

BUSINESS MODELS  
in the hospitality industry

ONLINE REGISTRATION  
deadline 29.05.2023..



LINK TO WATCH ON 30.05.2023.  
ZOOM Meeting ID: 896 7006 8073  
Passcode: 942312



*Welcome!*

INTERNATIONAL  
APPLIED RESEARCH CONFERENCE

# BUSINESS MODELS

POST-CORONA  
IN THE HOSPITALITY AND M.I.C.E. INDUSTRY

NORDPLUS HORIZONTAL  
PROJECT No. NPHZ-2021/10064

**MAY 30, 2023**

**Riga Time 10:00 a.m.**

## PROJECT RESULTS DISSEMINATION CONFERENCE

**ADDRESS: PULLMAN RIGA OLD TOWN HOTEL (JĒKABA STREET 24, RIGA)**

The conference is organised by HOTEL SCHOOL Hotel Management College, Latvia

**The International Applied Research and Project Results Dissemination Conference** is aimed to present the developed teaching and learning materials for hospitality learners with a review of suggested ways of operating within the hospitality sector post-Corona with a specific focus on the Nordic/Baltic countries including **Latvia, Denmark, and Iceland**.

**The invited Conference Speakers enlighten** the post-pandemic practices to recover within the hospitality and M.I.C.E. industry, and how the post-pandemic impact and time period will shape the hospitality and M.I.C.E. markets in years to come.

**The presented Handbook “Business Models post Corona in the Hospitality Sector” (2023)** demonstrates how to collect and update economic, financial information on the hospitality industry sector and operating companies within the industry. The Handbook provides a practical example of the 10-step analysis of the business models with the proposed score system including industry analysis, development of the interview framework, proceeding interviews with the managers, analysis of the collected qualitative and quantitative data, bringing comparative discussion and conclusion about the operations within the three different external environments as Latvia, Denmark, Iceland.

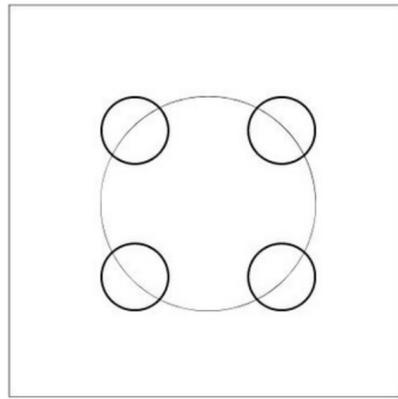
**The broad target group** for the use of the developed materials are adult learners from hospitality companies, students on higher educations and continuous vocational learners who study hospitality management and business in the project organisations, as well as outside of the organisations, as the materials are shared as open resources for wider use and applicability. Additionally, a significant target group is the DMO's (destination management office) and other operators in the Nordic/Baltic countries that work with tourism and who have been affected by the impacts of the Corona Pandemic.

### Project Partners:

**Dania Academy (DK)**, University, College, Denmark, [www.eaDania.dk](http://www.eaDania.dk)

**HOTEL SCHOOL Hotel Management College (LV)**, Latvia, [www.hotelschool.lv](http://www.hotelschool.lv)

**Meet in Reykjavík (IS)**, Iceland, Governmental Organization, the official Convention Bureau for Reykjavik City and surroundings, [www.meetinreykjavik.is](http://www.meetinreykjavik.is)



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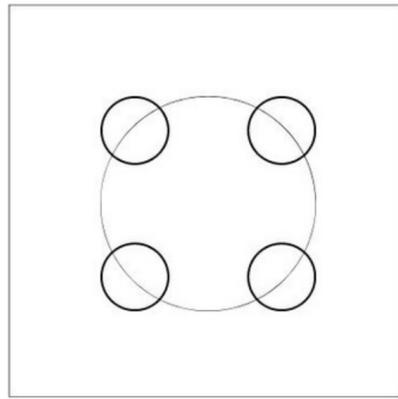
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## PROJECT RESULTS DISSEMINATION CONFERENCE

### PART I Room A

BUSINESS MODELS Post-Corona in the Hospitality and M.I.C.E. Industry ProjecResults Dissemination Nordplus Horizontal NPHZ- 2021/10064 "Business Models post Corona"

