



27 - 28

MAY 2014

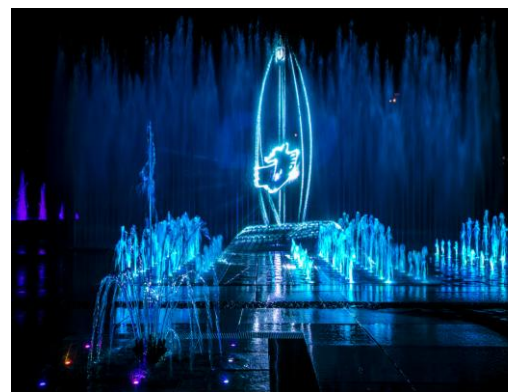
**RZESZÓW, POLAND**



**5<sup>TH</sup> INNOVATIONS FORUM – TOURISM**

**1<sup>ST</sup> CARPATHIAN STATES TOURISM FORUM**

**MEETING OF TOURISM MINISTERS OF THE CARPATHIAN STATES**



Ministry  
of Sport and Tourism  
of the Republic of Poland



**rzeszów**  
capital of innovation



University of Rzeszów



POLISH  
TOURIST  
ORGANISATION



TVP  
RZESZÓW



INNOpolis  
FUNDACJA

# 5<sup>TH</sup> INNOVATIONS FORUM – TOURISM



**Innovations Forum in Rzeszów is an annual event of established international renown dedicated to innovations in different sectors of economy.**

It has been held annually in Rzeszów, Poland since 2010 attracting each year more than 600 participants including ministers, members of parliament, local authorities, CEOs of leading branch companies, entrepreneurs, experts, scientists and journalists.

The 5<sup>th</sup> Innovations Forum is going to take place on 27-28 May 2014 in the modern Centre for Microelectronics and Nanotechnology of Rzeszów University.

This year's edition will focus solely on innovations in tourism. Innovative tourism sector is constantly developing and creates opportunities for economic growth. The tourism industry is considered one of the biggest industries in the world – it provides 255 million jobs and produces 9% of world's GDP. In European Union tourism is one of the largest industry just behind trade and construction industry. So does in Poland. Polish tourism companies employ about 300 000 workers. Moreover, tourism industry is still increasing despite the recession and successfully struggles with unemployment.

Tourism is also very important sector for Podkarpackie Voivodeship. The region has a lot to offer - not just natural resources, beautiful views and nature in its pure form, but also towns with attractive offer for tourists. However, to keep up with the changing market it is necessary to implement innovations. That makes innovations worth to discuss.

The Innovations Forum will be an opportunity to analyze the Polish and European tourism market and to present innovative technologies which occurred in Podkarpackie Region during recent years. The forum will open with plenary session on Sources and Limits of Innovations in Tourism. Parallel discussion panels will follow covering broad aspects of innovations in tourism industry.



**Mr. Scott E. Parazynski**, an American astronaut of Polish origin was a special guest of the last year's 4th Innovations Forum that ran under the banner of: *Aviation – Space – Ecoinnovations*. The Forum gathered 600 participants including representatives of the world of science, members of local governments and businessmen

In the picture: **Mr. Scott E. Parazynski** (left) with **Mr. Jan Bury**, Deputy to Polish Parliament and Head of Innovations Forum Programme Council (right)

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# 1<sup>ST</sup> CARPATHIAN STATES TOURISM FORUM



*Carpathian States Tourism Forum  
Rzeszów, Poland 28 May 2014*

**1<sup>st</sup> Carpathian States Tourism Forum will be held in Rzeszów, Poland on 28 May 2014 on the initiative of Ministry of Sport and Tourism of the Republic of Poland.**

1<sup>st</sup> CSTF will be attended by representatives of government institutions, NGOs, scientists and entrepreneurs from the tourism sector of the Carpathian countries. The aim of the Forum is to create a platform for cooperation and exchange of knowledge on tourism basing on the provisions of the Carpathian Convention and Protocol on Sustainable Tourism.

The Forum's scope includes tourism products development, marketing and implementation of joint projects in the field of tourism with special focus on sustainable tourism in the Carpathian countries.

The intention of the organizers is to launch a new initiative of annual meetings held each time in a different Carpathian state.

