

Programme

8.30-9.00	Breakfast Mingle	Location Room U202 + surrounding area
9.00-9.10	Welcome!	
9.10-9.40	Value Creation at Small Scale Airports Building Competitive Advantages through the Consideration of Passengers' Needs (Vasco Costa, Jenifer Eggeling & Ursina Hottiger)	
9.40-10.10	Creating Value through the Internal Physical Environment in Ethnic Restaurants Three Cases in Helsingborg (Chawanok Fungsaichon, Martyna Glazik & Katarina Štrangarov)	
10.10-10.30	Coffee Break	
10.30-11.00	Accommodation Issues in Educational Tourism Creating Value for International Students in their Host Country (Artsiom Basaraba, Ilze Kibalcica & Getter Trumsi)	
11.00-11.45	<i>Guest Speaker</i> Peter Kvistgaard - „Innovation and Creativity in Tourism Strategy Processes“	
11.45-12.45	"Meet & Eat" A limited number of 'early birds' will receive a free lunch. All others are welcome to join lunch as well for a cost of 80kr.	
12.45-12.50	Welcome back! Introduction to the afternoon session	
12.50-13.20	Networking in Small Tourism Enterprises How Networking Influences Value Creation (Zana Malisevskaja & Sara Madalena Persson)	
13.20-13.50	Integrating Social Media into Traditional Customer Relationship Management Strategies Travel Agencies' Need for Virtual Co-Creation (Eljas Johansson, Akvile Kairyte & Linda Malchow)	
13.50-14.15	Coffee Break	
14.15-14.45	"We have all the users outside. Why not use them?" Learning About, From and With Your Customers (Konstantinos Arzanas, Claudia Kours & Catharina Larsson)	
14.45-15.30	<i>Guest Speaker</i> Susanna Bill: "Getting Innovation Done: Moving Beyond the Great Idea" How to understand the innovation capability of your team and how not to get stuck in ideas without execution.	
15.30-15.35	Closing Remarks	