

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 Vesna Milovanovic, Associate professor, 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 (Krakow University of Economics): Innovation networks – case study of Kraków Network
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)
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)

The project is co-financed by the governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from the International Visegrad Fund, “Empowering Open Innovation Tourism Network” project (No. 22430273). The fund's mission is to advance ideas for sustainable regional cooperation in Central Europe.