Academic conference

"Online reputation management in tourism and hospitality"

Florence, Italy - 13th

ormtourism.unifi.it

April 13th, Via delle Pandette 9, Firenze.

10:00-10:30 - Building D6 – Room 1.02 - Welcome Speech

10.30-10:45 - Building D6 – Room 1.02 - Plenary Speech (Guest Speakers)

10.45-13:00 – Building D6 – Room 1.02 - 1st Session:

    Online link TRACK 1: https://meet.google.com/wmj-viat-mkv

- o **Track 1: The impact of information and communication technologies on visitor behavior and the online reputation management in hotels and hospitality**
- o Track Chairs: Prof. Justin Paul, Prof. Riccardo Rialti, Prof. Zuzana Kvítková

13:00-14:00 - Light Lunch – College House

14:30-17:00 – Building D6 – Room 1.10 - 2nd Session:

    Online link TRACK 2: https://meet.google.com/ote-afhp-xpa

- o **Track 2: Technology Adoption in Tourism and Hospitality**

- o Track Chairs: Prof. Dimitrios Buhalis, Prof. Carlos Flavian, Prof. Raffaele Filieri, Prof. Giacomo Marzi

17.00-17:30 - Conclusive remarks

20:00 Dinner at Trattoria Napoleone, Piazza del Carmine, 24, 50124 Firenze.

Florence, Italy - 14th April 2023

Cycle of Seminars

Via delle Pandette 9, Firenze, Building D5– Room 0.11

or

Online link Cycle of Seminars:

https://meet.google.com/mzc-uokk-ych

9:00 – 10.00 – Building D5 – Seminar Prof. Dimitrios Buhalis

10:00 – 11.00 – Building D5 – Seminar Prof. Carlos Flavian

11:00 – 12.00– Building D5 – Seminar Prof. Raffaele Filieri

12.00 – 13:00 – Building D5 – Seminar Prof. Justin Paul

13.00 – 14.00 – Lunch at College House

Academics meet Practitioners

Via delle Pandette 9, Firenze, Building D6 – Room 0.18

or

Online link Academics meet Practitioners:
https://meet.google.com/ohm-hctj-mfs

14:00:15:00 - ORM participants' greetings and presentation of research results

15:00:16:30 - 1st Speech, Hotel and Hospitality

16:30-17:00 - Coffee Break at College House

17:00-18:30 2nd Speech, Tools for Hotel and Cultural

Institutions

18.30-19.00 – Event closing