

# 2022

HOTEL SCHOOL  
— ★ ★ ★ ★ ★ —  
HOTEL MANAGEMENT COLLEGE

# CRISIS MANAGEMENT IN HOSPITALITY

IV INTERNATIONAL APPLIED  
RESEARCH CONFERENCE

- What lessons the Hospitality Industry may learn from the pandemic?
- What are the ways to enhance the excellent service in these demanding times?

THURSDAY,  
MAY 26TH,  
10:00 AM  
RIGA TIME



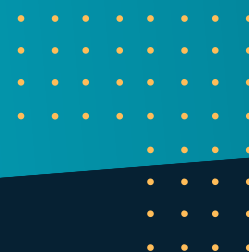
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ONLINE CONFERENCE AT  
**HOTEL SCHOOL**  
**HOTEL MANAGEMENT COLLEGE**

**WWW.E-HOTELSCHOOL.LV**  
**MOODLE BIGBLUEBUTTON**



10:00 AM	<b>INTRODUCTION AND CONFERENCE AGENDA</b> Dzintars.Priedītis, Mg. oec. HS Study Programme Director, Docent
10:05 AM	<b>WELCOME ADDRESS</b> Olga Zvereva, MIB, Mg. paed., Chair of the Conference Board, Chair of the HS College Council, Development Manager, Lecturer
10:10 AM	<b>WELCOME ADDRESS</b> Jekaterina Korjuhina, Mg. oec., Mg. philol., Deputy Chair of the Conference Board, Chief Editor of HS Research Proceedings, Lecturer
10:15 AM	<b>SUSTAINABLE HUMAN RESOURCE MANAGEMENT FOR HOSPITALITY. POWER OF INTER-INSTITUTIONAL COOPERATION</b> Dr. Alina Katunian, The Head of Tourism Department, Vilnius University of Applied Sciences (Lithuania)
10:30 AM	<b>JUMPSTARTING TOURISM POST COVID 19 – A SHIFT IN BUSINESS MODELS IN TOURISM</b> <b>NORDPLUS HORIZONTAL PROJECT NPHZ-2021/10064 "BUSINESS MODELS POST CORONA IN THE HOSPITALITY SECTOR"</b> Björn M. Sigurjónsson, MPhil, ML, Senior Lecturer Dania Business Academy (Denmark)
10:45 AM	<b>BUSINESS MODELS AND CRISIS MANAGEMENT WITHIN THE HOSPITALITY INDUSTRY AND M.I.C.E. DURING AND POST CORONA IN LATVIA</b> <b>HIGHLIGHTS OF THE RESEARCH AND DEVELOPMENT PROJECTS:</b> <ul style="list-style-type: none"> <li>• NORDPLUS HORIZONTAL PROJECT NPHZ-2021/10064 "BUSINESS MODELS POST CORONA IN THE HOSPITALITY SECTOR"</li> <li>• ERASMUS+ PROJECT 2021-1-LV01-KA220-VET-000033140 "SUSTAINABLE HOSPITALITY DIGITALISATION TOOLKIT"</li> <li>• NORDPLUS ADULT NPAD-2022/10049 "NO LEFTOVER NORDIC/BALTIC CULINARY ARTS: DIGITAL COURSE WITH TRAINING MATERIALS AND TOOLS FOR ADULT EDUCATORS"</li> </ul> Olga Zvereva, MIB, Mg. paed., Chair of the Conference Board, Chair of the HS College Council, Development Manager, Lecturer
11:00 AM	<b>ITALIAN PERSPECTIVE OF SUSTAINABLE TOURISM</b> Dr. Neno Gabelia, Italian Hospitality School (Italy)
11:15 AM	<b>BREAK</b>



