

## TAKE PART in the INTERNATIONAL BARCAMP

BarCamp “**Digital experience of an online customer in tourism and hospitality**” will be organized by the South-Eastern Finland University of Applied Sciences (Finland) in cooperation with the Prague University of Economics and Business (Czech Republic) on March 8<sup>th</sup>, 2022. This event is organized in the framework of the Erasmus+ project “Online Reputation Management”. It will increase cooperation and knowledge flow between the universities, raise the cooperation between the academic and business sector. This BarCamp is an international speaker-generated workshop, focused on technology and the web, will take place in Teams – the link will be sent later.

**Please note the time difference between Finland and the Czech Republic (-1 hour).**

### PRELIMINARY PROGRAM\*

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| 10.30 – 10.35 | Greeting from the Prague University of Economics and Business (Czech Republic)<br><b>Zuzana Kvítková, PhD.</b><br>project manager, Department of Tourism, Faculty of International Relations                   |
| 10.35-10.40   | Greeting from the South-Eastern Finland University of Applied Sciences (Finland)<br><b>Natalia Kushcheva, PhD.</b><br>project manager, Department of Tourism, Hospitality and Youth Work                       |
| 10.40-11.00   | VR Communications and social media (VR – Finnish Railways)<br>Panu Mäenpää, Director, Media Relations and Company Culture & Iida Säyniö,<br>Service Supervisor   |
| 11.00-11.20   | Restaurant of the Future<br>Renata Lukášová (Culinary Art, Customer Service Manager)   |
| 11.20-11.40   | Online customer journey in Innovo Travels<br>Sahiluoto Eveliina (XAMK student)   |
| 12.00-12.10   | Break  |
| 12.10-12.30   | How architecture and interior design shape social media in tourism<br>Katerina Tihlarikova (Co-founder of ID Brand, Identity Designers)  |
| 12.30- 12.50  | Impact of the Influencer Marketing and e-WOM in Digital Marketing of the Destination (case of VisitKotkaHamina– DMO of Kotka, Hamina and Loviisa Region)<br>Viktorija Shishkova (Tourism Marketing Specialist) |
| 12.50-13.10   | Opening a hotel in digital era – challenges in reputation management<br>Otakar John (General Manager, Stages Hotel) – an interview   |
| 13.10-13.30   | New consumer habits with the rise of click and collect in the catering industry<br>Nine Euvrard & Marine Lalande (XAMK exchange students)  |

\* - Finnish time

