

## ENHANCING COMPETITIVENESS OF V4 HISTORIC CITIES FOR TOURISM DEVELOPMENT

opening conference to the strategic grant project

supported by the Visegrad Fund (no. 31210067)

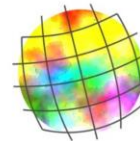
24-27<sup>th</sup> June 2013, Hotel Lineas

Prešov, Slovak Republic



**Grant holder:** University of Debrecen, Hungary

**Organizer:** University of Presov, Slovak Republic



DEPARTMENT OF GEOGRAPHY & REGIONAL DEVELOPMENT  
PRESOV

<http://www.unipo.sk/en/faculty-of-humanities-and-natural-sciences/geography>

Project's website: <http://human.geo.science.unideb.hu/hu/node/159>

### **24<sup>th</sup> June, Monday**

Evening arrival to Prešov

### **25<sup>th</sup> 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, Kozma, 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, Gyöngyös)  
Introduction of the Institute for Tourism, Regional Development and Foreign Languages in Gyöngyös – touristic trends and challenges
- 10:40** Coffee Break

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

**11:10** **Robert Pawlusiński, PhD – Mirosław 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 Wrocław, in Wrocław)  
Introduction of the Institute of Geography and Regional Development in Wrocław – new perspectives of touristic researches in the recent years

**11:50** **János, Péntzes, 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

### **26<sup>th</sup> 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

### **27<sup>th</sup> June, Thursday**

Morning departure