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# PROGRAMME

## INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE “CREATIVITY AND ARTIFICIAL INTELLIGENCE IN TOURISM BUSINESS“

30 October 2024

The Conference Venue: Kuldīgas Central Secondary School

Address: Mucenieku iela 6, Kuldīga, LV-3301, Latvia

Conference room

Conference language: English

The conference is dedicated to discussing the links between creativity and artificial intelligence and presenting the results of the Nordplus Adult project NordTourNet4 "Development of Creativity of Tourism Workers Through the Use of Artificial Intelligence Powered Tools to Create New or Improve Existing Services" (No. NPAD-2022/10078).

9.30-10.00	Registration
<b>PART I</b> <b>PLENARY SESSION</b> (live, Conference room, Kuldīga, Latvia, and remotely)  <b>Time: Oct 30, 2024 09:30 Helsinki</b> <b>Join Zoom Meeting</b> <a href="https://us06web.zoom.us/j/86337807069?pwd=FXfXbBqRJ7oJZaqk6EoJRbR7HSVEwT.1">https://us06web.zoom.us/j/86337807069?pwd=FXfXbBqRJ7oJZaqk6EoJRbR7HSVEwT.1</a> Meeting ID: 863 3780 7069; Passcode: 135364  <b>Moderator: Vilis Bruderis</b>	
10.00-10.10	<b>Welcome word &amp; presentation of NTN4 project</b> <i>Julija Šešeika, Director, Education, Research &amp; Consultancy Center; Manager of Culture and Tourism Projects, Nida Culture and Tourism Information Center "Agila", Lithuania</i>
10.10-10.25	<b>KEYNOTE SPEAKERS</b> <b>New tourism trends in Greenland</b> <i>PhD Andreas Hoffmann, Director, Arctic Culture Lab, Greenland</i>
10.25-10.40	<b>Nature tourism development trends in Kurzeme region</b> <i>Aiga Meri, Head of Projects Unit, Kurzeme Planning Region, Latvia</i>
10.40-10.55	<b>Benefits and challenges of artificial intelligence in tourism organizations: analysis of NordTourNet 4 project research results</b> <i>Laurencija Budrytė-Ausiejienė, Lecturer; PhD Gita Šakytė-Statnickė, Associate Professor, Klaipėdos valstybinė kolegija / Higher Education Institution, Lithuania</i>
10.55-11.10	<b>Advanced tourism insights: AI and data-driven platform for tourist behavior analysis</b> <i>PhD Eglė Baltrainaitė, Manager of Culture and Tourism Projects; Julija Šešeika, Manager of Culture and Tourism Projects; Angelina Ivanova, Deputy Director; Nida Culture and Tourism Information Center "Agila", Lithuania</i>
11.10-11.25	<b>Artificial intelligence in tourism business: case study of the hotel "Virkas muiza", Kuldīga</b> <i>Antra Meike, Graphic Designer, Hotel "Virkas Muiza", Latvia</i>



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11.30-13.00	<p><b>Lunch</b></p> <p><i>Self catering optinis:</i></p> <p>Cafe "Riverside", Stendes street 2a, Kuldiga (+371) 25494947 FB: riverside.kuldiga</p> <p>Restaurant "Bangert's", Pils street 1, Kuldiga (+371) 29125228 FB: Bangert</p> <p>Cafe-confectionary "Marmalade", Pasta street 5, Kuldiga (+371) 26060900 FB: themarmaladekuldiga</p>
<p><b>PART II</b></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• <i>Laurencija Budrytė-Ausiejienė, Lecturer, Klaipėdos valstybinė kolegija / Higher Education Institution, Lithuania</i></li> <li>• <i>PhD Gita Šakytė-Statnickė, Associate Professor, Klaipėdos valstybinė kolegija / Higher Education Institution, Lithuania</i></li> <li>• <i>Julija Šešeika, Director, Education, Research &amp; Consultancy Center; Manager of Culture and Tourism Projects, Nida Culture and Tourism Information Center "Agila", Lithuania</i></li> </ul>	
<p><b>PARALLEL PRACTICAL SESSION I: BOARD GAME WITH PRACTICAL APPLICATION OF ARTIFICIAL INTELLIGENCE</b> (live, Kuldīga, Latvia)</p>	
<p><b>PARALLEL SCIENTIFIC SESSION II: SCIENTIFIC POSTER PRESENTATION</b> (live, Conference room, Kuldīga, Latvia)</p>	
<p><b>The impact of modern technologies on the attractiveness of tourist destinations</b> <i>PhD Daiva Labanauskaitė, Associate Professor, Šiauliai State University of Applied Sciences, Lithuania</i></p>	
<p><b>Challenges and Opportunities of AI Implementation in Tourism: An Ethical and Technological Perspective</b> <i>Anxhela Ferhataj, PhD candidate, Lecturer, European University of Tirana; PhD Fatmir Memaj, Professor, University of Tirana, Albania</i></p>	
13.00-15.00	<p><b>Comparative Analysis of Data Mining Classification Techniques to Develop and Predict Hotel Reservation Cancellations</b> <i>PhD Diana Barragán Ferrer, Associate Professor; PhD Jesús Manuel Barragán Ferrer; Kauno kolegija / Higher Education Institution, Lithuania</i></p> <p><b>PARALLEL PRACTICAL SESSION III: VIDEO TRAINING MODULES ON THE USE OF ARTIFICIAL INTELLIGENCE TOOLS IN TOURISM ORGANISATIONS</b> (live, Conference room, Kuldīga, Latvia)</p> <ol style="list-style-type: none"> <li>1. AI in travel planning - ChatBot Maya</li> <li>2. Creative texts - ChatGPT</li> <li>3. Unique, creative pictures for Tourism business - OPENART</li> <li>4. Starting a business with a business plan created by AI - KABADA</li> <li>5. Writing poems/stories about your destination - AI POEM GENERATORS</li> <li>6. AI in tourism business</li> <li>7. Translation app - MONICA</li> <li>8. Additional information about a certain subject/building/heritage site - GOOGLE LENS</li> <li>9. Customer satisfaction survey - AI EMOTIONAL RECOGNITION</li> <li>10. Automated audio guide - WONDERCRAFT</li> </ol>
15.00	<p><b>Summing-up the Conference</b></p>