TIME	CONFERENCE AGENDA	SPEAKERS
09:30-10:00	Registration at the venue Pullman Riga Old Town Hotel (Jēkaba Street 24, Riga)	
10:00-10:05	Conference Opening Speech and Conference Agenda	<b>Jūlija Pasnaka</b> , Mg. edu, Chair of the Board, Head of the College and Academic Department, HOTEL SCHOOL Hotel Management College (Latvia)
10:05-10:15	Welcome Speech and insights in Pullman Riga Old Town Post-Pandemic Activities	<b>Valdis Vanadziņš</b> , General Manager, Pullman Riga Old Town (Latvia)
10:15-10:35	Presentation of the Project Results Nordplus Horizontal NPHZ- 2021/10064 "Business Models post Corona in the Hospitality"	<b>Olga Zvereva</b> , Development Director, Chair of the Council, Lecturer, MIB, Mg. paed., HOTEL SCHOOL Hotel Management College (Latvia)
10:35-10:55	Comparative Analysis of Tourism in Denmark and Iceland during and after the Covid 19 Pandemic	<b>Björn Marleir Sigurjónsson</b> , Senior Lecturer B.Sc, MPhil, ML., Dania Academy (Denmark)
10:55-11:05	Destination Marketing during and after Covid	<b>Hildur Björg Bæringsdóttir</b> , Meet in Reykjavik – Iceland Convention Bureau (Iceland)
11:05-11:15	Latvian Congress Bureau Activities and Insights in the Hospitality and M.I.C.E. Activities in Latvia	<b>Jānis Zvirbulis</b> , Latvian Congress Bureau (Latvia)
11:15-11:35	Overcoming the Pandemic's Impact: Worldwide Challenges Faced by the Hospitality and Education Sectors	<b>Yamel Henriksen</b> , MBA, CGSP, CHT, CHE, Sales Manager, Europe, National Restaurant Association, American Hotel & Lodging Educational Institute (U.S.A.)
11:35-11:50	Who comes out of "it" and is the fastest to recover?	<b>Aleksandra Trisic</b> , Business Development Manager, B.H.M.S. Business & Hotel Management School (Switzerland)
11:50-12:00	Questions, answers, networking	All participants
12:00-12:40	Lunch and networking	All participants



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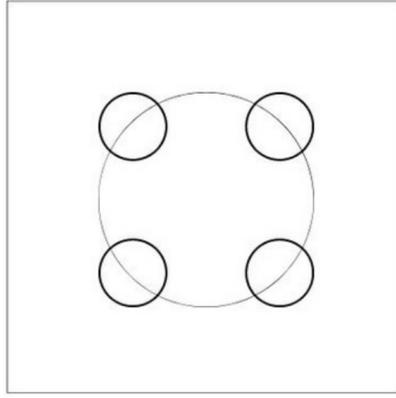
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## PROJECT RESULTS DISSEMINATION CONFERENCE

### PART II Room A

The International Applied Research Conference and Sharing Experiences on International Projects

TIME	CONFERENCE AGENDA	SPEAKERS
12:40-12:45	Part II Opening Speech	<b>Olga Zvereva</b> , Development Director, Chair of the Council, Lecturer, MIB, Mg. paed., HOTEL SCHOOL Hotel Management College (Latvia)
12:45-13:00	Project DEMINA - Innovation and Further Education in Destination Management (DEMINA)	<b>Galina Bukovska</b> , Mg.oec. Mrs. Galina Bukovska - Head of International Division, Riga City Council, Board Member Latvia Congress Bureau
13:00-13:15	Unlocking Opportunities: Revamping Business Models for the Post-Corona Hospitality Sector	<b>Galina Berjokzina</b> , Mg. oec., Senior Lecturer, Hotel Animation Programme Leader, City Unity College Nicosia (Cyprus)
13:15-13:40	Presentation of the Project Experiences (online participant)	<b>Giulia Trojano</b> , Lecturer, Italian Hospitality School, (Italy)
13:40-13:50	Updates on the international projects in HE, VET and Adult Sectors, research and development of educational resources in the Erasmus Project "Sustainable Hospitality Digitalisation Toolkit" "2021-1-LV01-KA220-VET- 000033140	<b>Olga Zvereva</b> , Development Director, Chair of the Council, Lecturer, MIB, Mg. paed., HOTEL SCHOOL Hotel Management College (Latvia)
13:50-14:00	Participation in the Workshop for VET Educators within Erasmus Project Sustainable Hospitality Digitalisation Toolkit" "2021-1-LV01-KA220-VET- 000033140	<b>Dzintars Priedītis</b> , Mg. oec., Head of Study Programme, Lecturer, HOTEL SCHOOL Hotel Management College (Latvia)
14:00-14:05	Participation in the "Sustainable Hospitality Digitalisation Toolkit" "2021-1-LV01-KA220-VET-000033140 project activities	<b>Inna Kučera</b> , Lecturer, Career Consultant, HOTEL SCHOOL Hotel Management College (Latvia)
14:05-14:20	Experiences of Ukranian Participants during Mobilities in Latvia in the Erasmus Project 2021-1-LV01-KA121-VET- 000006163	<b>Inna Pasnaka-Irkle</b> , researcher, marketing specialist, HOTEL SCHOOL Hotel Management College (Latvia) and <b>VET Learners from Ukraine</b>



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The International Applied Research Conference and Sharing Experiences on International Projects

