

**International Conference on
Central Europe and Tourism Competitiveness
University of Pannonia
Veszprem- Hungary**

Programme

24th September, 2009

17.30. Guided city tour (from Building A University of Pannonia)

25th September, 2009

08.00-09.00 Coffee and Registration (Building A University of Pannonia)

09.00 Welcoming remarks (Building A 2nd. floor, room 204)

09.30 Keynote 1 **Professor Ádám Török**
**"The International Tableau of Competitiveness of National Economies -
 Rankings and Performances"**
 Ádám is one of the three members of the Hungarian Fiscal Committee and a professor
 at the University of Pannonia
chaired by András Jancsik

10.30 Coffee

10.45 Parallel sessions

Building A room 204

Building A room 122

	<i>Session Chair: Péter Mayer</i>	<i>Session Chair: Ágnes Raffay</i>
	Theme: Spatial Elements	Theme: Cultural Elements
10.45	Administrative Border as Challenge in Spatial Aspects of Tourism Competitiveness A. Klepers and M. Rozīte	Successful Sport Event Organization in Central and Western-Europe Gabriella Dancsecz
11.15	Competitiveness level of Polish regions – Spatial diversity assessment using the Principal Component Analysis (PCA). Malgorzata Lesniak-Johann	Maximising the Cultural Tourism Offer: the benefits of a DMO Katalin Lőrincz and Alan Clarke
11.45	Managing a Regional Brand Extension: Porto Douro Valley Elisabete Serra, José Manuel Carvalho Vieira and Carlos Machado-Santos	Developing Business in the Castle Tourism Market in Central and Eastern Europe in a Competitive Environment Andrea Nemes
12.15	The competitiveness between tourist potential of Polish sightseeing resorts. Marta Góralewicz-Drozdowska	Cultural Integration : Implications For Design And Habits Kamsina Abu Bakar and Zuraidah Abbas
12.45	Closing remarks	Closing remarks

13.00 – 14.00 Lunch

14.00 Parallel sessions

	Building A room 204	Building A room 122
	<i>Session Chair: Alan Clarke</i>	<i>Session Chair: Kati Formadi</i>
	Theme: Economic Elements	Theme: Rural Elements
14.00	Current Issues in Destination Price Competiveness Larry Dwyer and Peter Forsyth	Mapping the contact networks in rural tourism Csilla Raffai
14.30	Financing recreational public goods for tourism development: Is there a case for voluntary contributions? Tobias Heldt	Sampo – the first Tourist Ice-Breaker – an example of break-through success in tourism competitiveness Seppo K. Aho
15.00	Commons Attractors and Cultural Landscape as Endangered Destination Elements Volker Letzner	Competitiveness in Rural Tourism: Quality and Cooperation as Keys to Success as Exemplified by Vulcano Ham James Miller
15.30	Coffee	Coffee
15.45	The travel and tourism competitiveness of Polish voivodships in 2007. Marta Góralewicz-Drozdowska, Małgorzata Leśniak-Johannand Wojciech Maciejewski	Empowerment barriers as competitiveness indicators Emese Panyik and Carlos Costa
16.15	Models of Competitiveness András Jancsik and Péter Mayer	Competitiveness and Ecotourism Erzsébet Péntzes
16.45	Closing remarks	Closing remarks

17.00 Keynote 2 Professor Christine Ennew
Marketing Competitiveness: Competitive Marketing (Building A 2nd. floor, room 204)

Christine is Pro-Vice Chancellor at the University of Nottingham, UK. She was the first Director of the Christel de Haan Tourism and Travel Research Institute in Nottingham and is also a Professor of Marketing.
chaired by Alan Clarke

18.00 Close of formal business

26th September, 2009

08.00-09.00 Coffee and Registration (Building A University of Pannonia)

09.00 Parallel sessions

	Building A room 204	Building A room 122
	<i>Session Chair: András Jancsik</i>	<i>Session Chair: Alan Clarke</i>
	Theme: Core and Supporting Elements	Theme: Innovation Processes and Practices
09.00	The Tourismscape of Palanga: a seaside resort and its hinterland Aušrinė Armaitienė and Ramūnas Povilanskas	Possible innovations in the management of hotels Petra Gyurácz Németh, Zoltán Kovács and Lorna Uden
09.30	Students, tourism and competitiveness: recession and student travel patterns Zoltán Raffay	Effective Use Of Competitive Advantage As A Management Tool: Case Of Turkish Hospitality Industry Osman Nuri Özdoğan and Zafer Öter
10.00	Educational Tourism and Its Effects on Regional Economy and Destination Management László Árva and Erika Könyves	Just the Ticket: transport as a competitive element in the touristic offer Ágnes Raffay
10.30	Human resources as an element of competition Kati Formádi	Using existing infrastructure of railways to improve the competitiveness of the tourism region of Lower Silesia Wojciech Maciejewski
11.00	Coffee	Coffee
11.15	Competitive Women, Women's Competitiveness in Hungarian tourism Edit Komlósi	The use of Internet technology as a promotional tool of municipalities in the Lubelskie Voivodship Andrzej Tucki
11.45	Compliance with trends as a factor of competitiveness Péter Mayer and Krisztina Priszinger	Marketing Information System: A Managerial Tool to Boost Competitiveness of Tourism Enterprises Zafer Öter and Osman Nuri Özdoğan

12.15 Conference closing speeches (Building A room 204)

Internationalisation in higher education: The case of the University of Pannonia
International Advisor to the Dean Professor József Berács

12.30 Closing address – Alan Clarke