



LA FONDATION POUR LA FORMATION HÔTELIÈRE

XVth International Conference of Partner Institutions

“Hospitality and Service Innovation”

Portorož, April 13th-17th 2015

FINAL PROGRAMME

SPONSORED BY

La fondation pour la formation hôtelière

SUPPORTED AND ORGANISED BY

University of Primorska, Faculty of Tourism Studies Turistica



La fondation pour la formation hôtelière 15th Annual Conference “Hospitality and Service Innovation”

Tuesday April 14th, Faculty of Tourism Studies Turistica, classroom 201 (2nd floor)

09:00 - 09:30 Opening of the FH conference (Moderator Miha Lesjak)

Welcome by host, dean **prof. Anton Gosar**, vice mayor of Piran **Ms. Meira Hot** and **Victor Emery**, FH Treasurer, introductions by Miha Lesjak, UP FTŠ Turistica

09:30 – 10:30 Keynote & Discussion (dr. Dejan Križaj)

Tourism innovation and its promotion activities in Slovenia

10:30 – 11:00 Keynote & Discussion (Mr. Martin Jezeršek)

Catering, Hospitality & Innovation - real case of Jezeršek catering company

11:00 – 11:30 COFFEE/TEA BREAK (Faculty cafeteria, 1st floor)

11:30 – 12:30 Paper presentations (Moderator: Miha Lesjak)

Promoting Sustainability-Oriented Employee Communication and Education in Hotel Industry: Review of Innovative Practices (1)

Marius Brazdauskas, Lina Gaigalaitė, Vilniaus kolegija/University of Applied Sciences

Innovations in Teaching Vocabulary to Hotel Management Students Using the Mind Mapping Technique (2)

Slavoljub Vičić, Mihaela Lazović, Bojana Brajković, The College of Hotel Management, Belgrade, Serbia

Higher Education and Research in Tourism in the Czech Republic (3)

Jarmila Indrová, Zdenka Petrů, University of Economics Prague

12:30 – 14:00 NETWORKING LUNCH (Faculty cafeteria, 1st floor)

14:00 – 15:40 Paper presentations 2 (Moderator: Mitja Petelin, Mirjana Sekulovska)

Evaluation of independent Slovenian Restaurant Websites using PageRank Checker (4)

Mitja Petelin, Vocational College for Catering and Tourism, Maribor, Slovenia.

Application of Modelling and Simulation Tools in Tourism and Hospitality (5)

Petr Janík, SŠHS a VOŠ Opava p. o., Opava, Czech Republic

The Consequences of Guest Satisfaction in Hungarian Spa Hotels (6)

Klára Morvay Karakas, Budapest Business School, Budapest, Hungary

Competitiveness and Innovations in Service Industry (7)

Gabriela Potoczek-Kantor, Secondary School of Hospitality and Catering, Wisła, Poland

Electronic Services in Hospitality (8)

Mirjana Sekulovska, UKLO, Faculty of Tourism and Hospitality – Ohrid, Macedonia

15:40 – 16:00 COFFEE/TEA BREAK (Faculty cafeteria, 1st floor)

16:00 - 16:30 Faculty tour (Miha Lesjak, Mitja Petelin)

17:30 Piran (Guided tour)

20:00 Dinner at Restaurant Pirat, Piran (Sea food & fish)

Wednesday April 15th, Faculty of Tourism Studies Turistica

9:00 – 10:40 Paper presentations (Moderators: Ludmila Novacka, Maria Vodenska)

Innovative Approach towards Spatial Organisation and Management of Tourism in Bulgaria (9)

Nikolina Popova, Maria Vodenska, International Business School, Bulgaria

Marketing Strategies and their Role in the Increase of Competitive Power of Hospitality Industry Enterprises (10)

Veronika Shmagina, Odessa I. I. Mechnikov National University, Odessa, Ukraine

Consumer behaviour of foreign visitors in the capital of Slovakia in Bratislava (11)

Ludmila Novacka and Andrea Bogdanyova, University of Economics in Bratislava, Slovakia

Sustainability and Social Responsibility of Croatian Hotel Companies (12)

Milena Peršić, Sandra Janković, Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Katarina Bakija, PhD, DOBA, Faculty of Applied Business and Social Studies, Maribor

Intergenerational Tourism & Recreation in Poland: Innovative approach (13)

Anna Sancewicz-Kliś, Adam Mazur, Main School of Tourism and Recreation, Warsaw, Poland

10:40 – 11:10



COFFEE/TEA BREAK (Faculty cafeteria, 1st floor)

