**INTERNATIONAL CONFERENCE   
AND WORKSHOP MODULE**

**7 - 10 April 2016**

**8th International Rural Tourism   
and Agrotourism Fair**

**AGROTRAVEL**

Congress Centre of the Kielce Trade Fair

ul. Zakładowa 1, Kielce

**RURAL TOURISM AND AGROTOURISM FORUM** Congress Centre of the Kielce Trade Fair , OMEGA Conference Hall

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| **Thursday, 7 April 2016** | | |
| **TIME** | **Thematic Area** | |
| **10:00 AM - 11:00 AM** | Registration | |
| **11:00 AM - 1:00 PM** | **Debate: Polonia’s agrotourism**  **Moderator: Ambasador ad personam dr Witold Rybczyński – *President of the Tourism Support and Development Association***  Participants :  **Andrzej Janeczko** – *President of the „Polish Home” in Spain Association*  **Maria Waesterlund** **- Kluvetasch** – *President of the Scandinavian Polonia Society*  **Margaretha Rudomino-Dusiacka** – *President of the “Dialog” Polonia Swedish Club*  **Andrzej Kempa** – *President of the "World Polonia Games Polonia-Austria" Association, Editor-in-chief of the " Polonia Sport"*  **Honorata Pierwola** – *President of the Association of Polish and American Travel Agents*  **Tadeusz Adam Pilat** – *President of the European Union of Polish Communities*  **dr Jan Paweł Piotrowski** – *ALMAMER High School, Editor-in-Chef ot the „*TurBiznes*”*  **dr Zygmunt Jańczyk** – *ALMAMER High School*  **Aneta Mazurek** – *Member of the Polish Federation of Rural Tourism ‘Friendly Farms’, Association*  **Main discussion themes:**   * Rural tourism development in the countries and regions of the participants. * Polish communities’ expectations and needs towards rural tourism in Poland. * Rural tourism offer in Poland | |
| **1:00 PM - 2:00 PM** | Lunch | |
| **2:00 Pm - 4:00 PM** | **Partnership and cooperation in context of network product development**   * Establishment and development of partner network products in rural areas * Network tourist product management |
| **Moderator : dr Piotr Zmyślony – *the Poznań Univeristy of Economics and Business*** | |
| **2:00 PM - 2:20 PM** | The possibility of financing tourist projects from EU funds - a comprehensive approach  **Dr. Waclaw Idziak –** *expert rural development* |
| **2:20 PM - 2:40 PM** | Green Velo Eastern Cycle Trial as an example of network product co-financed from European funds. The project ... and then what?  **Malgorzata Wilk-Grzywna** - *Director of the Regional Tourism Organization of the Świętokrzyskie Voivodeship* |
| **2:40 PM - 3:00 PM** | The functions and tasks of tourism organizations (DMO) in tourism management - a case study from abroad. “Tyrolean tourist associations: tourism management in the highland macro-region characterized by tourist intensity". **dr Piotr Zmyślony –***the Poznań Univeristy of Economics and Business* |
| **3:00 PM - 3:20 PM** | Coffee break |
| **3:20 PM - 5:30 PM** | **Partnership and cooperation in context of marketing communication**   * Effective marketing communication of the network tourist products in context of applied channels and tools * How to create a promotional campaign in cooperation with partners? |
| **Moderator : dr Piotr Zmyślony – *the Poznań Univeristy of Economics and Business*** | |
| **3:20 PM - 3:50 PM** | A new owner, a new marketing ... old tourism. As new media has changed the philosophy of marketing.  ***dr hab. Magdalena Kachniewska, prof. SGH*** *– the Warsaw School of Economics* |
| **3:50 PM - 4:15 PM** | Good practices of the professional campaigns of networking products in partnership cooperation  ***Hubert Gonera*** *– promoter of regional food from the Landbrand company* |
| **4:15 PM - 4:45 PM** | Bałtów - from prehistory to modernity. Management models and product promotion in practice ***dr Andrzej Boczarowski*** *– Delta Association in Ostrowiec Świętokrzyski, University of Silesia in Katowice* |
| **4:45 PM - 5:30 PM** | Discussion |
| **Moderation:  dr Piotr Zmyślony – *the Poznań Univeristy of Economics and Business* Małgorzata Wilk*-*Grzywna – *Director of the Regional Tourism Organization of the Świętokrzyskie Voivodeship*** | |
| **Friday, 8 April 2016** | |
| **10:00 PM - 11:30 PM** | **Discussion panel:**  **Position of rural tourism in modern agricultural economy**  **Moderation: dr hab. Wioletta Kamińska, prof. UJK – Jan Kochanowski Univeristy in Kielce**  Participants:   * Undersecretary of State in the Ministry of Agriculture and Rural Development * Undersecretary of State in the Ministry of Sport and Tourism * Undersecretary of State in the Ministry of Development * dr Piotr Nowak - Institute of Sociology of the Jagiellonian University in Krakow * Wiesław Czerniec - President of the Polish Federation of Rural Tourism ‘Friendly Farms’ Associations |

