

PROGRAMME

5TH INNOVATIONS FORUM - TOURISM

27 may 2014 (Tuesday) | Day 1 | Morning session

University of Rzeszów, Centre of Microelectronics and Nanotechnology, 1 Pigońia st., 35-310 Rzeszów, Poland

09:00 – 10:30	Registration & coffee	
10:30 – 11:00	Official opening of the 5th Innovations Forum <ul style="list-style-type: none">▪ Mr. Jan Bury, Deputy to Polish Parliament, Chairman of Innovations Forum Programme Council▪ Ms. Katarzyna Sobierajska, Undersecretary of State, Ministry of Sport and Tourism▪ Mr. Tadeusz Ferenc, Mayor of Rzeszów▪ Prof. Aleksander Bobko, Rector of Rzeszów University▪ Mr. Zygmunt Berdychowski, Chairman of Economic Forum Programme Council	
11:00 – 11:30	Key note speech: Dr. Zoltan Somogyi , Executive Director, World Tourism Organisation (UNWTO)	
11:30 – 12:45	Plenary session <i>The Sources and Limits of Innovations in Tourism</i> Chairperson: Prof. Magdalena Kachniewska , Warsaw School of Economics <ul style="list-style-type: none">▪ Mr. Michał Jaworski, E-commerce manager, Rainbow Tours▪ Mr. Janusz Mitulski, Vice President, the Chamber of Commerce of Polish Hotel Industry, Partner in Horwath HTL▪ Mr. Paweł Rek, Director General, Amadeus Polska▪ Dr. Bartłomiej Walas, Vice President, Polish Tourist Organisation▪ Mr. Bogumił Zięba, Chairman of the Board, MobilMS	
12:45 – 14:00	Discussion panel <i>Innovative public policies in tourism – national tourism authorities versus changing market trends</i> Chairperson: Dr. Bartłomiej Walas , Vice President, Polish Tourist Organisation <ul style="list-style-type: none">▪ Ms. Iuliana Aluas Policy Officer, DG Enterprise, European Commission▪ Ms. Marta Chełkowska, Director of Tourism Department, Marshall Office of the Pomorskie Voivodship▪ Ms. Joanna Darmos, Policy Support Officer, Embassy of New Zealand in Warsaw▪ Dr. Andrea Nemes, Director, Department of Tourism and Catering, Hungarian Ministry of National Economy	Discussion panel <i>Importance of creative industries as a source of innovations in tourism</i> Chairperson: Ms. Karolina Kępczyk , Director, Matołek the Billy Goat European Tale Centre in Pacanów <ul style="list-style-type: none">▪ Mr. Stefan Dziadosz, Operations Director, Centre of Glass Heritage in Krosno▪ Ms. Beata Hulinka, Rzeszów Agency of Regional Development S.A.▪ Ms. Ewa Kondek, Deputy Mayor of Sandomierz▪ Mr. Hansjürgen Schmolzer, BSX Schmolzer Gmbh▪ Prof. Marta Wierzbieniec, Director of Music Festival in Łańcut
14:00 -15:00	Lunch	

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PROGRAMME

5TH INNOVATIONS FORUM - TOURISM

27 May 2014 (Tuesday) | Day 1 | Afternoon session

University of Rzeszów, Centre of Microelectronics and Nanotechnology, 1 Pigonia st., 35-310 Rzeszów, Poland

