



LA FONDATION  
POUR LA FORMATION HÔTELIÈRE



# ODESSA

· 6-9 June 2018 ·

XVIIIth International Conference of Partner Institutions

“Innovative Information and Communication Technology  
in Hospitality and Tourism”

## PRESENTATION SCHEDULE

SPONSORED BY

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ODESSA NATIONAL ACADEMY

OF FOOD TECHNOLOGIES

Department of Hotel-Restaurant Business

**LA FONDATION POUR LA FORMATION HÔTELIÈRE**  
**18th Annual Conference**

**Innovative Information and Communication Technology  
in Hospitality and Tourism**

**Thursday June 7th 2018**

Conference Hall, Mozart Hotel, Lanzheronovskaya St. 13

**09.15-10.00** Welcome and Introductions

Welcome by Ivan Liptuga, President of the National Tourist Organisation of Ukraine, Advisor to the First Vice Prime Minister of Economic Development and Trade of Ukraine, Founder & President of Odessa Tourism Association

Welcome by Victor Emery MBA, Founding trustee and treasurer, La fondation pour la formation hôtelière

Introduction and briefing by Conference Chairs, Dr Oksana Dyshkantiuk and Dr Kateryna Fedosova; introduction of the FH delegates

**10.00-10.30** Current Issues in Information and Communication Technology

Dr Elizabeth Ineson, La fondation pour la formation hôtelière & Manchester Metropolitan University

**10.30-11.15** ICT in Swiss Hospitality Business Schools: Teaching and Learning Process  
(Moderator Liz Ineson)

Dr Olga Novitskaya, AHLEI, Switzerland.

**11.15-11.45** **TEA / COFFEE BREAK**

**11.45-12.25** Innovative ICT: Education/Industry Links (Moderator Maria Vodenska)  
Digital Transformation in Hospitality and Tourism and Higher Education's Response  
Nikolina Popova and Aleksandar Dragostinov, International Business School, Bulgaria

Cooperation between Tourism Companies and Higher Education Institutions  
Alina Katunian and Lina Žirnele, Vilniaus kolegija / University of Applied Sciences, Faculty of Business Management, Lithuania

**12.25-13.25** Innovative ICT in Education (Moderator Ludmila Novacka)

Erasmus+ Student Mobility: Education Abroad or Educational Tourism?

Miha Lesjak and Eva Podovšovnik, University of Primorska, Faculty of Tourism Studies Turistica, Portorož, Slovenia

Strategic Principles of Planning, Designing and Launching A New International Hospitality Management School in Estonia

Ain Hinsberg and Ari Björqvist, Haaga-Helia Hospitality Competence Centre in Estonia / Haaga-Helia Balti Ltd, Haaga-Helia UAS & Estonian Business School, Tallinn, Estonia

Online Streaming in Education

Jirí Blata and Milan Šmíd, Secondary gastronomy and hotel school and Higher vocational school Opava, Czech Republic

**13.25-14.10**

**COLD BUFFET LUNCH**

**Restaurant in Mozart Hotel**

**14.10-14.50** Innovative ICT in Hotel and Restaurant Marketing (Moderator Nikolina Popova)

Social Media Marketing in Restaurant Business

Kateryna Fedosova and Oksana Dyshkantyuk, Odessa National Academy of Food Technologies, Odessa, Ukraine

Online Marketing Strategy Research in Hotels in the Republic of Macedonia

Zoran Nikolovski, Biljana Nikolovska and Emilija Nikolovska, Public Secondary School for Tourism and Catering “Lazar Tanev”, Skopje, Macedonia

Customer Relations-Online Hotel Reviews

Esmeralda Shkira, Stella Stratoberdha, Oriola Theodhori, University Fan S. Noli, Korça, Albania