**EXPERT DAY   
OF THE POLISH TOURIST ORGANIZATION**Congress Centre of the Kielce Trade Fair, BETA Congress Hall

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| **Friday, 8 April 2016** | |
| **1:00 PM - 4:00 PM** | ***Culinary tourism in rural areas – real taste, real rest.* *Opportunities and challenges in developing culinary tourism offer in rural areas.***  Presentation of culinary tourism and phenomenon of its popularity. The potential for culinary tourism development will be discussed on the example of tourist products based on local cuisine in rural areas in Poland and abroad. The experts will share their knowledge on the latest developmental tourism trends. They will consider whether there is a universal method to find the potential of local flavors, the historical wealth of recipes as well as table traditions for establishing rank of culinary offer in rural areas. The conference program includes five presentations. After presentations, a panel discussion is planned.  ***How to guarantee a true taste? - Hubert Gonera, managing director of the Landbrand Company***  The desire to know the real taste is becoming a motive of culinary expeditions to towns and regions. Can this trend be observed also in rural tourism? How to improve the quality of culinary offer? The presentation will show good practices of building a tourist attractiveness by taste.  ***How to create an original flavor of the village and invite tourists to know it? –*** *Joanna Nowacka, Wąsowo Farm*The Wąsowo Farm has cultivated vegetables with ecological certificates, which are then processed in a natural and traditional way. On site one can also see how organic herbs are grown. The real taste of Wąsowo Farm can be enjoyed at the cafe.  ***How to open a local restaurant and food service, which will share the taste of the region? –*** *Dorota Sawa, LGD Krasnystaw PLUS*  At the national road No. 17 leading to the Roztocze is a wooden hut, and there is a restaurant. It is not a common hut, only the "Krasna Cottage." This is not a casual restaurant, but a restaurant serving regional dishes and a place of the first contact visitors with taste and products of the Roztocze region.  ***Meetings with the culinary theme as a cultural trip to the countryside - what elements should be included in the offer to play a leading role in culinary tourism, what the organizers should provide and what are the tourists expectations. -*** *Dr hab. Karolina Buczkowska-Golabek - Department of Cultural Foundations of Tourism, Tourism and Recreation Department of Physical Education in Poznan*  ***From shrimp to escargot snail eggs - the history of the taste formation on the example of the DESTYLARNIA restaurant in the Palace of Mierzęcin. –*** *Dawid Łagowski, Chef of the kitchen Palace in Mierzęcin*Working on a taste of the place has taken several years. At that time, David Łagowski founded his own herb and vegetable garden, took care of stocking ponds and built a chain of local suppliers. A series of good decisions led him to receive the first recommendation of Slow Food in Lubuskie Voivodeship. Nowadays, the restaurant situated for almost two hours away from the nearest cities, is full of visitors throughout the year. |

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| **CLOSED MEETING**  **Friday 8 April 2016**  Congress Centre of the Kielce Trade Fair, SIGMA HALL (tower) | |
| **3:00 PM - 5:00 PM** | **Meeting concerning the Green Velo cluster establishment** - meeting of representatives of 5 provinces of Eastern Poland.  A discussion platform on the model of the Green Velo Eastern Poland Cycle Trial management. A tourist product for five regions of Eastern Poland requires a coherent marketing. Participants of the meeting (representatives of the marshals' offices, regional tourist organizations, as well as other invited guests) will decide on the final formula of the legal functioning of the cluster, the direction of its further development and the plans for a coherent promotion for the next year.  *Moderator:* **Małgorzata Wilk-Grzywna** - *Director of the Regional Tourism Organization of Świętokrzyskie Province* |

