

## RESEARCH

In 2016, the College developed and endorsed the Scientific Research Activity Strategy for 2016 - 2022. The strategy has been developed in accordance with the Law on Scientific Activity of the Republic of Latvia, the Law on Higher Education, the College Regulations, the Regulations of Cabinet of Ministers No. 551 "On Priorities in Science 2014 – 2017" and other applicable laws and regulations, and acts as an integral part of the College Development Strategy 2016 - 2022. Since the College had acquired a qualitative technical and informative base for the implementation of the study program, attracted knowledgeable academics and hospitality professionals, as well as ensured appropriate conditions and the environment for the scientific research activities both for the students and academics, an **aim of developing the research activities** of the research direction set by the College was proposed as well as an aim to conduct applied and market oriented research, to ensure the publicity of the results of the scientific research and the integrity of study and research work by contributing to the development and dissemination of new knowledge and fostering research in these areas in the local region.

The strategy is based on the College study direction "Hotel and Restaurants service, Tourism and Recreation Organization" and its specifications, as well as the financial, human and material technical resources of College. Consequently, in the field of research, the College implements a rather focused approach, the current issues being viewed in the context of the hospitality industry, which is a specialization chosen by the College. During the period from 2016 to 2017. The College focused its research activities on the following research directions:

- Sustainable entrepreneurship in hospitality;
- Quality and financial management in hospitality;
- The development of human resources in hospitality;
- Modern gastronomy;
- Technological advances and innovations in hospitality;
- Didactics in vocational education.

In 2018 one more research field was added to the priority research fields set by the College:

- Hospitality Business Marketing and Competitiveness.

In order to achieve the aim, the College has set out the following operational tasks for the period 2016 – 2022 (see Table 8):

*Table 8*

<b>"HOTEL SCHOOL" Hotel Management College Scientific Research Activity Tasks 2016 - 2022</b>	
<b>1. Scientific Research Activities</b>	
1.1.	To promote individual and collective research activities and participation of academic staff in the conduct of local and international research;

1.2. To motivate academic staff to develop scientific articles and submit them for publication in reviewed and indexed publications of international scientific databases; 1.3. To support the participation of academic staff in international scientific conferences; 1.4. To prepare and publish teaching and methodological materials; 1.5. To enhance the College student participation in scientific research activities, thereby increasing the College graduates opportunities to continue studies in recognized universities in Europe and the world.
<p style="text-align: center;"><b>2. Human Resource Development</b></p> 2.1. To support the activities related to the development of the qualifications and experience exchange of the Academic staff members in order to increase their abilities to engage in and carry out research work; 2.2. To establish a group of researchers from among the College academic staff for the implementation of research projects in College; 2.3. To attract young scientists to the research work of the College; 2.4. To attract competent researchers from other universities and research institutions of Latvia and abroad in order to strengthen the scientific research capacity of the College and to carry out the research work.
<p style="text-align: center;"><b>3. International Cooperation</b></p> 3.1. To develop cooperation with other higher education institutions and research institutions in Europe and in the whole world in order to promote the integration into a join research and education area of Europe and the cooperation of the academic staff of the College with foreign colleagues in international research, experience exchange and training; 3.2. Prepare joint applications for research projects in cooperation with other European countries ' higher education institutions and research institutions.
<p style="text-align: center;"><b>4. Support and Reporting Measures of the Research Activities</b></p> 4.1. To organize international scientific conferences and seminars in line with the topic of the study direction of the College; 4.2. To prepare and publish a journal of scientific research papers including the results of the academic and scientific research work of the College once a year; 4.3. To conduct a regular analysis of the scientific and research activities of the Academic staff, to prepare and publish a report on the College website annually; 4.4. To develop the technical, informative and methodological base of the College for the Academic staff and students for the scientific research implementation.
<p style="text-align: center;"><b>5. Funding</b></p> 5.1. To mobilize the funding of EU and regional programs for international research activities and an annual College scientific conference in Riga, as well as for the participation of academic staff in international conferences and seminars abroad.

