

ENHANCING COMPETITIVENESS OF V4 HISTORIC CITIES FOR TOURISM DEVELOPMENT

2nd workshop to the strategic grant project

supported by the Visegrad Fund (no. 31210067)

20-23rd June 2014, Korona Hotel (5 Tündépart street, Eger)

(<http://www.koronahotel.hu/en/> – GPS coordinates: 47.904188, 20.370108)

Eger, Hungary

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• Visegrad Fund
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Grant holder: University of Debrecen, Hungary

Organizer: University of Debrecen, Hungary



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>

20th June, Friday

Arrival to Eger

Workshop I. – Heritage tourism from general and local perspectives

17:00 **Dr. hab. Mirosław Mika, PhD** (Jagiellonian University, Kraków)
Tourist destination competitiveness – geographical perspective

17:30 **Dr. hab. Lóránt Dávid, PhD** (Károly Róbert College, Gyöngyös) –
Dr. Hajnalka Csáfor, PhD (Eszterházy Károly College, Eger)
Cultural and educational heritage in Eger

18.00 **Brainstorming discussion and workshop about the following steps in the project**

19:00 Dinner

21st June, Saturday

Workshop II. – Values and possibilities on the field of heritage tourism in the Visegrad countries

9:00 **Dr. hab. Gábor Kozma, PhD, head of institute** (University of Debrecen, Debrecen)
Opening of the 2st workshop – Welcome speech

9:10 **Dr. Zoltán Bujdosó, PhD** (Károly Róbert College, Gyöngyös)
New methods to utilize the cultural values

9:40 **Mgr. Dominika Plavčanová** (University of Prešov, Prešov)
Cultural Heritage in Congress Tourism. Case study of Slovakia

10:10 **Dr. Robert Faracik, PhD** (Jagiellonian University, Kraków)
Historic cities and sacred sites as a factor of tourism development in Poland

10:40 Coffee break

11:00 **Prof. RNDr. René Matlovič, PhD – RNDr. Kvetoslava Matlovičová, PhD –
Mgr. Jana Kolesárová** (University of Prešov, Prešov)
Historic mining towns in Slovakia and the institutionalization of their protection as a National cultural heritage

11:30 **RNDr. Pavel Ptáček, PhD** (Palacký University, Olomouc)
Military heritage and its impact on tourism – some cases from the Czech Republic

12:00 **Mgr. Damian Werczyński** (University of Wrocław, Wrocław)
Tourism potential of archaeological resources in Wrocław and surroundings

12:30 Lunch

13:30 **Doc. RNDr. Zdeněk Szczyrba, PhD** (Palacký University, Olomouc)
The impact of new buildings near centers of historical towns

14:00 **Mgr. Krzysztof Kolodziejczyk** (University of Wrocław, Wrocław)
Industrial heritage of Wrocław - wasted potential?

14:30 **Mgr. Jana Kolesárová** (University of Prešov, Prešov) –
Dr. Ernő Molnár, PhD (University of Debrecen, Debrecen)
Industrial town as a potential touristic product – the case of Svit and Martfű

15:00 **Marianna Marincsák** (University of Debrecen, Debrecen)
The examination of the Integrated Urban Development Strategies of the Northern Hungarian Region focus on green and brownfield sites

15:30 **Discussion**

16:30 Coffee break

17:00 **Sightseeing tour in the inner city of Eger – complexity in the utilization of destinations
(historic and sacral heritage, spa and gastro tourism at the same place)**

19:00 Dinner

22nd June, Sunday

9:00 **Full day trip:**

Trip to Miskolc-Diósgyőr and Miskolc-Tapolca – utilization of historic built heritage and spatourism in the marketing activities and local tourism development

18:00 Dinner

19:00 **Concluding discussion about the possible utilization of historic heritage in the tourism developments by the field trip experiences**

23rd June, Monday

Morning departure