

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

9.00. – 9.45 Registration and coffee
9:45 Opening of the conference Gatis Krumins (Rector of Vidzeme University of Applied Sciences, rector); Janis Baiks (Mayor of Valmiera City Council), Inese Štrava (Investment and Development Agency of Latvia, Director of Tourism Department)
10.20 – 11.40 Plenary session I
10:00 – 10:20 Sanna-Mari Renfors, Satakunta University of Applied Sciences, Finland Skillset for tourism development in Baltic Sea Region. BOOSTED experience.
10:20 – 11:00 Key note. Kaija Lindroth, Haaga-Helia University of Applied Sciences, Finland Cooperation to the tourism industry. Perspective of the higher education institution
11:00 – 11:40 Key note. Gerhard Erasmus, Radisson Hotel Group Cooperation to the tourism educators. Perspective of tourism industry.
11:40 – 12:30 Panel discussion Present and future human resource challenges in the tourism labour market (local & international panelists) Moderator Vanda Brūvele. Participants: Jana Raadik Cottrell, Aija van der Šteina, Janis Pinnis
12:40 – 14:10 Lunch in Restaurant Vecpūsis
14:10 - 15:40 Thematic sessions <ol style="list-style-type: none"> 1. Cross sectional cooperation and networking in tourism. Moderator Inta Šoriņa (Liepāja region tourism information office) 2. Tourism marketing challenge in the context of changes of social media landscape. Sergejs Volvenkins (iMarketings.lv) 3. Innovative study approaches in tourism education and involvement of tourism industry in study process. Andris Klepers (Vidzeme University of Applied Sciences)
15.50 – 16.30 Plenary session II
15:50 – 16:30 Key note. Maarja Pajusalu, & Brigtspark & Parnu College Technology development in tourism and how to respond to technology development trends
16:30 – 16:45 Closing ceremony
16:45 -17:30 Informal networking session and coffee “Right place, right time - get more out of now”