15:00 – 16:15	<p>Discussion panel <i>Innovations in hotels – attractive addition or business model?</i></p> <p>Chairperson: Mr. Janusz Mitulski, Vice President, the Chamber of Commerce of Polish Hotel Industry, Partner in Horwath HTL</p> <ul style="list-style-type: none">▪ Mr. Miłosz Stanisławski, General Manager, Sound Garden Hotel in Warsaw▪ Mr. Krzysztof Stęplowski, Expert on e-marketing▪ Mr. Mariusz Kubala, Managing Director, Satoria Group S.A.▪ Mr. Przemysław Wieczorek, Investment Director, PURO Hotels Sp z o.o.▪ Mr. Daniel Łukaszewicz, Business Development Director, Dobry Hotel Network	<p>Discussion <i>Wellness and medical tourism – tradition and modernity</i></p> <p>Chairperson: Mr. Piotr Komornicki, Chairman of the Board, Uzdrowisko Iwonicz S.A.</p> <p>Introduction: Prof. Stanisław Zaborniak, University of Rzeszów</p> <ul style="list-style-type: none">▪ Mr. Wojciech Fułek, Vice President, European Spas Association (ESPA)▪ Dr. Jan Golba, President, the Association of Polish Spa Communities. Mayor of Muszyna▪ Mr. Paweł Patrzalek, General Manager, Malinowy Zdrój Hotel
16:15 - 16:30	Coffee break	
16:30 – 17:45	<p>Discussion panel <i>Green Innovations in Tourism – trend or necessity?</i></p> <p>Chairperson: Prof. Zbigniew Witkowski, Academy of Physical Education in Kraków</p> <p>Introduction: Prof. Zygmunt Wnuk, University of Rzeszów</p> <ul style="list-style-type: none">▪ Mr. Alain Dupeyras, Head of Tourism Unit, OECD▪ Dr. Narcyz Piórecki, Director of Arboretum in Bolestraszyce▪ Mr. Bartosz Rączy, Expert, „Procarpathia” Association▪ Mr. Rafał Serafin, Chairman of the Board, Environmental Partnership Foundation	<p>Discussion panel <i>Meetings industry in as a vehicle for development and promotion of regions of Central-Eastern Europe?</i></p> <p>Chairperson: Ms. Anna Jędrocha, President, The Conferences and Congresses in Poland Association</p> <ul style="list-style-type: none">▪ Ms. Alexandra Bakoš, Business Centre, Hotel Blue Diamond in Rzeszów-Jasionka▪ Mr. Krystian Gryglaszewski, Katowice Convention Bureau▪ Ms. Magdalena Płonka, Business Centre, Hotels Bristol & Grand in Rzeszów▪ Dr. Paweł Rut, University of Rzeszów
20:00	Banquet (on invitation) Business Innovations Award Ceremony (Hotel Bristol, Rynek 20, 35-064 Rzeszów)	

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5TH INNOVATIONS FORUM - TOURISM

28 may 2014 (Wednesday) | Day 2 | Morning session

University of Rzeszów, Centre of Microelectronics and Nanotechnology, 1 Pigonia st., 35-310 Rzeszów, Poland

08:00 – 09:30	Registration & coffee	
09:30 – 10:45	<p>Discussion panel <i>New media & communication technologies as a tool for innovations in tourism</i></p> <p>Chairperson: Mr. Krzysztof Witoń, Chairman of the Board, HAWA S.A.</p> <ul style="list-style-type: none">▪ Mr. Marek Falenta, Investor▪ Mr. Wiesław Łodzikowski, Director, TVP Technologie (Polish Television)▪ Dr. Mirosław Nalazek, Director, Department of Information Systems, Polish Tourist Organisation▪ Mr. Leo Walotek-Scheidegger, Journalist▪ Mr. Agnieszka Sikorska, Head of Office, Silesian Tourist Organisation	<p>Session <i>Natural products in regional brand development</i></p> <p>Chairperson & introduction Prof. M.D. Piotr Książek, Head, Chair and Department of Public Health, Medical University of Lublin</p> <p>Presentations:</p> <ul style="list-style-type: none">▪ M.D. Marek Kos, Director, Specialized Medical Facility (SPZOZ) in Kraśnik▪ Mr. Grzegorz Woźniak, Chairman of the Board, Centre of Innovations and Technology Transfer, LPNT Sp. z o.o.▪ Mr. Wojciech Brakowiecki, Chair and Department of Public Health, Medical University of Lublin
10:45 – 12:00	<p>Information session <i>EU Multiannual Financial Framework 2014 - 2020 – new funding opportunities for innovative projects in tourism sector</i></p> <p>Introduction:</p> <ul style="list-style-type: none">▪ Ms. Iwona Wendel, Undersecretary of State, Ministry of Infrastructure and Development of the Republic of Poland <p>Presentations:</p> <ul style="list-style-type: none">▪ Ms. Anna Zabłocka-Sztyber, Deputy Director, Department of European Funds, Polish Tourist Organisation▪ Ms. Piotr Tatara, Director, The „Let’s promote Poland together” Project Bureau, Polish Tourist Organisation	
12:00 – 12:15	Coffee break	
12:15 – 13:30	Special Guest Speaker	
	Mr. Marek Kamiński , Polar explorer, author, photographer, entrepreneur	
13:30 – 14:00	Official closing	
	<ul style="list-style-type: none">▪ Mr. Jan Bury, Deputy to Polish Parliament, Chairman of Innovations Forum Programme Council▪ Ms. Katarzyna Sobierajska, Undersecretary of State, Ministry of Sport and Tourism	
	Invitation to the 6th Innovations Forum	
14:00 – 15:00	Lunch	

