ENHANCING COMPETITIVENESS OF V4 HISTORIC CITIES FOR TOURISM DEVELOPMENT

opening conference to the strategic grant project

supported by the Visegrad Fund (no. 31210067)

24-27th June 2013, Hotel Lineas

Prešov, Slovak Republic

Visegrad Fund

Grant holder: University of Debrecen, Hungary
Organizer: University of Presov, Slovak Republic

Project’s website: http://human.geo.science.unideb.hu/hu/node/159

24th June, Monday
Evening arrival to Prešov

25th June, Tuesday
Workshop

9:30  Prof. RNDr. René Matlovič, PhD, rector (University of Presov, Presov)
Opening of the conference – Welcome speech

9:40  Kvetoslava Matlovičová, PhD (University of Presov, Presov)
Introduction of the Department of Geography and Regional Geography in Presov – the related researches to the heritage tourism and place branding

10:00 Dr. habil Gábor, Kocma, PhD (University of Debrecen, Debrecen)
Introduction of the Department of Social Geography and Regional Development Planning in Debrecen – previous activities on the field of tourism development and place marketing

10:20  Bujdosó, Zoltán, PhD (Károly Róbert College, Győngyös)
Introduction of the Institute for Tourism, Regional Development and Foreign Languages in Győngyös – touristic trends and challenges

10:40  Coffee Break

10:50  doc. RNDr. Zdeněk Šázzyba, PhD – RNDr. Pavel Ptůček, PhD (Palacký University in Olomouc)
Introduction of the Department of Geography in Olomouc – tourism development and historical heritage

11:10  Robert Pawluśiński, PhD – Miroslaw Mika, PhD (Jagiellonian University in Krakow)
Introduction of the Institute of Geography and Spatial Management in Krakow – historic cities in the focus of tourism geography

11:30  Krzysztof Widawski, PhD (University of Wroclaw, in Wroclaw)
Introduction of the Institute of Geography and Regional Development in Wroclaw – new perspectives of touristic researches in the recent years

11:50  Jánoš, Pénzes, PhD (University of Debrecen, Debrecen)
Introduction of the common project

12:00  Brainstorming discussion

12:30  Lunch

14:00  Visit to the Department of Geography and Regional Development at the University of Presov

14:30  Guided sightseeing tour in Prešov – utilization of historic heritage in the tourism developments

19:00  Dinner – banquet and bowling

26th June, Wednesday

9:00  Full day field trip to Spiš region – the role of historic elements among the local touristic attractions
Prešov (Hotel Lineas) – Spišské podhradie – Spišská Kapitula
Vrbov - Kežmarok (guided tour with rector prof. Matlovič)
Vrbov - Levoča - Prešov

27th June, Thursday
Morning departure