11:30 AM

**CRISIS MANAGEMENT IN RESTAURANTS AND BARS IN JURMALA AND RIGA DURING THE COVID-19 PANDEMIC**

Samanta Lasmane

11:45 AM

**OVERCOMING COVID-19 CRISIS IN THE HOSPITALITY SECTOR IN RIGA: THE CASE OF NEIBURGS HOTEL**

Karlis Teilans

12:00 PM

**THE IMPORTANCE OF MANAGING COVID-19 CRISIS ON THE EXAMPLE OF RADISSON HOTEL GROUP**

Romans Vedze

12:15 PM

**OVERCOMING COVID-19 CRISIS IN THE HOTEL SECTOR IN THE UK**

Daniel Emmanuella Nfang

12:30 PM

**COVID-19 CRISIS MANAGEMENT AND DIGITAL TRANSFORMATION IN THE HOSPITALITY INDUSTRY ON THE EXAMPLE OF FLY ZOO HOTEL, CHINA**

Forbacha Emmanuela Lum

12:45 PM

**THE POST REALITIES OF THE HOSPITALITY BUSINESS IN UKRAINE AFTER THE CRISIS OF 2022**

Dariia Dylanian

13:00 PM

**CRISIS MANAGEMENT PRACTICES AT EUROPEAN SKI RESORTS**

Olesja Bobrova

13:15 PM

**LUNCH BREAK**

14:15 PM

**COVID-19 CRISIS MANAGEMENT IN FOOD AND BEVERAGE DEPARTMENT ON THE EXAMPLE OF MIKLA BAKERY**

Eilia Attar

14:30 PM

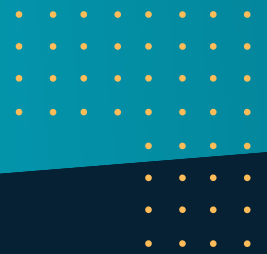
**CRISIS MANAGEMENT AT THE RADISSON BLU LATVIJA CONFERENCE AND SPA HOTEL DURING ECONOMIC DOWNTURN AND COVID-19**

Arina Vasiljeva

14:45 PM

**THE HOSPITALITY SECTOR RESPONSE TO COVID-19 AND PLANNING FOR A POST-CRISIS PERIOD: THE CASE OF NEIBURGS HOTEL IN LATVIA**

Dzeihun Amirullaev



15:00 PM

**COVID-19 IMPACT ON CRISIS MANAGEMENT IN CRUISE SHIP INDUSTRY**

Anton Sauchuk

15:15 PM

**OVERCOMING COVID-19 CRISIS IN THE HOSPITALITY SECTOR IN CAMEROON**

Yitzetmi Tchio Lawrantine

15:30 PM

**CRISIS MANAGEMENT AND LEADERSHIPS IN THE HOSPITALITY INDUSTRY IN CAMEROON. CASE STUDY AKWA PALACE HOTEL DOUALA**

Elong Nkumbe Nzille Frankline

15:45 PM

**COVID-19 CRISIS MANAGEMENT PRACTICES IN DANAIDE RESORT HOTEL ITALY**

Riky Martial Chissa

16:00 PM

**IMPORTANCE OF ORGANIZATIONAL CHANGE IMPLEMENTATION AND ITS MANAGEMENT: CASE STUDY OF "OO SISTEMS" COMPANY**

Ruslans Nakipovs

16:15 PM

**CONFERENCE CLOSING REMARKS**

Mg. oec. Dzintars Priedītis

**THANK YOU  
FOR YOUR ATTENTION!**





## CONFERENCE BOARD

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**1**

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**PLEASE, REGISTER BY MAY 25TH!**

**2**

**CHECK YOUR LOGIN AND PASSWORD, TRY  
BBB CONNECTION BY MAY 25TH**

**3**

ON MAY 26TH AT 10:00 RIGA TIME  
**JOIN THE CONFERENCE,**  
**CLICK HERE!**

### CERTIFICATES OF ATTENDANCE

All participants who filled in the REGISTRATION FORM will receive certificates of attendance after the conference. The certificates will be emailed individually.