

**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 a future of higher education in tourism

9.00. – 9.45 Registration and coffee
9:45 Opening of the conference (Room C129) Gatis Krūmiņš (Rector of Vidzeme University of Applied Sciences) Jānis Baiks (Mayor of Valmiera City Council) Inese Šīrava (Investment and Development Agency of Latvia, Director of Tourism Department) Conference moderator Mārtiņš Eņģelis
10.00 – 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, Latvia Cooperation to the tourism educators. Perspective of the tourism industry.
11:40 – 12:30 Panel discussion Present and future human resource challenges in the tourism labour market Moderator Vanda Brūvele . Participants Aija van der Steina, Jānis Pinnis, Silvija Freimane, Ausrine Armaitiene
12:40 – 14:10 Lunch in Restaurant Vecpuisis (Address: Leona Paegles st.10, Valmiera)
14:10 - 15:40 Thematic sessions
1.Cross sectional cooperation and networking in tourism (Room C304 & 305) Moderator Inta Šoriņa (Liepāja region tourism information office) Participants. Inese Šīrava <i>Competitors or cooperation partners?</i> (Investment and Development Agency of Latvia, Latvia) Kristīne Bērziņa <i>Tourism enterprise networking in Latvia.</i> (University of Latvia, Faculty of Business, Management and Economics, Latvia) Inese Suija-Markova <i>You are only as good as your networks.</i> Institute for Environmental Solutions, Cēsis Municipality, Latvia) Maira Leščevica <i>Strengthening and promoting SME internationalization / international cooperation.</i> (Vidzeme University of Applied Sciences, Faculty of Social Sciences, Latvia)
2.Tourism marketing challenge in the context of changes of social media landscape (Room C229) Moderator Sergejs Volvenkins (iMarketings.lv, Latvia) Participants. Leide Beņķe <i>Online resources as a helpful tool in a destination's marketing efforts.</i> (Investment and Development Agency of Latvia, Latvia) Jaana Tanhuanpaa <i>Social media tools in marketing of an arctic resort.</i> Saimaa University of Applied Sciences (Finland) Laima Jeseviciute-Ufartiene <i>Tourism becomes smart: do travelers still need a service or guide?</i> Kauno Kolegija / University of Applied Sciences, Lithuania) Edgars Ražinskis <i>A personal message about creation of 100 stories of the nature.</i> (25 Wolves Tours, Latvia)
3.Innovative study approaches in tourism education and involvement of tourism industry in study process (Room C129) Moderator Andris Klepers (Vidzeme University of Applied Sciences, Latvia) Participants. Naci Polat <i>Interaction between Social Entrepreneurship and Tourism studies.</i> Pamukkale University, Tourism Faculty, Turkey) Riia Nelis, Jana Raadik Cottrell <i>Teaching with Bells and Whistles.</i> (Tallinn University of Technology, EMERA Centre for Blue Economy, Estonia) Maija Rozīte <i>20 Years Hand by Hand with Industry.</i> (Turība University, Tourism and Hospitality department, Latvia) Ausrine Armaitiene <i>Controversial issues of quality implementation in Higher Education tourism studies.</i> (Independent consultant on higher education quality in tourism, Lithuania)



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15.50 – 16.30 Plenary session II (Room C129)

15:50 – 16:30 Key note. Maarja Pajusalu, Brigspark & University of Tartu Pärnu 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”

Translation (Latvian-English-Latvian) will be provided for plenary sessions and thematic sessions 2 & 3. 1st thematic session will be held in Latvian.



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