**Meeting of Tourism Ministers of the Carpathian States** will be organized back to back to the Forum on 28 May allowing the high level discussion on essential for tourism in the Carpathians issues.

Poland is a party to the Framework Convention on the Protection and Sustainable Development of the Carpathians, signed in Kiev on May 22, 2003 (Carpathian Convention). Parties to the Convention are also the Czech Republic, Serbia, Hungary, Romania, Slovak Republic and Ukraine. The areas managed by the Convention are: conservation of biodiversity and landscape, spatial planning, water management, agriculture and forestry, transport and infrastructure, industry and energy, cultural heritage, as well as sustainable tourism.

Currently, Strategy for Sustainable Tourism Development of Carpathians is being drafted under the auspices of the Interim Secretariat of the Carpathian Convention. The Strategy will implement the provisions of the Protocol on Sustainable Tourism to the Framework Convention on the Protection and Sustainable Development of the Carpathians.



The Carpathians are one of Europe's largest mountain ranges, a unique natural treasure of great beauty and ecological value, and home of the headwaters of major rivers.

<http://www.carpathianconvention.org>

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# PROGRAMME

**DAY 1 - 27 MAY 2014**

## **5<sup>TH</sup> INNOVATIONS FORUM – INNOVATIONS IN TOURISM**

Venue:

University of Rzeszów Centre for Microelectronics and Nanotechnology

Ul. Prof. St. Pigoń 1 Street

35-310 Rzeszów, Poland

09:00 – 10:30	Registration & coffee
10:30 – 11:00	<u>Official opening of the 5<sup>th</sup> Innovations Forum</u>
11:00 – 11:30	<u>Key note speech:</u>  <b>Mr. Zoltan Somogyi</b> , Executive Director, World Tourism Organisation (UNWTO)
11:30 – 12:45	<u>Plenary session</u> (1) The Sources and Limits of Innovations in Tourism
12:45 – 14:00	<u>Discussion panels</u> (Parallel)  (2) Innovative public policies in tourism – national tourism authorities versus changing market trends  (3) Importance of creative industries as a source of innovations in tourism
14:00 – 15:00	Lunch
15:00 – 16:15	<u>Discussion panels</u> (Parallel)  (4) Innovations in hotels – attractive addition or business model?  (5) Wellness and medical tourism – tradition and modernity
16:15 – 16:30	Coffee break
16:30 – 17:45	<u>Discussion panels</u> (Parallel)  (6) Green Innovations in Tourism – trend or necessity?  (7) Meetings industry in as a vehicle for development and promotion of regions of Central-Eastern Europe
20:00	Banquet

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# PROGRAMME

**DAY 2 – 28 MAY 2014**

**5<sup>TH</sup> INNOVATIONS FORUM – INNOVATIONS IN TOURISM**

**1<sup>ST</sup> CARPATHIAN STATES TOURISM FORUM**

Venue:

University of Rzeszów Centre for Microelectronics and Nanotechnology

Ul. Prof. St. Pigoń 1 Street

35-310 Rzeszów, Poland

	<b>INNOVATIONS FORUM</b>	<b>CARPATHIAN STATES FORUM</b>
8:00 – 9:00	Registration & Coffee	Registration & Coffee
9:00 – 9:30		<u>Opening remarks</u>
9:30– 10:45	<u>Discussion panel:</u>  (8) New media & communication technologies as a tool for innovations in tourism	<u>Discussion panels (parallel)</u>  (10) Benefits from building the Carpathian Brand  (11) Intercultural dialogue in tourism
10:45– 12:00	<u>Discussion panel</u>  (9) EU Multiannual Financial Framework 2014 - 2020 – new funding opportunities for innovative projects in tourism sector	<u>Discussion panel</u>  (12) Natural and cultural heritage of the Carpathians – developing tourism products
12:00– 12:15	Coffee break	
12:15– 13:30	<u>Special Guest Speaker</u>  <b>Mr. Marek Kamiński</b> – Polish Polar explorer, author, photographer	<u>Discussion panel</u>  (13) Promoting the Carpathians – possible joint actions
13:30– 14:00	<u>Official closing</u>  <u>Invitation to the 6<sup>th</sup> Innovations Forum</u>	
14:00– 15:00	<u>Lunch</u>	

