

**“Opportunities of Transnational Tourism Development in CEI countries”
Conference – 6th of June 2013**

Date: Thursday, 6 June 2013

Location: The Royal Palace of Gödöllő (30 km from Budapest, transfer is provided)

PROGRAM

- 8:00-9:30 Transfer to the Royal Palace of Gödöllő
Meeting point: a short distance from K&K Hotel Opera, in front of the former Ballet Institute (Dreschler Palace)
Address: H-1061 Budapest, Andrássy út 61.
Please arrive by 7:50 am because the bus departs at 8 o'clock sharp.
- 9.30-9.50 Registration and Coffee Break
- 9.50-10.00 Opening ceremony
Dr Viktória HORVÁTH, Deputy State Secretary for Tourism
Mr Gergely PRÓHLE, Deputy State Secretary for Bilateral relations
Mr Tibor GÖNCZI, Managing Director, The Royal Palace of Gödöllő
- Moderator:
Dr László PUCZKÓ, Budapest College of Communication and Business,
Institute of Tourism and Catering, Head of Institute
- 10.00-10.25 Ms Melanie SMITH, Associate Professor, Budapest Business School
Conceptual questions of thematic route developments
Questions
- 10.25-10.50 Ms Mariann MAJORNÉ VÉN, Project Manager, Lechner Lajos Knowledge Center
Possibilities for the implementation of DATOURWAY strategy
Questions
- 10.50-11.15 Mr Tibor POLGÁR, Manager, West Pannon Regional and Economic Development Public Non-profit Ltd.
The development and the operation of the Iron Curtain Trail bicycle route network
Questions
- 11:15-11:30 Dr Tamás BALOGH, LLD, Member of the Hungarian Limes Association (HLA)
Danube Limes in Hungary - Actual Tasks and Questions from the point of view of the Cultural Heritage Interpretation, The Hungarian Limes Association,

11.30-11.45	<p>Questions</p> <p>Ms Margit WAESTFELT, Alternate Secretary General, CEI Secretariat</p> <p><i>Support possibilities of thematic tourist developments through CEI funds</i></p> <p>Questions</p>
11.45-12.00	3D movie about the history of the palace
12.00-13.00	Buffet lunch in the former stall of the palace
13.00-14.45	<p>Afternoon sessions on thematic tourist development</p> <p>After the keynote speeches of moderators, the representatives of CEI's Member States are having the possibility to give a 5 minutes presentation on best practices related to the topics of the sessions on the basis of preliminary applications. After the presentations participants are free to comment on the topics. Work will be carried out in 3 sessions:</p>

A.) Cultural and gastronomic themed routes

Keynote speaker and moderator:

Mr Gergely HORVÁTH, Deputy Chief Executive Officer, Hungarian Tourism Plc.

Speakers:

1. Dr Csilla JANDALA, Edutus College, vice rector for Science and International Affairs, Head of Tourism Department: „Multi-faceted Tourism Dimensions of the Europe for Citizens Program – Best practice of Edutus College”
2. Ms Kristina KUJUNDZIC, Enlarged Partial Agreement of Council of Europe on European Cultural Routes – Institute for Cultural Routes: Cultural Routes
3. Ms. Danijela VICENTIJEVIC, Senior Adviser and Mr. Marko Cimbalevic, Associate, Ministry of Finance and Economy, Sector Tourism of the Republic of Serbia: Cultural – Tourism routes in Serbia
4. Mr Wojciech EJMOUĆ, Main Expert, Ministry for Sport and Tourism, Poland: Industrial Monuments Route
5. Mr Zoltán CZÉGÉ, Association for via Maria: Via Maria, Pilgrimage network of Central Europe
6. Mr Bojan MEDEN, MBA, Spirit Slovenia/Slovenian Tourism Board: ALPE ADRIA HIKING TRAIL

B.) Cross-border health tourism product development (focusing on thermal baths)

Keynote speaker and moderator:

Dr László PUCZKÓ, Budapest College of Communication and Business, Institute of Tourism and Catering, Head of Institute

Speakers:

1. Dr László PUCZKÓ: *Regional Wellbeing Concepts: The way ahead?*
2. Mr. Kristóf SZTOJANOVITS, Hungarian Tourism Plc.
3. Dr. Ágnes FÉNYI, Ministry for National Economy: *Treatment Abroad in Hungary*

C.) Tourism and sustainability

Keynote speaker and moderator:

Mr Attila HEGEDŰS, Managing Director, BDO

Speakers:

1. Prof. Lucia ILIEVA, Manager of the Board Club “Sustainable development of Civil Society”: Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe: the SEEMORE project, Ms. Izabela GOSTISA PASIC, Executive Officer, CEI Secretariat, the CEI role in the SEEMORE project
2. Ing. Rostislav HOŠEK, Expert of Sustainable Development, Ministry for Regional Development of the Czech Republic: EURO-VELO – Iron Curtain Trail n.13...
3. Ms Andrea BARABÁS, TDM manager, Balatonfüred Tourism Association: Balatonfüred sustainable tourism destination

15.00-15.30 Transfer to Lázár Horsepark

15.30-17.00 Horseshow, Lázár Horsepark

17.00-18.00 Transfer to Budapest

18.00-19.30 Free time

19.30-20.00 Transfer to Vinopolis Restaurant

20.00-22.00 Dinner, Closing of the conference
Transfer will be provided from Andrásy street (the meeting point is in front of the Opera House) to the restaurant and back to Andrásy street.

During dinner, the Hot Jazz Band will entertain the participants. The Hot Jazz Band is one of the most popular jazz band in Hungary. In its repertoire there are mainly American and Hungarian jazz songs from the 30's and 40's. Its Hungarian swing and jazz songs from the period between the two world wars and its film music interpretations are especially popular.