourism labour market (local & international panelists)   |
| <b>12:40 – 14:10</b> Lunch in Restaurant Vecpūsis  |
| <b>14:10 - 15:40</b> Thematic sessions<br><br><ol style="list-style-type: none"> <li>1. Cross sectional cooperation and networking in tourism</li> <li>2. Tourism marketing challenge in the context of changes of social media landscape.</li> <li>3. Innovative study approaches in tourism education and involvement of tourism industry in study process.</li> <li>4.</li> </ol> |
| <b>15.50 – 16.30 Plenary session II</b>  |
| <b>15:50 – 16:30</b> Key note 3. <b>Maarja Pajusalu, &amp; Brigtspark &amp; Parnu College</b><br>Technology development in tourism and how to respond to technology development trends   |
| <b>16:30 – 16:55 Closing ceremony</b>  |
| <b>16:50 -17:30 Coffee</b>   |

- Translation (Latvian-English-Latvian) will be provided