11:10 – 13:00 Industry speaker, Mr. Žiga Uhelj (GoOpti innovative transfer service)

Paper presentations 4 (Moderators: Lina Gaigalaitė, Mihaela Lazović)

Experience Gastronomy as a Way to Service Innovation (14)

Alexandr Burda, Radmila Dluhošová, Silesian University in Opava, Czech Republic

Gastronomic Heritage and Events as Thematic Tourism: Case Studies from Montenegro (14)

Charles Baker-Clark, Grand Valley State University, USA, Andriela Vitić – Četković, Đurđica Perović, University of Montenegro

Analysis of Customer Preferences and their Impact on Consumer Quality of Tourism Services (15)

Kateryna Fedosova, Oksana Dyshkantiuk, Odessa National Academy of Food Technologies, Odessa, Ukraine

Effectiveness of Social Media in Promotion of Tourism Products in Korca Region (16)

Esmeralda Shkira, Stella Zoto, Greda Kreshova, Faculty of Economics, Korçë, Albania

13:00 – 14:30



NETWORKING LUNCH (Faculty cafeteria, 1st floor)

14:30 – 15:30 Paper presentations 5 (Moderator: Ain Hinsberg, Andriela Vitić – Četković)

Twin-Capital Destination Tallinn & Helsinki – Past, Present & Future (17)

Ain Hinsberg, Estonian Business School & Haaga-Helia UAS - Hospitality Management, Tiit Kask, Estonian School of Hotel & Tourism Management EHTE, Tallinn, Estonia

Evaluation of Tourism Importance and Impact by Residents: Case of Local Authorities of Lake Engure Watershed Area (18)

Daina Vinklere, Turība University, Riga, Latvia

An Event in the Apartment Complex - case study (19)

Nikola Atlagić, Visoka škola Dositej, Marija Knežević Fakultet za turizam i hotelijerstvo, Univerzitet UPS Banja Luka

16:30 Taste of Istria: Trip to Truške (Rodica Winery)

20:00 – 22:30 Dinner at Restaurant Torkla, Korte (Istrian dinner)

Thursday April 16th, Faculty of Tourism Studies Turistica

10:00 – 10:20 Paper presentations 6 (Moderator: Daina Vinklere, Anna Sancewicz-Kliś)

Iordanka Alexieva (20)



10:20 – 11:00 **COFFEE/TEA BREAK** (Faculty cafeteria, 1st floor)

11:00 – 12:30 **FH Activities: Update and Proposals (Moderator: Liz Ineson)**

11.00-12.00

Seminar and funded projects update and plans for 2016

Liz Ineson

Kitchens

University "St Kliment Ohridski", Ohrid – demonstration kitchen

Visoka Hotelijerska skola, Belgrade – demonstration kitchen

Vocational College for Catering & Tourism, Maribor – demonstration kitchen

Odessa National Academy of Food Technologies, Odessa – small kitchen equipment

Local gastronomy seminar, books and journal subscriptions

Silesian University in Opava, Czech Republic.

Christmas in Europe

Hotel Academy, Presov

Student visits

University for Business Study, Banja Luka – student trip

Computers, IT and books

University of Sofia University "St Kliment Ohridski" – computer project and HOTS

Vilnius Kolegija, Vilnius – purchase of computers

Budapest Business School – IT equipment, books and journal

University of Economics, Bratislava – purchase of software

University of Rijeka, Opatija – purchase of books, journal subscriptions and computer hardware and HOTS

Fan S. Noli University, Korce – purchase of IT equipment

Turistica, Portoroz - HOTS

University of Economics Prague – HOTS

Alexandru Ioan Cuza University - HOTS

2016 Conference Proposal

Mirjana Sekulovska, University "St Kliment Ohridski", Ohrid, Macedonia

12:00 – 12:30

Bidding for Projects and Future Conferences

Margaret Georgiou, Victor Emery, Liz Ineson

FH Futures (Moderator: Liz Ineson)

12:30 - 13:00

Round Tables for Future Planning



13:00 – 14:30 **NETWORKING LUNCH** (Faculty cafeteria, 1st floor)

FH Futures cont. (Moderator: Liz Ineson)

14:30 – 15:30

Round Tables for Future Planning cont.

Feedback and discussion

15:30 - 16:00

Summary and Close

Victor Emery, Charles Baker

16:00 – 20:00 **Free time afternoon activities (Piran, Koper) or visit /site inspection of Hotel Kempinski or Hotel Apollo**

20:00 **GALA DINNER (Grand Hotel Portorož, Restaurant Mediteran)**