

# INTERNATIONAL GUEST LECTURE



**Dr. Sebastian Kopera**  
**Jagiellonian University**  
**in Cracow, Poland**



**SOCIAL MEDIA AS A SOURCE OF KNOWLEDGE FOR TOURISM INNOVATION**

03. 04. 2017, 09:05 – 10:25, T10 P217

**SOCIAL MEDIA AS A TOOL FOR KNOWLEDGE TRANSFER  
IN TOURISM DESTINATIONS**

03. 04. 2017, 13:50 – 15:10, T10 P5

**CASE STUDIES ON SOCIAL MEDIA IN TOURISM**

04. 04. 2017, 09:05 – 10:25, T10 P219



Dr. Sebastian Kopera is an assistant professor at the Jagiellonian University in Cracow, Department of Management in Tourism. He previously worked as business system analyst in big enterprise (specialization in ERP and CRM systems). He researches and teaches e-business and e-commerce issues in sport and tourism industries. His current interests focus on application of social media as a tool supporting innovation-oriented knowledge transfer and acquisition. For realization of the project in this field he was granted the Heinrich Hertz Fellowship in Germany. Dr. Kopera is author and co-author of over 40 publications in business IT-related fields. He has also participated in four state-funded projects.