The Research and Project Department of the College is responsible for the research activity, its organization and implementation, controlled by the College Director. The Director of the Research and Project Department of the College prepares an action plan of the tasks of the research implementation tasks and the expected performance indicators as per the scientific research strategy 2016 – 2022 annually. The plan is approved by the College Council meeting. At the end

of the year, the Director of the Research and Project Department of the College draws up a report on the execution of the plan, which, together with the suggestions for further management of the research at College, is submitted to the College Council.

**The College budget provides the necessary funding** for the activities foreseen in the framework of the research. In addition, an **internal regulatory framework** that defines the procedure on the allocation of funding to the scientific research work of the College academic staff. The procedure defines the types of the supported activities, the amount of funding the College Board shall provide to the Academic staff for the scientific research from the College budget, and the breakdown and the procedure in which the funding shall be allocated. The purpose of this procedure is to assist the academic staff in fulfilling the work tasks of the College research strategy 2016 - 2022, ensuring the achievement of the required performance indicators.

For example, in the academic year 2017 – 2018, the total expenditure for carrying out the research work in College was 18875 EUROS, of which EUR 13066 were allocated from the revenue of the College, while EUR 5809 were mobilized from EU and regional funds. During the academic year 2018-2019, the total expenditure for carrying out the research work in College increased to EUR 19925, of which EUR 8727 were allocated from the revenue of the College, while EUR 11198 were mobilized from EU and regional funds. The analyses of the structure of expenditure concludes that the main expenses concern the remuneration of the research staff, followed by the participation at research conferences, expenditure on seminars and conference organization and the publishing costs of the scientific research papers of the College.

The analyses of the College research performance in the period from 2017 to 2019 indicates that **the Research and Project Department of The College has provided the expected performance indicators**. The College staff have actively supported research activities by participating in international conferences, by preparing scientific publications, teaching and methodological tools, by organizing international seminars and conferences, and by engaging students in the research projects. A detailed overview of the progress is available in Table 9.

Table 9

<b>"HOTEL SCHOOL" Hotel Management College</b> <b>Scientific Research Results</b> <b>2017-2019</b>		
<b>No</b>	<b>Activity</b>	<b>Achieved Results</b>
1.	Scientific publications of academic staff in indexed publications of the international databases	<p>During the reporting period, <b>7 members of the College academic staff have developed 6 publications</b>, which are included in indexed publications of international databases:</p> <ol style="list-style-type: none"> <li>1. The research "The English Hotel Industry: Trends and Challenges" by College lecturer J. Mironova was published in the publication of the University of Latvia "Humanities and Social Sciences in Latvia" Volume 26, Issue 1 (Spring-Summer 2018), which is indexed in the <i>EBSCO Sociology Source Ultimate</i> database;</li> </ol>

		<p>2. The publication "Implementation of Integrated Marketing Communications in the Hospitality Industry: A Literature Review" by College docent O. Nikadimova was included in edition "SOCIETY. INTEGRATION. EDUCATION". Proceedings of the International Scientific Conference. Volume VI, May 24th-25th, 2019, included in <i>SCOPUS</i> database;</p> <p>3. The publication "Approaches to Embedding Global Dimension in Adult Education Curriculum by the Case Study of the Hospitality Business Toolkit" by the College lecturer <b>O. Zvereva</b> was included in the edition of "Innovations, technologies and research in Education" 2019. Riga, University of Latvia, 2019, ISBN 978-9934-18-482-6, submitted to <i>Web of Science</i> database;</p> <p>4. The publication "An application of modern technological solutions in order to enhance the process of distance learning in Hospitality education" by the College lecturer <b>J. Korjuhina</b>, developed in cooperation with the Director of the Research Unit of the College, <b>I. Gehtmane-Hofmane</b>, included in the edition "Innovations, technologies and research in education" 2019 Riga, University of Latvia, 2019, ISBN 978-9934-18-482-6, submitted to the <i>Web of Science</i> database;</p> <p>5. The publication "Circular Economy driven innovations within business models of rural SMEs" by guest – docent A. Vitola, developed in cooperation with I. Uvarovs and Dz.Atstajs, published in "SOCIETY. INTEGRATION. EDUCATION". Proceedings of the International Scientific Conference. Volume VI, May 24th-25th, 2019, included in <i>SCOPUS</i> database;</p> <p>6. The publication "Innovation Challenges and opportunities in European Rural" by guest – docent A.Vitola, developed in cooperation with I. Uvarovs, published in the edition "PUBLIC POLICY AND ADMINISTRATION", 2019, T. 18, No. 1/2019, Vol. 18, No 1, ISSN 1648 – 2603 (print), ISSN 2029-2872 (online), included in the <i>Web of Science</i> database.</p>
2.	Publications of the College academic staff and students in international reviews and other publications	<p><b>20 publications</b> have been prepared during the reporting period:</p> <p>1. The College academic staff <b>O. Nikadimovs, O. Zvereva, J. Korjuhina</b> un <b>Z.Ezerina</b> presented the study „Key Competences for Managerial Level Employees in Sustainable Hospitality Business: A Conceptual Overview” in the conference "Studies – Business – Society: Present and Future Insights III" held at the University of Klaipėda Applied Sciences. This research was published in the Conference proceedings “Studies – Business – Society: Present and Future Insights III” proceedings, Klaipeda State University of Applied Sciences, Lithuania, ISSN 2538-7928;</p>

