

ENHANCING COMPETITIVENESS OF V4 HISTORIC CITIES FOR TOURISM DEVELOPMENT

closing conference to the strategic grant project

supported by the Visegrad Fund (no. 31210067)

17-20th August 2014, Hotel Panorama (Kraków, ul. Lipińskiego 3/1)

(<http://www.hotel-panorama.pl/> – GPS coordinates: 50.029788, 19.925139)

Kraków, Poland

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• Visegrad Fund

Grant holder: University of Debrecen, Hungary

Organizer: Jagiellonian University, Kraków, Poland and University of Debrecen, Hungary



Jagiellonian University, Kraków
Institute of Geography and
Spatial Management



University of Debrecen



Department of Social Geography and
Regional Development Planning

Project's website: <http://www.unipo.sk/en/faculty-of-humanities-and-natural-sciences/geography/historiccities>

17th June, Sunday

Arrival to Kraków

Workshop I. – Living history – local utilization of historic heritage for tourism

- 17:30 **Dr. hab. Mirosław Mika, PhD** (Jagiellonian University, Kraków)
Opening of the closing conference – Welcome speech
- 17:35 **Mgr. Magdalena Kubal – Dr. Robert Pawlusiński, PhD** (Jagiellonian University, Kraków)
Small towns in the Polish Carpathians - the coexistence of heritage and tourism
- 17:50 **Mgr. Damian Werczyński** (University of Wrocław, Wrocław)
Archeological heritage in cities and towns in Lower Silesia. Case studies
- 18:05 **Evaluation of the project, discussion about the results, press conference**

19:00 Dinner in the Hotel Panorama

18st August, Monday

Workshop II. – From past to the present – development paths in historic cities

- 9.00 **Dr. habil Krzysztof Widawski, PhD** (University of Wrocław, Wrocław)
Historic cities in Spain – adaptable practices for the V4 countries (*preliminary title*)
- 9.15 **Elena Matei – Daniela Nicolae – Dorin Matei** (University of Bucharest, Bucharest)
Cultural Heritage of the Romanian Historical Cities in the Early 21st Century – experiences for the Visegrad countries

- 9.30 **Mgr. Elżbieta Stach** (Jagiellonian University, Kraków)
Military and historical cultural heritage and its development for the tourism and recreation purposes exemplified by Cracow Fortress
- 9.45 **Mgr. Łukasz Matoga** (Jagiellonian University, Kraków)
The role of higher education institutions in development of tourism in European historic cities. A case study of Krakow purposes exemplified by Cracow Fortress
- 10.00 **Mgr. Aneta Pawłowska** (Jagiellonian University, Kraków)
Creative industries in polish cities. A case study of Kraków, Wrocław, Gdańsk, Warszawa and Lublin
- 10:15 Coffee break

Workshop III. – Promoting and connecting historic cities for enhancing tourism

- 10:30 **Prof. RNDr. René Matlovič, PhD – RNDr. Kvetoslava Matlovičová, PhD** (University of Prešov, Prešov)
The use and stimulation of culinary tourism in learning about local and regional cultural peculiarities and historical heritage
- 10:45 **RNDr. Pavel Ptáček, PhD – Doc. RNDr. Zdeněk Szczyrba, PhD** (Palacký University, Olomouc)
The utilization of historical heritage potential in tourism marketing on example of Olomouc
- 11:00 **Dr. hab. Gábor Kozma, PhD, head of institute** (University of Debrecen, Debrecen)
The role of historical elements in the logos and slogans used by Hungarian places in tourism marketing
- 11:15 **Dr. Zoltán Bujdosó, PhD** (Károly Róbert College, Gyöngyös)
The Roman Danube Limes as a possible thematic route and cultural heritage attraction
- 11:30 **Dr. Zsolt Radics, PhD – Dr. János Péntzes, PhD** (University of Debrecen, Debrecen)
Cultural thematic routes in Hungary – experiences for Visegrad countries
- 11:45 **Discussion**

12:00 Lunch in the Hotel Panorama

15:00 **Sightseeing tour in the inner city of Kraków – historic heritage from various perspectives**

19:00 Dinner in the Hotel Panorama

20:00 **Brainstorming discussion**

19th August, Tuesday

9:00 **Whole day bus trip to the vicinity of Krakow – historic places, common heritage and tourism developments**

19:00 Dinner in the Hotel Panorama

20:00 **Dr. hab. Gábor Kozma, PhD, head of institute** (University of Debrecen)
Concluding remarks and remained tasks to the project

20:10 **Project closing discussion**

20th August, Wednesday

Morning departure