**14.50-15.30** Innovative ICT in Website Design and Promotion (Moderator Mariana Assenova)

Website analysis of 4 and 5 star Hotels in Slovenia

Mitja Petelin, VSGT Maribor, Slovenia

Tourism Organization of the City of Banja Luka and its Internet Promotion

Predrag Totic, Vocational School of Catering Trade and Tourism, Banja Luka, Republika Srpska, Bosnia and Herzegovina

**16.00** Meet in hotel lobby for visit to the Opera and Ballet Theatre

**17.00** Old City tour and Gastronomy tour

**20.00** Dinner restaurant with Ukrainian food, Kumanets

## Friday June 8

Conference Hall, Mozart Hotel, Lanzheronovskaya St. 13

**09.30-10.30** Innovative ICT in Tourism Development (Moderator Iordanka Alexieva)  
IT and integrated reporting about health-tourism services on the destination level  
Milena Peršić and Dubravka Vlasic, University of Rijeka, Faculty of Tourism and Hospitality  
Management, Opatija, Croatia

"What is and what is not" in Innovative Tourism Services using IT Applications in Romania.  
Valentin Nita and Daniela Agheorghiesei, Alexandru Ioan Cuza University, Iasi, Romania

Perspectives of ICT Development in the Tourism Industry of the Republic of Srpska  
(Bosnia and Herzegovina)  
Nikola Atlagić and Marija Knežević, ITPS College and UPS, Faculty of Tourism, Banja Luka,  
Republic of Srpska, Bosnia and Herzegovina

**10.30-11.10** Innovative ICT in On-line Communication (Moderator Valentin Nita)  
Contemporary Internet Applications and their Role in Development of E-Tourism - Case Study  
TripAdvisor and Expedia  
Mirjana Sekulovska, Faculty of Tourism and Hospitality, University "St Kliment Ohridski",  
Ohrid, Macedonia

Bratislava Region Tourism on-line communication  
Ludmila Novacká, University of Economics in Bratislava

**11.10-11.40**                      **TEA/COFFEE BREAK**

**11.40-13.00** Innovative ICT: the Consumers (Moderator Milena Persic)  
IT in Hospitality - Strategic Trend in the Struggle for the Customer  
Veronica Shmagina, Odessa Mechnikov National University, Ukraine

Foreign Students as a Contributing Factor for Tourism in Latvia  
Daina Vinklere and Daira Rasa Rancane, Turība University, Riga, Latvia

Innovative Communication through Food and Beverages at the Hotel Academy, Prešov  
Marek Soták, Hotelová akadémia, Prešov, Slovakia

The Hotel of the Future has been Open  
Klára Karakas Morvay, Budapest Business School, Hungary

**13.00- 13.25** Innovative ICT (Moderator Mitja Petelin)  
Iordanka Alexieva, University of Food Technologies, Plovdiv. Bulgaria

**13.20-14.00** COLD BUFFET LUNCH Restaurant in Mozart Hotel

**14.00-15.00** Innovative ICT in Teaching and Training (Moderator Mirjana Sekulovska)  
In Need for English in Practice  
Djordje Stojanovic, and Dragutin Milicic, School for Tourism, Belgrade, Serbia

Training Practices in Montenegrin Hotel Industry  
Jelena Vujošević, University of Montenegro - Faculty of Tourism and Hospitality Management,  
Kotor, Montenegro

The Language of Communication Technology in Hospitality and Tourism  
Slavoljub Vicić and Mihaela Lazović, The College of Hotel Management, Belgrade, Serbia

**15.00-15.40** Innovative ICT in Tourism Marketing (Moderator Ain Hinsberg)  
The Digital Guide to the Tourist Attractions of Vojvodina (Northern Serbia)  
Bojana Kalenjuk and Dragan Tešanović, University of Novi Sad, Serbia

The Transformation of Destination Management Systems  
Marianna Assenova, Vassil Marinov and Emil Petrov, Sofia University “St. Kliment Ohridski”,  
Sofia, Bulgaria