**Polish Network FOT THE RENEWAL AND DEVELOPMENT OF COUNTRYSIDE**

**"Rural Network of the Most Interesting Villages as a new Quality in Rural Tourism"**

Congress Centre of the Kielce Trade Fair, DETA+TETA Congress Halls

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| **Friday, 8 April 2016**  **2:00 PM – 6:00 PM** |
| **Introduction. Purpose of the conference.**  Joachim Wojtala – President of the Presidium of the Polish Network for the Renewal and Development of Countryside (PSORW), Mayor of Gogolin |
| **The most Interesting Rural Network - a new approach to the creation of rural tourism product and the method of protection of cultural heritage.**  Ryszard Wilczynski -Member of Parliament, an expert of the Polish Network for the Renewal and Development of Countryside (PSORW) |
| ***Questions and discussion. Break.*** |
| **The process of SNW creating - implementations and projects for the future.**  *dr. hab. Sylwia Staszewska from the Adam Mickiewicz University in Poznan - project manager SNW* |
| **High quality of rural tourism - a good basis for successful projects**  *Dr. Magdalena Dej - employee of the Institute of Urban Development in Krakow* |
| **Creating SNW - the last step**  *Marek Chmielewski - Member of the Presidium of tof the Polish Network for the Renewal and Development of Countryside (PSORW), Mayor of Dzierżoniów* |
| ***Discussion and end of the conference*** |

**WORSHOPS FOR YOUTH**

Main Hall of the Jan Kochanowski Univeristy in Kielce,

ul. Świętokrzyska 15

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| **Friday, 8 April 2016** | |
| **Time** | **Thematic Area** |
| **10:00 AM - 1:30 PM** | ***Vision of rural tourism development***  The workshops will act as the discussion platform on the projects delivered in 2007 – 2013 from the EU funds, with particular focus on the Rural Development Programme for 2007-2013 and model directions and opportunities identified in the new EU financial perspective for 2014-2020. The students will familiarize with the offer of rural tourism, its developmental trends in the upcoming years and good practices of benefiting from the EU funds for investment-related, promotional and training purposes in rural areas. |

**WORKSHOP AND DISCUSSION MODULE**

Congress Centre of the Kielce Trade Fair

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| **Saturday, 9 April 2016** | |
| **Time** | **Thematic Area** |
| **BLOCK 1** | |
| **10:00 AM - 11:30 AM** | **By innovation to higher quality of rural tourist products (programmes).**  *Influence of local strategies of tourist development on changes in approach and attitude of the service providers to quality and innovation of tourist products in rural areas.*  A new approach to build brand tourist products based on the principle of integration of providers and services for the creation of the offer in the form of tourist programs.  Current condition of rural tourism in the local dimension, identify local potential, including entities and attractions possible to include an integrated product (tourist program), including the ability to support these processes by the LGD and the introduction of integrated rural tourism products for the professional market of tourist services, including management, marketing, distribution channels, social communication, durability etc.  The workshop is addressed to representatives of local active group, associations of agro-tourism and rural compounds, advisors and potential customers of WODR tourist programs.  ***Jarosław Bomba –*** *Director of Agricultural Advisory Centre in Brwinów branch in Krakow*  ***Klaudiusz Markiewski –*** *Agricultural Advisory Centre in Brwinów branch in Krakow*  ***Leszek Leśniak –*** *Agricultural Advisory Centre in Brwinów branch in Krakow*  *Organizer: Agricultural Advisory Centre in Brwinów branch in Krakow*  *TETA Hall* |
| **Dairy products produced in the farm for selling,**  The workshop will present opportunities to launch food by agro-tourist farms provided agrotourist services in rural areas and sanitary and veterinary requirements for the food production. Guests will discuss about traditional food as an element of culinary heritage preservation. Secrets of manufacturing in a farm will be presented on the example of the Centre for Practical Training - training base for rural areas  ***Henryk Skórnicki*** ***–*** *Director of**Agricultural Advisory Centre in Brwinów Branch in Radom*  ***Barbara Sałata***  ***–*** *Agricultural Advisory Centre in Brwinów Branch in Radom*  ***Andrzej Śliwa*** ***–*** *Agricultural Advisory Centre in Brwinów Branch in Radom*  *Organizer : Agricultural Advisory Centre in Brwinów Branch in Radom*  *Sala DELTA* |
| **11:30 AM - 12:00 PM** | **Break** |
| **BLOCK 2** | |
| **12:00 PM - 01:30 PM** | **Support for rural tourism and agrotourism development under the Rural Areas Development Programme for 2014-2020 and the national and regional operational programmes.**  The workshop presenting the support of rural tourism development and the place and importance of rural tourism in relation to the priorities of the EU's rural development policy for 2014-2020 and the horizontal objectives of the RADP 2014-2020. Discussion will include issues relating to various aspects of innovation in rural tourism and various types of rural tourism, including ideas for projects related to the new challenges in tourism.  ***dr Wacław Idziak*** - expert in the field of programs and projects dot. regional and local development  ***Artur Kowalczyk*** – President of the Management Bluehill Sp. z o.o.  *Organiser: Quality Watch Sp. z o.o. Consorcium and Bluehill Sp. z o.o.*  *TETA Hall* |
| **Social media in rural tourism – customer service or marketing?**  The aim of the workshop is to present social media platforms with the greatest potential in rural tourism. Social media will be presented as a practical tool both for promotion and customer services. The moderator will present examples of agritourist objects' profiles in social media, along with their brief analysis. The workshop will be interactive.  ***Magdalena Ragus*** - Polish Tourist Organization  *Organiser:* Polish Tourist Organization  *DETA Hall* |
| **01:30 PM - 2:00 PM** | **Break** |
| **BLOCK 3** | |
| **2:00 PM - 3:00 PM** | **Tourist ticket - Internet platform Xircom solution for tourist movement.** The aim of the workshop is to present a solution for 21.century, which is a ticket online - independent platform for purchasing tickets. This platform Xircom B2B offers such possibility. The workshop will present opportunities and advantages offered by this solution. It explains the mechanism of action and the appropriate tools to create interesting tourists offer. The workshop is addressed to the museum directors and owners of tourist attractions.  ***Magdalena Mroczek*** – Director of the Xircom Sp. z o.o.  *Organiser:* Xircom Sp. z o.o Company, Kielce  *SIGMA HALL* |