		<ol style="list-style-type: none"> <li>2. College lecturer <b>J. Korjuhina</b> in cooperation with T. Samsins and V. Labeevs published an article „Theoretical and practical aspects of educational tourism” in the Baltic International Academy Magazine "Cultural Heritage and Tourist Territories", No 1, BSA, RIGA, ISSN 2592-8449;</li> <li>3. College lecturer <b>J. Korjuhina</b> in cooperation with S. Kostenko developed a research „Personnel Motivation System Perfection in Baltic Beach SPA department in Baltic Beach Hotel and SPA”. The research was published in the Journal of the Baltic International Academy "Cultural Heritage and Tourist Territories", No 1, BSA, Riga, ISSN 2592-8449;</li> <li>4. College lecturer <b>J. Korjuhina</b> in cooperation with T. Samsins participated in the 16th International Scientific Conference “Information technologies and management” with a research „Challenges of ICT in education”, which was published in the magazine "Information Technologies, Management and Society" (ISSN 1691-2489)</li> <li>5. College lecturer <b>J. Korjuhina</b> in cooperation with T.Samsine participated in the “International Scientific and Educational Conference “Actual problems of Education” (MIP-2018)” at the Transport and Communications Institute with a study "Dynamics of Open Educational Resources Development". The summary of the research was published in the Conference summary (abstracts) ISBN 978-9984-818-88-7;</li> <li>6. The research „Key competencies of managerial level employees for sustainability in hospitality business” by the College Academic staff, <b>O. Nikadimovs, O. Zvereva, J. Korjuhina un Z. Ezeriņa</b>, was published in the ISMA journal Economics and Education. International Scientific Journal. Vol. 2, Issue 2. ISMA University, Riga, ISSN 2500-946X, eISSN 2592-8236, p. 23-34.</li> <li>7. College docent <b>O. Nikadimovs</b> in cooperation with K. Golujenko has prepared an article on “Factors influencing accommodation choices for millennial tourists – hotels vs private accommodations”. Article submitted for publication in the collection of College scientific research articles "Hospitality Industry: Opportunities, Challenges and Perspectives" 3 (00) 2019;</li> <li>8. College lecturer <b>J. Korjuhina</b> in cooperation with M. Kavva has prepared an article on the topic "Development of Quality Management programme at Hotel Garni, Minsk". Article submitted for publication in the Collection of College scientific research articles "Hospitality Industry: Opportunities, Challenges and Perspectives" 3 (00) 2019;</li> <li>9. College lecturer <b>J. Korjuhina</b> in cooperation with O. Tsekova has prepared an article on "Quality management practices on the example of the Galery Park Hotel and Spa Riga". Article</li> </ol>
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3.	Preparation and publication of teaching and methodological materials	College lecturer <b>O. Zvereva</b> has developed <b>8 teaching and methodological materials</b> on the theme "Energy" and "Biodiversity and Conservation of Natural Resources" under the International Project "Education for Sustainable Development and Global Citizenship".
4.	College staff participation in international scientific conferences and seminars	<p><b>10 College academic staff members and administration representatives have presented reports in 9 international scientific conferences during the reporting period:</b></p> <ol style="list-style-type: none"> <li>1. College lecturer <b>O. Zvereva</b> and guest-docent <b>J. Dehtjare</b> spoke at an international conference "Innovations, Technologies and research in Education" of ATEE (Association for Teacher Education in Europe) from 7 to 8 June at the University of Latvia;</li> <li>2. College lecturer <b>O. Nikadimovs</b> and guest-docent <b>A. Vītols</b> spoke at the International Conference "SOCIETY. INTEGRATION. EDUCATION 2019 " at the Academy of Rezekne, which took place from 24 to 25 May;</li> <li>3. College docent <b>O. Nikadimov</b>, lecturers <b>O. Zvereva</b> and <b>J. K. Golubeva</b> and the Head of the Board <b>J. Pasnaka</b> spoke at an international conference "Sustainability in Hospitality ' 2019" organized by the College on 14 May 2019;</li> <li>4. The College lecturer <b>O. Zvereva</b> presented her study "International R&amp;D Collaboration in the EU Erasmus+ Project on Adult Education for Sustainable Development and Global Citizenship (ESDGC) by Mapping Competency Framework and Course designs for Adult Educators and Adult Learners"</li> </ol>

