

IMAE-2024

DATE	Day 1-03/05/2024
TIME	9:30-16:50
ROOM	A 222

GENERAL AGENDA							
Timeline	Session type	Session name	Duration	Objectives	Expected Outcome	Faci/Host	Atmosph
9:30-9:40	Welcome from the organization group		10 Min			Moderator/Core Team	
9:45-10:35	Keynote Speech: Digitalisation of Heritage Sites in Oman		50 Min			Mohamed Said Salama	
10:35-10:45	Q&A		10 Min			Participants	
10:45-10:55	Break (Coffee break)						
11:00-12:30	Intercultural Warm up		90 Min			Andreas Heller and Christine Lang	
12:30-13:30	Lunch break						
13:35-13:45	Warm Up (Game)		10 Min			Moderator/Core Team	
13:45-14:45	Session 1: Tourism Economy	The improvement of the organizational and economic mechanism for the development of regional tourism	20 Min			Rukshona Rofeeeva (SRU)	
		The improvement of organizational and economic mechanisms of ecological tourism management in the condition of innovative economy	20 Min			Shohista Toyirova (SRU)	
		The topic of foreign language skills in the Uzbek tourism sector	20 Min			Kateryna Lopushenko	
14:45-14:55	Q&A		10 Min			Participants	
15:00-15:40	Session 2: E-Mobility	What drives or discourages people to change to electric motorbikes and how are Indonesian energy prices influencing the decision?	20 Min			Lukas Helfrich	
		The future of e-mobility in Uzbekistan and its influence on Tourism	20 Min			Julia Böss	
15:40-15:50	Q&A					Participants	
15:50-16:20	Great Debate		30 Min	2 Teams: Pro and con		Pro: Charlotte Patrier, Ya-Ju Chen, Mekhruga Vafolukova, Yulduz Yakubova Con: Mardonova Dilrabo, Mukhammadmurod Yorkulov, Lukas Helfrich, Kateryna S. Lopushenko	
16:20-16:40	Reflection time		20 Min	playing game, sharing feeling. What have you learned?		Moderator/Core Team	
16:40-16:50	Closure of day 1 and reminder of day 2		10 Min	Expression of thanks and expectations on day 2		Moderator/Core Team	

IMAE-2024

DATE	Day 2-04/05/2024
TIME	9:30-15:50
ROOM	M002

GENERAL AGENDA							
Timeline	Session type	Session name	Duration	Objectives	Expected Outcome	Faci/Host	Atmosph
9:30-9:45	Welcome and summary of the contents of day 1		15 Min			Moderator	
9:45-10:05	Warm Up (game)		20 Min			Moderator/Core Team	
10:10-11:10	Session 3: Hotel Business Management	Improving the mechanism of the efficiency and quality and services in the hotel business	20 Min			Mardonova Dilrabo (SRU)	
		Destination Branding of the Main Heritage Objects in Samarkand, Uzbekistan	20 Min			Yulduz Yakubova (WIUT)	
		Socio-Economic aspects of family business management in Uzbekistan (Tourism Sectors)	20 Min			Mekhruza Vafolukova (WIUT)	
11:10-11:20	Q&A		10 Min			Participants	
11:20-12:30	Lunch break						
12:35-12:45	Warm Up		10 Min			Moderator/Core Team	
12:45--13:45	Session 4: High-tech development	Practical aspects of the use of artificial intelligence in tourism and hospitality industry and their impact on customer purchasing behaviour	20 Min			Mukhammadmurod Yorkulov (SRU)	
		The effects of Artificial Intelligent on Logistics – How can AI improve the workflow of logistics?	20 Min			Ya-Ju Chen	
		Smart Cities and Tourism in Uzbekistan: A Nexus for Sustainable Development	20 Min			Charlotte Patrier	
13:45-13:55	Q&A		10 Min			Participants	
14:00-14:30	Group discussion	Theme	25-30 Min	Divide the participants into 5 groups		Combination of Usbekistan, Master's students and WMT5 students	
14:30-15:20	Sharing Time		40-50 Min	What did your group do? Activities: Painting - Writing - Speaking		5 groups	
15:20-15:40	Reflection Time		15-20 Min	relaxed and sharing feeling. What have you learned?		Moderator/Core Team	
15:40-15:50	Closure and thanking		10 Min	Expression of thanks		Moderator/Core Team	