#### TIME CONFERENCE AGENDA

- |             |   |
|-------------|---|
| 14:20-14:35 | Experiences in Erasmus Project "A World of Cuisine" 2021-I-TR-KA210VET-000029335  |
| 14:35-14:45 | Research and Development of Educational Resources within the Nordplus Project "NO LEFTOVER Nordic/Baltic Culinary Arts: digital course with training materials and tools for adult educators" |
| 14:45-15:00 | Survey forms, questions and answers   |

Closure of the Part II

#### SPEAKERS

**Olga Zvereva**, Development Director, Chair of the Council, Lecturer, MIB, Mg. paed., HOTEL SCHOOL Hotel Management College (Latvia) and **HOTEL SCHOOL Hotel Management College Students Anastasija Novičihina and Mihails Dikovs**

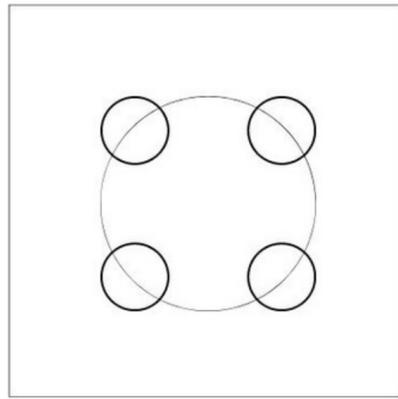
Olga Zvereva, Development Director, Chair of the Council, Lecturer, MIB, Mg. paed., HOTEL SCHOOL Hotel Management College (Latvia)

Dear Participants and Attendees: we kindly ask to fill in the survey, thank you



**15:00-16:00 Dinner and networking**

**Participants with Invitations only**



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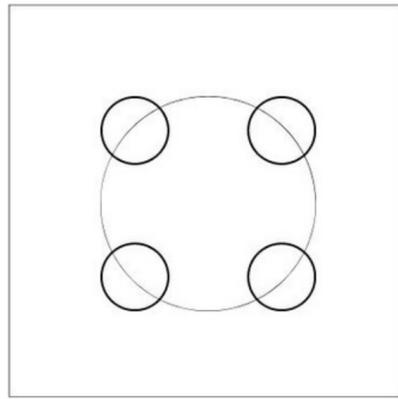
## THE INTERNATIONAL APPLIED RESEARCH CONFERENCE

### PART III - Room B

The International Applied Research Conference

TIME	CONFERENCE AGENDA	SPEAKERS
12:40-12:45	Part III Opening Speech	
12:45-13:00	An Evaluation of the Role of Employee Training and Development in "Max Cekot Kitchen" Restaurant Post-pandemic Recovery	<b>Jekaterina Korjuhina</b> , Mg. phil., Mg. oec., Head of Research Department, Lecturer, HOTEL SCHOOL Hotel Management College (Latvia)
13:00-13:15	The Role of Technology in Supporting Post-pandemic Hotel Business	<b>Mihails Dikovs</b> , HOTEL SCHOOL Hotel Management College (Latvia)
13:15-13:30	A Case Study of the Role of Marketing in Baltic Beach Hotel & SPA Post-Pandemic Business Recovery Efforts	<b>Miriam Mangye Akote</b> , HOTEL SCHOOL Hotel Management College (Latvia)
13:30-13:45	An Analysis of Post-Pandemic Business Recovery Strategy in Georgian Restaurant "KHINKALNYA" IN "AKROPOLE RIGA	<b>Ieva Murzenko</b> , HOTEL SCHOOL Hotel Management College (Latvia)
13:45-14:00	Effective Strategies to Recover from the Economic Impact of the Pandemic Case Study of Zingana Hotel	<b>Anastasija Noviĉihina</b> , HOTEL SCHOOL Hotel Management College (Latvia)
14:00-14:15	An Analysis of Radisson Blu Latvia Conference & SPA Hotel's Post-Pandemic Business Recovery strategy	<b>Frank Yvan Hondjeu Kamegne</b> , HOTEL SCHOOL Hotel Management College (Latvia)
14:15-14:30	Closure of the Part III	<b>Laimonis KARLSONS</b> , HOTEL SCHOOL Hotel Management College (Latvia)
		<b>Nataša Stoļarova</b> , Methodologist, HOTEL SCHOOL Hotel Management College (Latvia)

*Thank you for participation!*



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### CONFERENCE BOARD

Chair of the Conference Board

MIB, Mg. paed. **Olga Zvereva**

Deputy Chair of the Conference Board  
Chief Editor of HS Research Proceedings

Mg. oec., Mg. philol. **Jekaterina Korjuhina**

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Conference Board Member  
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Dr. oec **Konstantins Savenkovs**

All participants will receive the certificates of participation.  
All attendees will receive the certificates of attendance.