

The **Balaton Tourism Research Centre** was established in 2015 to serve academic and sectoral research related to the Lake Balaton. The Tourism Department of the University of Pannonia has been involved with tourism research for 20 years now and has fostered the establishment of an independent research unit to create a framework for the wide range of potential research activities dedicated to the Balaton. The **BTRC** organised a conference for the Hungarian audience to celebrate the establishment of the unit in November 2015 and would like to introduce themselves to the international scene with a conference in April 2016, focusing on some of the key issues that underpin the research interests of the unit, such as sustainability, heritages, tourism policy and practice.

The Balaton Tourism Research Centre of the University of Pannonia is hosting a conference
on

SUSTAINING SUSTAINABILITY: HERITAGES, POLICIES AND PRACTICES

28-29th April 2016

Veszprém, Hungary

The conference will focus on the following areas:

- Sustainable tourism development
- Heritage and heritages interpretation
- Tourism policy and the links to research

Related topics are also welcome.

Keynote speakers:

Leo Jago - University of Surrey, UK

Kevin Griffin - Dublin Institute of Technology, Ireland

Alan Clarke - University of Pannonia, Hungary

Preliminary programme

27 th April		University of Pannonia Building A
18.30	Welcome reception	
28 th April		University of Pannonia Building A
9.30	Registration	
10.00	Official welcome	
10.30	Keynote presentation	

11.15	Keynote presentation	
12.00	Lunch	
13.30	Parallel sessions	
15.00	Coffee break	
15.30	Questions and answers round table discussion	
16.30	Sightseeing tour of Veszprém	
19.00	Gala dinner	
29 th April		University of Pannonia Building A
9.30	Keynote presentation	
10.15	Parallel sessions	
12.00	Lunch	
13.30	Policy and practice roundtable discussion	
15.00	Optional excursion to explore the heritages at the Lake Balaton Wine tasting dinner	Tihany, Balatonfüred

Conference fee

The conference fee is 150 EUR which covers the costs of the conference, coffee breaks, lunches on Thursday and Friday and the gala dinner on Thursday. Participants from Hungarian partner institutions of the University of Pannonia can attend the conference at a discounted rate of 30 000 HUF. The conference fee needs to be paid by the 15th April 2016. All participants whose abstract and registration is accepted will receive an invoice from the University of Pannonia with the relevant details for the conference fee payment.

Important dates:

Abstract submission: 15th March 2016

Registration for the conference: 15th April

Submission of full papers: 15th May

Publication

All papers presented will be published in an electronic publication with an ISSN number, and the 3 best papers selected by the Scientific Committee will be published in the double-blind reviewed Pannon Management Review.

Further information: conference 2016@gtk.uni-pannon.hu