

Nordic Association of Agricultural Science (NJF)
Section of Economy, Education and Society
Programme for the virtual seminar on October 7th, 2020
12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)
Web address: <https://ac.vdu.lt/vk1>

Presentation 1

Title: The Covid-19 pandemic is causing structural change in tourism as an important part of the economy (case of Latvia).

Speaker: Baiba Rivza, Latvia University of Life Sciences and Technologies

Authors: prof. Baiba Rivza & prof. Maiga Kruzmetra, Latvia University of Life Sciences and Technologies

Annotation: Tourism is endorsed by international global organizations as an important component of economic activity (OECD, 2014; UNWTO, 2018). Tourism also characterizes Latvia as an economically significant and valuable business activity. (Ministry of Economics of Latvia, 2019) The Covid-19 pandemic that spread in the spring of 2020 affected the tourism sector the fastest and most widely - a decrease in the number of tourists or linear negative trends was observed. However, the analysis of statistical data leads to the conclusion that at the same time and with even greater challenges, structural changes in tourism are developing as one of the components of the economic system, which requires innovative solutions for the revival of the tourism industry and successful sustainability.

Presentation 2

Title: Consumer views towards the use of precision technologies in livestock farming.

Speaker: Caspar Krampe, Wageningen University

Authors: Caspar Krampe, Wageningen University & Jarkko Niemi, Luke

Annotation: Precision Livestock Farming (PLF) as a management, monitoring and communication tool can improve animal health and welfare, facilitating rapid response to emerging problems. While technological innovations offer potential solutions throughout the value chain, the consumers' perceptions regarding such technological innovations have not been explored. The presentation reports consumers' needs, expectations, perception, fears, worries and benefits, regarding PLF solutions. The results highlight the importance of the transparency, reliability and trustworthiness of PLF information, and point out the prospects for product labelling.