		<p>at the international conference „Future of Sustainable Hospitality’18” organized by the College on 15 May, 2018</p> <ol style="list-style-type: none"> <li>5. In the spring of 2018, the College lecturer <b>I. Vaivode</b> presented a research "The role of inbound tourism as export-capable sector" at the conference "VII International Conference Cultural Heritage and Tourism Territories: Creative Approaches to Development Trend" organized by the Baltic International Academy.</li> <li>6. In spring 2018, lecturer <b>D. Lice</b> presented a report on the theme "Aspects of practical psychology in tourism. Tourist behaviour changes during the travel " at a seminar held at the exhibition "Balttour 2018".</li> <li>7. In spring 2018, lecturer <b>J. Mironova</b> participated in the 76th Annual conference organised by the University of Latvia with a report "The English Hotel Industry: Trends and challenges";</li> <li>8. In the spring of 2018, The College lecturer <b>J. Korjuhina</b> participated in a conference “The 16th International scientific conference “Information technologies and management”, presenting a study “Challenges of ICT in education”;</li> <li>9. In the autumn 2017, two College academic staff members <b>J. Korjuhina</b> and <b>O. Nikadimovs</b> participated in the conference "Studies – Business – Society: Present and Future Insights III" at the University of Klaipėda Applied Sciences, presenting the study „Key Competences for Managerial Level Employees in Sustainable Hospitality Business: A Conceptual Overview”.</li> </ol>
5.	College staff participation in local and international research	<p>The College staff (<b>O. Zvereva, J. Pasnaka</b>) participated in the <b>Erasmus+ Program, KA2</b> Project "Education for Sustainable development and Global Citizenship" in which an international team of researchers developed methodologies and materials for the integration of sustainable development goals of UN Agenda 2030 into learning content at the level of adult education (incl., higher education) and tested them by organizing trainings for students and educators. The European Education Specialist Training seminar was organized in the College.</p> <p>At the beginning of 2020, the College developed and submitted an application "Digital Course in Nordic/Baltic Culinary Arts for Adults (adult Educators and adult Learners)", which provides cooperation between the Baltic and Nordic partner institutions to explore topical trends in the Baltic and Nordic kitchens, and to develop research-based innovative learning materials and methodologies on relevant issues under the <b>Nordplus Adult</b> programme.</p>
6.	College cooperation with education and	<p>During the reporting period, a cooperation with the Tourism and Hospitality faculty - <i>Centre for Contemporary Hospitality and Tourism</i> of the <b>University of Derby</b> was initiated and several exchange projects of academic and research staff took place. In May 2019, K. Scott, the</p>