**17.00** Meet in hotel lobby for transfer to Wine and Cognac Degustation  
in Shustov Museum of Cognac

**19.00** Dinner at restaurant Riviera Beach near the sea



## Saturday June 9th 2018

Odessa National Academy of Food Technologies, Kanatnaya, 112

**09.00-09.10** Meet in hotel lobby for transfer to Odessa National Academy of Food Technologies

**09.30-09.50** Excursion around the Academy

**09.50-10.00** Welcome by Professor Sergey Fedosov, Director of the Centre of International Cooperation, Odessa National Academy of Food Technologies

**10.00-11.30** FH Activities: Update, Proposals and Projects (Moderator: Liz Ineson)  
Seminar and funded projects update and plans for 2018 Liz Ineson

### **Kitchens and Equipment (26 mins)**

University of Novi Sad, Serbia - kitchen (BK 7 mins)

University of Business Studies, Banja Luka - kitchen completion from 2017 (MK 5 mins)

Hotel Academy, Presov - Bartenders and HOTS update (MarekS 3 mins)

High School. Opava – holding cabinet (MilanS 3 mins)

Vocational School of Catering Trade and Tourism, Banja Luka - kitchen and service equipment (PT 4 mins)

Public Secondary School for Catering and Tourism, Skopje 2017– kitchen equipment (ZN 3 mins)

### **Seminars, Courses, Books and Journal Subscriptions (15 mins)**

Silesian University in Opava, Czech Republic - gastronomy seminars; books; journals; HOTS update (EI 6 mins)

Haaga-Helia Hospitality Competence Centre, Tallinn, Estonia – international seminar (AH 2 mins)

Vilnius College/University of Applied Sciences – international seminar & HOTS update (AK 3 mins)

Vocational College for Catering and Tourism, Maribor – WSET courses and HOTS update (MitjaP 4 mins)

### **Research publications (4 mins)**

University of Rijeka, Opatija – Research project, IT equipment and HOTS update (MilenaP 4 mins)

### **Student and staff visits (3 mins)**

Turiba University, Riga, Latvia – field trip to Vilnius and HOTS update (DV 3 mins)

### **Computers and IT (27 mins)**

College of Hotel Management, Belgrade - computers for library (MihaelaL 5 mins)

Hotel and Tourism High School, Belgrade – IT equipment (GS 4 mins)

University of Economics in Bratislava – IT equipment (LN 3 mins)

University of Montenegro, Kotor – IT equipment (JV 3 mins)

Turistica, Portoroz – Video conferencing equipment and HOTS update (MihaL 4 mins)  
University of Sofia “St Kliment Ohridski” - IT equipment and HOTS update (MA 4 mins)  
Odessa National Academy of Food Technologies, Odessa – HOTS update (KF 2 mins)  
Fan Es Noli University, Korce – HOTS update (ES 2 mins)

## **FH and Nestlé Pro Gastronomía Funded Project (15 mins)**

International Text Book (MV 15 mins)

**11.30-12.00**      **TEA / COFFEE BREAK**

**12.00-12.30**      Future Conference Proposals tbc (30 mins)  
Novi Sad?/Maribor?/Sofia?/Riga?/Belgrade?/Plovdiv?

**12.30-12.45**      STR CHIA Certification  
Liz Ineson

**12.45-12.50**      Organise Round Tables for Future Planning

**12.50-13.30**      Begin future planning discussions AND/OR attend optional session below

**12.50-13.20**      Academic Writing for Publication: Guidelines and Ethics / Liz Ineson

**13.30-14.15**      **BUFFET LUNCH AND PLANNING MEETINGS**

**14.15-14.45**      Round Tables for Future Planning cont. (Moderator: Liz Ineson)  
Feedback from groups

**14.45-15.00**      Summary and Close              Victor Emery MBA

**16.30**      Meet in hotel lobby for transfer for City Tour by bus (Seaside Promenade, Arcadia, Beach Clubs, Excursion to the most interesting Hotels of Odessa)

**20.00-24.00**      Dinner in Restaurant Franzol (Odessa kitchen) and Night City walking tour

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