

The views of VM Bled on open science

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College of Management Bled

- A private institution owned by the Municipality of Bled.
- Accredited undergraduate programs:
 - Hospitality and Tourism
 - Health Tourism
 - Management in Food Industry and Nutrition
- Founded in 2010.
- Primarily funded through tuition fees, but operates in compliance with public educational standards.

SciHubBled

- **SciHubBled:** An open access platform for research outputs.
- Goal: Make research accessible, visible, and usable for students, academics, industry professionals, and other stakeholders.
- Features:
 - Ongoing research projects
 - Academic staff and publications
 - Promotes communication and collaboration within and outside the institution.

Knowledge Transfer and Collaboration

- **Strategies for Cooperation and Development**
- Importance of collaboration between universities, industries, and local communities.
- Providing students with practical knowledge by addressing concrete cases from the professional or regional context.

Open Science and Tourism

- **Relevance of Open Science for the Tourism Sector**
- Key Areas:
 - Collaboration with the community
 - Access to up-to-date research
 - Improving service quality
 - Encouraging innovation
 - Sustainable tourism practices

1. Strengthening Community Collaboration

- **Tourism: Challenges and Solutions**
- Collaborative efforts to address challenges like overcrowding, environmental impact, and cultural preservation.
- Gorenjska Research Center (ZRSK): A new regional initiative connecting science, research, and local businesses/government.
- Students engage in real-world projects to bridge the gap between theory and practice.
- Encouraging sustainable practices through Open Science.
- **SciHubBled** as a platform to facilitate this collaboration.

2. Open Access to Research

- **Access to the Latest Research Findings**
- Key Trends: Sustainability, digitalization, health and wellness tourism.
- Open access enables better decision-making for tourism businesses.
- Improves marketing strategies, pricing, and strategic planning.

3. Improving Service Quality

- **Access to Data on Guest Experiences**
- Benchmarking service quality against industry standards.
- Tailoring and improving tourism services based on data.
- Comparative analyses to identify areas for improvement.

4. Customer Experience and Innovation

- **Research on Consumer Behavior and Preferences**
- Development of unique and authentic experiences for tourists.
- Integration of new technologies and personalized offerings (e.g., mobile apps, AI-based systems).

5. Sustainable Tourism

- **Open Research on Sustainable Practices**
- Promoting eco-friendly activities and accommodations.
- Research on waste management, resource use, and sustainable tourism products.
- Focus on reducing environmental impact and supporting local communities.

Conclusion

- **Open Science as a Key to Innovation and Collaboration**
- The development of Open Science is crucial for digital transformation in research and for sustainable development in sectors like tourism.
- SciHubBled promotes collaboration and knowledge sharing at regional and international levels.
- We believe Open Science will help create a more sustainable, innovative, and service-oriented tourism sector.

Thank you for your attention

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