	research institutions of other countries	<p>leading researcher at the University of Derby, spoke at The International Conference of the College on “The Changing Nature of Hotel Guest and What Impacts Their Booking Decisions”. Meanwhile, in October 2019, The College lecturer O. Zvereva went to CCHT to deliver lectures to Bachelor and Master students on hospitality and tourism industry trends in Latvia.</p> <p>During the reporting period, the College <b>participated</b> in an international project "X-Culture" in the <i>University of North Carolina at Greensboro</i>. Within this framework, the College students collaborated in virtual international teams, composed of 5000 students from 148 universities in 70 countries and 6 continents. The students developed high-level business plans as per orders of global corporations.</p>
7.	College bilateral cooperation with Latvian universities for research institutions	<p>During the reporting period, <b>2 cooperative agreements were concluded</b> on the joint organization of study and research activities, one with the University of Latvia and the other with the ISMA (University of Information Systems Management), as well as a conceptual agreement on starting co-operation with the Baltic International Academy and the Business University “Turība”</p> <p>In the framework of the cooperation agreements, the foreign students from University of Latvia attend a study course "Latvian language for Foreigners" in the College, while the ISMA offers the College graduates an opportunity to continue their studies at the Bachelor-level study programme "Tourism and Hospitality Management”.</p>
8.	College organized conferences or seminars	<p>During the reporting period the College has organized <b>6 events</b>:</p> <ol style="list-style-type: none"> <li>1. On December 12, 2019, the College held a methodological seminar "<b>Embedding Global Dimension and ESDGC in Higher Education Curriculum</b>", with the participation of academic and administrative staff from the following Latvian universities: University of Latvia, Business University “Turība”, University of Information Systems Management, Baltic International Academy, International Cosmetology College;</li> <li>2. On May 14, 2019 the 2nd International Conference "<b>Sustainability in Hospitality Industry '19</b>" was held at <i>Pullman Riga Old Town Hotel</i>. The conference brought together local and foreign educators, researchers, students, representatives of political institutions and practitioners of the hospitality and tourism sector;</li> <li>3. On April 8-12, 2019 the College Erasmus + KA2 project "Education for Sustainable Development and Global Citizenship" organized an international seminar for Adult learning professionals from different European countries;</li> <li>4. On November 22, 2018, the Hotel <i>Europa Royale Riga</i> hosted the 2nd International Student Seminar "<b>Hospitality Industry: Opportunities, Challenges and Perspectives '18</b>", where 7</li> </ol>

		<p>College students presented their studies, in addition to the presentations delivered by the hospitality industry professionals;</p> <p>5. On 15 May 2018, at the Hotel <i>Grand Poet Hotel</i>, the College hosted the International Scientific Conference "<b>Future of Sustainable Hospitality ' 18</b>". The Conference gathered guest speakers such as J. Lohr (USA), on the topic of "Development of the Human Resource in the hospitality industry", S. Boussard (France), on the topic of "Creativity-the Art of thinking", as well as the College lecturers and students;</p> <p>6. On November 28th, 2017, at the Hotel <i>Metropole by Semarah</i>, the College organized its first student seminar, "<b>Hospitality Industry: Opportunities, Challenges and Perspectives ' 17</b>". Participants from Switzerland, Italy and Latvia, as well as the College students, delivered their presentations at the seminar.</p>
9.	The collection of scientific research papers	<p>During the reporting period, the College <b>issued 2 collections of scientific research papers</b> for 2017 and 2018:</p> <ol style="list-style-type: none"> <li>1. "Hospitality Industry: Opportunities, Challenges and Perspectives" 1 (00) 2017, ISBN: 978-9934-19-471-9;</li> <li>2. "Hospitality Industry: Opportunities, Challenges and Perspectives" 2 (00) 2018, ISBN: 978-9934-23-006-6.</li> </ol> <p>The preparation for the collection of articles of the 1st International Conference on "The Future of Sustainable Hospitality '18" and the "International Conference on Sustainability in Hospitality Industry '19" is still ongoing. The scheduled term of publication is February 2020.</p>

The College contribution to the research competencies and capacity development of the researchers involved in the study are reflected in the chapter "Academic Staff" of this report, while the College contribution to the development of the technical and information base for the research activities is reflected in the chapter "Resources" of this report.

Overall, it is concluded that the College has achieved its objective in a relatively short time, which was to develop research activities within the established research direction of the College, to conduct applied and market oriented research, to ensure the publicity of the scientific research results and the integrity of study and research work, by contributing to the development and dissemination of new knowledge and by advancing the research in these areas regionally. The College will continue its work – the College council meeting has confirmed the academic action plan for the implementation of the tasks of the College Scientific Research Activities for 2016 - 2022 and the achievement of the required performance indicators. The plan is being purposely implemented.