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| **CLOSED MEETINGS**  **Saturday, 9 April 2016**  Congress Centre of the Kielce Trade Fair, BETA Hall | |
| **10:00 AM - 11:30 AM** | * **Polonia’s agrotourism**   Agrotourist offer vs. needs and expectations of the Polish diaspora.  *Organizer:* Ministry of Sport and Tourism |
| **12:00 PM - 02:00 PM** | **Forum of Regional Tourism Organizations**  The meeting will provide an opportunity to discuss current situation of regional tourism organizations and management of the tourism promotion system in Poland. Common to all ROT-s platform for the exchange of experience, the Forum of Regional Tourism Organisations allows to develop a coherent position of ROT-s. Participants of the meeting (representatives of the ROT-s as well as other invited guests) will have the opportunity to discuss further actions of FROT, as well as implementation of coherent promotional projects.  *Moderators:*  **Malgorzata Wilk-Grzywna** - Vice President of FROT |

Seminar

**The strengthening of culinary tourism by including products marked with "Quality Tradition"**Kielce Trade Fair, Hall G, room 3

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| **Saturday 9 April, 2016**  **10:00 AM - 18:00 PM** | |
| **10:00 AM - 01:00 PM** | **BLOCK** |
| **10:00 AM - 10:30 AM** | Registration |
| **10:30 AM - 11:00 AM** | **Seminar opening. Information on the Polish Chamber of Regional and Local Product. Information about the project. Objectives and seminar program.**  *Izabella Byszewska – President of the Polish Chamber of Regional and Local Product (PIPRiL)* |
| **11:00 AM - 11:30 AM** | **Quality of product and promotion**  *dr hab. Magdalena Kachniewska, prof. SGH – the Warsaw Schoolf of Economics* |
| **11:30 AM - 11:50 AM** | **Recognition marking of certified products - the results of the UKSW Patricia Manthey,** *Patrycja Manthey, SYSTEMATIC – consulting and training* |
| **11:50 AM- 12:10 PM** | **Culinary tourism - the new trend and tourism traditions?**  **Kamila Łuczyńska-Wilczek** *– Leader of Product Consortia, Polish Tourism Organization* |
| **12:10 PM - 12:30 PM** | **The culinary offer of high-quality members of the Polish Chamber of Regional and Local**  *Izabella Byszewska – President of the Polish Chamber of Regional and Local* |

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| **01:00 PM - 03:00 PM** | **BLOCK** |
| **12:30 AM - 1:00 PM** | **“Quality Tradition” - the national system for quality of food distinguishing. Introduction.**  *Jan Zwoliński- Vice President of the Polish Chamber of Regional and Local (PIPRiL)* |
| **01:00 PM- 2:00 PM** | **Workshops - working in groups moderated by:**   1. *Izabella Byszewska - Kamila Łuczyńska-Wilczek* 2. *Jan Zwoliński - Patricia Manthey* |
| **02:00 PM – 3:00 PM** | **Discussion, summary and conclusions.** |
| **03:00 PM - 5:00 PM** | **TASTING** |
| The voice of the producers – products presentations. The discussion backstage, questions, individual contacts.  End of the seminar. |
| **05:00 PM - 6:00 PM** | **SUMMARY** |
| Teamwork: substantive summary and organizational seminar. |