

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

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