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# VENUES



## University of Rzeszów - Centre for Microelectronics and Nanotechnology

Ul. Prof. St. Pignonia 1 Street

35-310 Rzeszów, Poland

will be the venue of:

- **5th Innovations Forum** on 27 – 28 May 2014
- **1st Carpathian States Tourism Forum** on 28 May 2014



## Rzeszów City Hall

Ul. Rynek 1 Street

35-064 Rzeszów, Poland

will be the venue of **Meeting of the Ministers of Tourism of the Carpathian States** on 28 May 2014

# ACCESS TO RZESZÓW



**RZESZÓW INTERNATIONAL AIRPORT** (Rzeszów-Jasionka) is located 10 kilometers north from the city centre and the conference venue.

**connection flights via Warsaw to all major European cities**

**Direct flights to several European cities** (including Frankfurt). Operating carriers: LOT Polish Airlines, EuroLOT, Lufthansa, Ryanair

More information: [www.rzeszowairport.pl](http://www.rzeszowairport.pl)



# HOTELS

## HOTEL RZESZÓW 4\*

Aleja Marszałka Józefa Piłsudskiego 44, 35-001 Rzeszów

Phone: 48 17 777 10 10, e-mail: [repcja@hotelrzeszow.com.pl](mailto:repcja@hotelrzeszow.com.pl),

<http://www.hotelrzeszow.com.pl/en/>



Hotel Rzeszów is a place where history is intertwined with the modern and exclusive design. Excellent location in the heart of the city is another of the many strengths. 147 comfortable rooms with the best views of Rzeszów. Hotel Rzeszów is the largest business in Rzeszów. The perfect place offering a high standard of service and excellent cuisine. Best location in the heart of the city when connecting domestic router, international railway station is a guarantee of good directions. Multi-functional conference rooms are ideal meeting place. Fitness Club and Salon DAY SPA provides relaxation and well-being of guests.

Distance from the conference venue: 2,5 kilometres

## HILTON GARDEN INN 4\*

al. majora Wacława Kopisto 1, 35-315 Rzeszów

Phone: 48 17 770 00 00,

<http://hiltongardeninn3.hilton.com/en/hotels/poland/hilton-garden-inn-rzeszow-RZEGIGI/index.html>



Only a 10 minute walk from the city center and a 20 minute drive from Jasionka Airport, the Hilton Garden Inn Rzeszów hotel is a part of the newly-constructed Millenium Hall, the area's largest shopping and entertainment center, with 250 shops, a multiplex cinema and a concert hall. All of the Guest Rooms and Suites at this modern Polish hotel offer LCD TVs, complimentary high-speed internet access and generous workspaces.

Distance from the conference venue: 150 metres (across the street)

## PREZYDENCKI HOTEL 4\*

Podwisłocze 48, 35-309 Rzeszów

Phone: +48 17 860 65 00, e-mail I: [repcja@hoteleprezydenckie.pl](mailto:repcja@hoteleprezydenckie.pl),

<http://hoteleprezydenckie.pl/en/>



Prezydencki Hotel is a subtle combination of modernity and tradition. Grand opening of opening Prezydencki Hotel on 31 Dec. 1992 definitely started new era of hospitality in podkarpackie province. Hotel Guests are able to enjoy their meal in three stylish restaurants: Presidential Restaurant, Orchid Restaurant and La Passione Restaurant. In hotel, guest can also find wide catalogue of SPA and beauty parlor service, gym and sauna. Convenient location gives guests the possibility to reach strategic point of Rzeszów city. Hotel Guests are able to enjoy their spare time in entertainment and shopping center – Millenium Hall placed near the Prezydencki Hotel.

Distance from the conference venue: 600 metres

**HOTEL ROOMS SHOULD BE BOOKED INDIVIDUALLY UNTIL MAY 11**

**FOR ROOM CHARGES PLEASE SEE [WWW.FORUM-INNOWACJI.EU](http://WWW.FORUM-INNOWACJI.EU)**

# ORGANISERS

# PARTNERS



Ministry  
of Sport and Tourism  
of the Republic of Poland



POLISH  
TOURIST  
ORGANISATION



**We are looking forward to welcoming  
you in Rzeszów!**



*Carpathian States Tourism Forum  
Rzeszów, 28 May 2014*

## Contact person:

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