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PROGRAMME

1ST CARPATHIAN STATES TOURISM FORUM

28 may 2014 (Wednesday)

University of Rzeszów, Centre of Microelectronics and Nanotechnology, 1 Pigonia st., 35-310 Rzeszów, Poland

08:00 – 09:00	Registration & Coffee	
09:00 – 09:30	Opening remarks: <ul style="list-style-type: none">▪ Ms. Katarzyna Sobierajska, Undersecretary of State , Ministry of Sport and Tourism of the Republic of Poland▪ Dr Zoltan Somogyi, Executive Director, World Tourism Organization (UNWTO)▪ Mr. Harald Egerer, Head, Interim Secretariat of the Carpathian Convention▪ Mr. Michael Meyer, Project manager for the Strategy of Future Sustainable Development of Tourism in the Carpathian, Ecological Tourism in Europe,	
09:30 – 10:45	Discussion panel: <i>Benefits from building The Carpathian Brand</i> Chairperson: Dawid Lasek – Vice President, Euroregion “Carpathians” <ul style="list-style-type: none">▪ Prof. Jerzy Rut, University of Rzeszów▪ Prof. Wojciech Czarny, University of Rzeszów▪ Prof. Bogdan Mytskan, University of Rzeszów, Iwanofrankivsk▪ Mr. Michael Meyer, Ecological Tourism in Europe E.T.E.▪ Ms. Ivana Avramov Bjelica, Adviser, Department of Tourism Ministry of Trade, Tourism and Telecommunication, Republic of Serbia▪ Ms. Monika Szymańska, President, Quality of Life Cluster „Kraina Podkarpacie”	Discussion panel: <i>Intercultural dialogue in tourism</i> Chairperson: Mr. Armin Mikos von Rohrscheidt , Editor in Chief “Turystyka Kulturowa” <ul style="list-style-type: none">▪ Prof. Wojciech Cynarski, Rzeszów University▪ Dr. Hanna Vehmas, University of Jyväskylä▪ Mr. Tadeusz Ferenc, Mayor of Rzeszów▪ (tbc)
10:45 – 12:00	Discussion panel: <i>Natural and cultural heritage of the Carpathians</i> Chairperson: Dr. Piotr Łopatkiewicz , University of Rzeszów <ul style="list-style-type: none">▪ Mr. Michael Meyer, Ecological Tourism in Europe, E.T.E.▪ Ms. Danjela Vićentijević, Senior Advisor, Department of Tourism Ministry of Trade, Tourism and Telecommunication, Republic of Serbia▪ Ms. Monika Ochwat, “Carpathians our Home”, “Ecopsychology”▪ Mr. Zbigniew Niewiadomski, UNEP/GRIP Warszawa▪ Dr Krzysztof Borkowski, University School of Physical Education in Krakow	Lecture <i>Carpathian Archeology</i> <ul style="list-style-type: none">▪ Prof. Sylwester Czopek, Vice Rector, University of Rzeszów Presentation: <i>Organisation of tourists safety system in mountains on the example of Polish solutions</i> <ul style="list-style-type: none">▪ Mr. Grzegorz Chudzik, Head, Mountain Volunteer Search and Rescue - Bieszczady Section
12:00 - 12:15	Coffee break	
12:15 – 13:30	Discussion panel: <i>Promoting the Carpathians – possibile joint actions</i> Chairperson: Mr. Jarosław Reczek , President, Podkarpacka Regional Tourism Organisation <ul style="list-style-type: none">▪ Mr. Leszek Zegzda, President, Małopolska Tourist Organisation▪ Mr. Paweł Nikliński, Vice President, Fairs in Kraków (Targi w Krakowie)▪ Mr. Małgorzata Broda, Director, Institute of Europe of The Carpathians, Carpathian Adventure Map	
13:30 -14:00	Official closing	
14:00-15:00	Lunch	

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