Online reputation management in Tourism (ORM)

Nowadays, an increasing part of the hotel industry takes place in online environment. Accommodation facilities are aware that properly set up online reputation management has a positive impact on the shopping behavior of guests, as well as spreading their reputation. This topic is therefore very actual and worthy of more intensive research.

The main objective of the project is to create a syllabus and teaching materials for a new course that will enable to teach the topic of online reputation management (ORM) systematically, based on real data and experience.

The outcomes of the project will include syllabus, presentations, textual support for teachers, case studies and best practices. They will contribute to intensified cooperation and knowledge flow between the universities, the academic and business sector, to increasing competences and qualification of the participating academicians and also to increasing attractiveness of the tourism study programs.

The potential long term benefit is an increase in the competitiveness of tourism destinations and businesses through higher quality of the services.