



## New international project on Online Reputation Management

Prague University of Economics and Business has started work on a new international project that focuses on the topic of Online Reputation Management in tourism. There are major knowledge gaps in this area for European environment and a whole compact course on this topic is missing. Erasmus + programme provided funding for this international project.

This project is implemented in a cooperation of four universities. Specifically, Prague University of Economics and Business, Matej Bel University from Slovakia, South-Eastern Finland University of Applied Sciences and The University of Florence. Each university is focused on a different subtopic depending on their expertise and interest. A big advantage of this international collaboration is that the academic research can be conducted across the countries to provide the most representative sample.

The research investigates many different points of view on the online reputation management in tourism. One part focuses on the users' behaviour, identifying the most used platforms for reviews and public ratings, the trustworthiness of the reviews and many more. Another part of the research is in the hospitality field and it is looking into the effects of reputation on hotels results and how they deal with it. And lastly it focuses on the overall effects on the destination itself and on the behaviour of the destination marketing organizations.

The main objective of this project is to summarize and systematically structure the topics and research results and create a syllabus and teaching materials for a new course that will enable to teach the topic of online reputation management in tourism. Another main objective is to create a website with an e-learning module that will be used as a teaching platform with more interactive tasks, individual work and tools for online communication.

Expected impact of this course is to help students raise awareness about the importance of online reputation management as it can also help them fit the job-market requests. Future workers and managers with the knowledge from this course will be more open to the tools of online reputation management and they will be able to implement them better. The gained knowledge from this research can also help to increase the competitiveness of tourism destinations through better service quality.

The project will support the idea of international experience, students' and teachers' mobility and will intensify the knowledge flow between the universities.



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