



LA FONDATION  
POUR LA FORMATION HÔTELIÈRE

## La Fondation pour la Formation Hôtelière 21st Annual Anniversary Conference

### Employability in the 21st Century: Challenges and Solutions in the Tourism and Hospitality Industry

## CONFERENCE PROGRAMME

#### SPONSORED BY

La Fondation pour la  
Formation Hôtelière

# RIGA

31.05.-04.06.2023

#### SUPPORTED AND ORGANISED BY

Turiba University,  
Faculty of International  
Tourism

Wednesday, May 31, 2023

- ❖ Arrival to Raddison Blu Latvia Conference & SPA hotel (str. Elizabetes 55)
- ❖ 20:00 Welcome Dinner (Meeting at the hotel reception)

Thursday, June 1 st, 2023  
Faculty of International Tourism,  
Turiba University, Riga

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- 8:30 Departure from the hotel
- 9:15 – 9:30 Welcome and Introduction:
- ❖ Welcome by Ēriks Lingeberziņš, Dr. oec., Dean of the International Tourism Faculty , Turiba University
  - ❖ Welcome by Jenifer Emery, MBA, Vice president, La Fondation pour la Formation Hôtelière (virtual)
  - ❖ Welcome by Elizabeth Ineson
- 9:30 – 10:00 Ph.D. Agita Doniņa. Head of Tourism and Hospitality Department, Turiba University.  
**Work. Employment. Tourism industry. What we're looking forward to and ready for**
- 10:00 - 10:45 Sabīne Krieviņa, Director of Project Management & Līga Vite, Chief Human Resources Officer,  
Mogotel Hotel Group.  
**Future professionals in hospitality**
- 10:45 – 11:30 Visit to Tourism Faculty and Coffee break
- 11:30 – 13:00 6 presentations x 15 min (10 +5), Moderator: Miha Lesjak
- 1. Employability in the 21st century: The importance of foreign language proficiency in hospitality and tourism**  
Mihaela Lazović
  - 2. Problems and solutions of employability in hospitality and tourism – the case of a Bulgarian spa center**  
Valentin Kotsakov, Vasil Marinov, Mariana Assenova, Roumen Minkovski
  - 3. Employability in hospitality in Serbia: employers' requests**  
Aleksandar Bozic, Dragutin Milicic
  - 4. Employability toolkit**  
Gabriela Potoczek-Kantor
  - 5. To seek one's fortune: labour migrants from the western Balkans in Norwegian hospitality industry**  
Bojana Kalenjuk Pivarski, Stefan Šmugović Bojan Đerčan, Dragan Tešanović, Tamara Lukić, Maja Banjac
  - 6. Children and youth tourism development in the view of social responsibility and employability**  
Ludmila Novacka, University of South Bohemia in eské Budějovice, Czech Republic
- 13:00 – 14:00 Lunchtime
- 14:00 – 15:30 6 presentations x 15 min (10 +5), Moderator: Mihaela Lazović

1. **Employability in tourism in the 21st century – challenges and solutions: the case of Bulgaria**  
Nikolina Popova
2. **Seasonality in tourism and its effects on employment in the Hospitality industry in Korca city**  
Dr. Alma Zhilla
3. **The role of the tourism industry on employment in the Republic of Macedonia**  
Mirjana Sekulovska
4. **Post-pandemic situation on the tour operators and travel agencies market in the Opava region**  
Milan Šmíd, Jiří Blata
5. **Modelling the Development of Human Resources for Tourism: Role of Inter-Institutional Cooperation**  
Alina Katunian
6. **How to use gamification in education?**  
Klára Karakasné Morvay

15:30- 16:15 Coffee break and departure to the hotel

18:00 – 22:00 Walking tour in Old town of Riga from hotel and Dinner

Friday, June 2nd, 2023  
Faculty of International Tourism,  
Turība University, Riga

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8:30 Departure from the hotel

9:15 – 9:25 Welcome by Dr. paed., Aldis Baumanis, Rector of Turība University

9:25 – 10:00 Ph.D., Eszter Benke Budapesti Business School (virtual)

**To AI or not to AI: The Educational Dilemma**

10:00 – 11:00 Yamel Henriksen, Prof., Europe National Restaurant Association American Hotel & Lodging Educational Institute.

**The Hospitality and Education sectors are finding ways to overcome the impact of the pandemic, focusing on Hospitality and Tourism Management training**

11:00 – 11:45 Coffee break

11:45 – 12:30 Adrian Barsby, Managing Director, Barsby Associates.  
**Where will I generate profit from?** (virtual)

12:30 – 13:30 Lunch

13:30 – 15:30 7 presentations x 15 min (10 +5), Moderator: Alina Katunian

1. **Challenges in recruiting youngsters in the hospitality industry**  
Helena Rošker
2. **Neural Networks in the Hotel and Restaurant Industry: Opportunities and Perspectives**  
Kateryna Fedosova, Kateryna Chukavina
3. **Youth employment, tourism and globalization – case study” Montenegro**  
Kristina Davidovic, Andriela Vitic Cetkovic
4. **Challenges for spa sector employers: the case study of an Estonian spa in redesigning a medical spa into a lifestyle spa**  
Margrit Kärp, Anne Roosipõld, Ain Hinsberg
5. **Foreign students as a potential workforce in hospitality enterprises of Riga**  
Daina Vinklere, Diāna Beļska
6. **The evolution of employment and ICT in accommodation industry in Romania and surrounding economies**  
Valentin Nita; Ioana Gutu
7. **Challenges in the hospitality industry of Bosnia and Herzegovina and the Republic of Serbia as a result of worker migration to Norway**  
Predrag Tosic, Bojana Kalenjuk, Bojan Đerčan (virtual)

15:00 – 15:45 Coffee break

16:00 – 22:00 Excursion to Rundale Palace (from Turība) and Dinner in Rundale

Saturday, June 3rd, 2023  
Faculty of International Tourism,  
Turība University, Riga

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| 8:30          | Departure from the hotel  |
| 9:15 – 10:00  | Dr. Miha Lesjak.<br><b>Sustainable sport events: myth or reality? Lessons for educators and practitioners</b>   |
| 10:00 – 10:45 | Ludmila Novacka, University of South Bohemia<br><b>The outputs from FH common research related to hotels in the period of COVID-19 Crisis</b>                     |
| 10:45 – 11:15 | Coffee break  |
| 11:15 – 11:25 | Elizabeth M. Ineson BEd (Hons) MSc PhD Cert Ed (Dist) FIH FITT CGSP<br><b>Seminars, subscriptions, case studies and competitions: update 2022; proposals 2023</b> |
| 11:25 – 12:30 | <b>FH funded activities</b> ~15 institutions, 2-3 min per institutions  |
| 12:30 – 13:10 | Lunchtime   |
| 13:10 – 13:50 | Round Table for Future Planning /Moderator: Klára Morvay Karakas  |
| 13:50 – 14:10 | Summary and Close   |
| 14:00 – 15:00 | Coffee break  |
| 15:00 - 17:30 | Departure from Turība and tour to Riga Art Nouveau “heart”- Alberta street, the museum Art Nouveau Riga Centre and time for relaxation and city                   |
| 20.00 – 23:00 | Gala dinner at the top of the hotel   |

The FH partners are very grateful to the FH Board for their  
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