



"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

INTERNATIONAL SCIENTIFIC CONFERENCE

"HOW TO INCLUDE HISTORICAL AND CULTURAL HERITAGE IN THE TOURIST OFFER OF REGIONS"

Conference summarizing the results of research

December 15-17, 2022

University of Bielsko-Biala, Poland

FIRST DAY OF THE CONFERENCE (15. XII. 2022, THURSDAY)

11:00 – 16:00 Accommodation of Conference Participants

11:00 – 13:00 Panel of experts - connection with a partner in Lviv /University of Bielsko-Biala, L 410; link to the meeting: https://teams.microsoft.com/l/meetup-join/19%3ameeting_YWMxMjRINTEtNWFIYy00ODJkLTgzZGYtNDRiMjQ3OTc2ZjAz%40thread.v2/0?context=%7b%22Tid%22%3a%2270dbaa1f-55b3-4a67-96d1-7ba70d67f6b9%22%2c%22Oid%22%3a%22745bcbff-db9b-4b09-8bdb-591a8952b3cb%22%7d/

Panelist:

Dr. Honorata Howaniec (University of Bielsko-Biala, Poland)

Dr. Eng. Irena Dudzik-Lewicka (University of Bielsko-Biala, Poland)

Dr. Eng. Aneta Madyda (University of Bielsko-Biala, Poland)

Professor Dr. Oleh Karyy (Lviv Polytechnic National University, Ukraine)


Associate Professor Dr. Ihor Kulyniak (Lviv Polytechnic National University, Ukraine)

Associate Professor Dr. Solomiya Ohinok (Lviv Polytechnic National University, Ukraine)

Dr. Tamara Rátz (Kodolányi János University, Hungary)

Dr. Katalin Szalai (Kodolányi János University, Hungary)



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Dr. MBA Hana Štverková (VŠB – Technical University of Ostrava, Czech Republic)

Associate Professor Dr. Petra Horváthová (VŠB – Technical University of Ostrava, Czech Republic)

Dr. Lenka Heczková (VŠB – Technical University of Ostrava, Czech Republic)

Dr. Eng. Karol Krajčo (Alexander Dubček University of Trenčín, Slovakia)

Dr. Andrej Poruban (Alexander Dubček University of Trenčín, Slovakia)

Dr. Martina Jakubčinová (Alexander Dubček University of Trenčín, Slovakia)

14.00 - sightseeing in Bielsko-Biala

SECOND DAY OF THE CONFERENCE (16. XII. 2022, FRIDAY)

09:00 – 9:45 Registration of Conference Participants

09:45 – 9:50 Ceremonial opening of the conference/University of Bielsko-Biala, L131; link to the introduction and plenary session: https://teams.microsoft.com/l/meetup-join/19%3ameeting_OWYxMDRIYzktZDdiMC00NzE5LTkwODAtNmE0N2MyZDU4N2Fl%40thead.v2/0?context=%7b%22Tid%22%3a%2270dbaa1f-55b3-4a67-96d1-7ba70d67f6b9%22%2c%22Oid%22%3a%22745bcbff-db9b-4b09-8bdb-591a8952b3cb%22%7d - **the conference is open, we invite you to participate in person or via MS Teams /**

9:50 – 10:00 Introduction to the project "Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries" Visegrad Grant No. 22130195

Dr Honorata Howaniec (University of Bielsko-Biala, Poland) – coordinator of project

10:00 – 10.30 – Dr. Eng. Karol Krajčo, Dr. Andrej Poruban, Dr. Martina Jakubčinová “TRENČIN REGION – REGION OF CULTURAL AND HISTORICAL HERITAGE AS A TOURIST DESTINATION” (Alexander Dubček University of Trenčín, Slovakia)

10:30 – 11.00 – Dr Tamara Ratz, Dr. Katalin Szalai "OPPORTUNITIES FOR CULTURAL AND HERITAGE TOURISM DEVELOPMENT IN THE GREATER BUDAPEST DESTINATION" (Kodolányi János University, Hungary)





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- 11:00 – 11.30 – Dr. MBA Hana Štverková, Dr. Lenka Heczková "HERITAGE OF THE MORAVIAN-SILESIA REGION" (VŠB – Technical University of Ostrava, Czech Republic)
- 11:30 – 12.00 – M.Sc Monika Pasierbek "THE CULTURAL HERITAGE OF THE BESKIDS REGION" (Euroregion Beskidy, Poland)
- 12:00 – 12.30 – Dr Honorata Howaniec "ASSESSMENT OF THE POSSIBILITY OF INCORPORATING THE CULTURAL HERITAGE OF THE BESKIDY REGION INTO THE REGION'S TOURIST OFFER - RESEARCH RESULTS" (University of Bielsko-Biala, Poland)
- 12:30 – 13.00 – Associate Professor Dr. Solomiya Ohinok "PROTECTION, PRESERVATION, AND POPULARIZATION OF HISTORICAL AND CULTURAL HERITAGE IN LVIV REGION: NEW STRATEGIC CHALLENGES" (Lviv Polytechnic National University, Ukraine)
- 13:00 – 13.30 – questions and open discussion
- 13.30 – coffee break
- 14:00 – 16.-00 – project works

THIRD DAY OF THE CONFERENCE (17. XII. 2022, SATURDAY)

9:45 – 11.15 – Panel of experts /on-line panel; link to the meeting:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MTU0ZTE5MWEtMDE4Yi00NmFkLThmYTctNzM1YTgwOGJIYTRI%40thread.v2/0?context=%7b%22Tid%22%3a%2270dbaa1f-55b3-4a67-96d1-7ba70d67f6b9%22%2c%22Oid%22%3a%22745bcff-db9b-4b09-8bdb-591a8952b3cb%22%7d/

Dr Aneta Bąk "IN SEARCH OF A CONTEMPORARY EUROPEAN? - QUESTIONS ABOUT EUROPEAN IDENTITY. IMPLICATIONS FOR TOURISM" (University of Bielsko-Biala, Poland)

Dr Eng. Zbigniew Zontek, Dr Eng. Ewa Lipianin-Zontek "INNOVATION MANAGEMENT AND USAGE OF KNOWLEDGE TRANSFER IN TOURISM ENTERPRISES" (University of Bielsko-Biala, Poland)





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Dr Eng. Irena Szewczyk, Dr Eng. Ewa Lipianin-Zontek "ADAPTATION OF BUSINESS HOTELS TO THE NEEDS OF DISABLED TOURISTS IN POLAND" (University of Bielsko-Biala, Poland)

M.Sc. Dorota Lorenc "COOPERATION OF HOTELS AND REGIONS TO PROMOTE HISTORICAL AND CULTURAL HERITAGE"

11:15 – 11.30 - Summary of the conference

11.30 – 13.00 - departure of guests

Scientific and organizing committee:

Dr Honorata Howaniec (University of Bielsko-Biala, Poland) – project coordinator

Dr Eng. Irena Dudzik-Lewicka (University of Bielsko-Biala, Poland)

Dr Eng. Aneta Madyda (University of Bielsko-Biala, Poland)

M.Sc Dorota Lorenc (University of Bielsko-Biala, Poland)

