

Empowering Open Innovation Tourism Networks FINAL CONFERENCE – Programme

Date: 12 June 2026

Location: University of Pannonia (8200 Veszprém, Egyetem utca 10.)

8:30–9:00	Registration
9:00–9:20	Opening János Abonyi, Rector, University of Pannonia Beáta Fehérvölgyi, Dean, University of Pannonia, Faculty of Business and Economics Vladimir Senic, Dean, University of Kragujevac
<i>Plenary session 1 (English)</i>	
9:20–9:50	Vesna Milovanovic (University of Kragujevac): Empowering an open innovation tourism network in Vrnjačka Banja
9:50–10:20	Krzysztof Borodako – Michal Rudnicki (University of Krakow): Innovation networks – case study of Krakow region
10:20–10:50	Lenka Cervova (Technical University of Liberec): Innovation networks – case study of Liberec Cristal Valley
10:50–11:00	Q&A
11:00–11:20	Coffee break
<i>Plenary session 2 (Hungarian)</i>	
11:20–11:40	Eszter Madarász – Judit Sulyok: Innovation networks – case study of Balaton Circle (Balatoni Kör)
11:40–12:00	Szilvia Kovács: Cooperating Balaton Uplands Association
12:00–12:20	Dóra Kanizsai-Nagy: Tourism Management System, Veszprém-Balaton European Sportregion 2026
12:20–12:30	Q&A
12:30–14:00	Lunch break
14:00–15:00	Katalin Lőrincz – Miklós Virágh: Workshop on the potential of decreasing working hours for tourism and recreation (English)
15:00–16:00	Roundtable – future cooperation among participants (Hungarian)
16:00–16:30	Closing
16:30–17:30	Coffee break & BalatonBor presentation
17:30–18:30	Project meeting (for V4 project partners, closed session)

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