**PROGRAMME**

**20-21 APRIL 2018**

**Congress Centre of the Kielce Trade Fairs, ul. Zakładowa 1**

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| **9:30 - 10:00** | **Registration** |
| **10:00 -11:00** | **Opening CeremonyConferenceand** **10. AGROTRAVEL&ACTIVE LIFE International Rural Tourism and Active Tourism Fair*****In the programme: occasional speeches, film presentations and artistic performances*****Friday, 20 April 2018 OMEGA HALL** |
| **CONFERENCETOURIST TERRITORIAL BRAND: Creation – Development – Promotion**Pro-Health and Active Tourism: Trends – Challenges – Specializations**Friday, 20 April 2018, 11.00 Omega Hall** |
| **11.00-11.20** | **Regional Development and Smart Specializations in the Field of Tourism**Ph.D. Adam Jarubas - Marshal of the Świętokrzyskie VoivodeshipM.Sc. Monika Knefel, Chamber of Commerce "Circle of Health Tourism" |
| **11:20-11:40** | **Participation Motives in Health Tourism - Tourist Space Shaping in Poland** Prof. Magdalena Kachniewska, Warsaw School of Economics |
| **11:40-12:00** | **Ukraina and Odessa. The Power of Brands** Ivan Liptuga, Ukrainian Tourism Organization |
| **12:00-12.30** | **Coffee break** |
| **12:30-12:50** | **Tourist Destination Brand - Myths, Capital, Management** Ph.D. Bartłomiej Walas,Tourism and Ecology High School in Sucha Beskidzka |
| **12:50-13:10** | **How to Manage a Cycling Route? Case Study: European Cycling Routes** Theo Te Linde – Holland, expert for business management, regional development and international cooperation |
| **13:10-13:30** | **Trends in the development of pro-health and active tourism**Ph.D. Adrian Lubowiecki - Vikuk, Academy of Physical Education in Poznań |
| **13:30:13:50** | **Competitive Pro-Health Tourism Offer Building for Selected Foreign Markets**Ph.D. Jolanta Rab-Przybyłowicz, an expert in medical tourism in the country and abroad |
| **13:50-14:10** | **Tourist Potential of the Vinnytsia Oblast. Development Perspectives**Viega Kuliavets**,** Deputy Director of the Department of International Cooperation and Regional Development of the Vinnytsia Regional State Administration in Ukraine |
| **14:10-14:30** | **The Augustowski Canal as a Cross-Border Tourist Product: Creation – Promotion –Development Problems** Prof. Sviatlana Sialverstava, Bialystok University of Technology |
| **14:30-14:50** | **Eco lunch, BETA + GAMMA HALL** |

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| **B2B meetings, partners’ presentations and thematic meetings** **Friday, 20 April 2018 DELTA and TETA HALLS** |
| **B2B DELTA HALL 15:15 - 17:30** |
| B2B is addressed to tourist entrepreneurs who intend to expand the distribution channels of their tourist offer, as well as to tour operators. The workshop will be attended by over 15 travel agencies interested in implementation to the offer pro-health tourism, active but also eco-tourism and rural tourism elements. In the meetings take part travel offices, especially from Poland, but also from Holland and Germany. **B2B take place mainly between tour operators and representatives:**- accommodation, Wellness&SPA, health resorts, farms- tourist attractions (attractions which have developed their offer)**B2B:**  for both tourism entrepreneurs as well as local governments and representatives of non-governmental organizations. Conversations will take place between experts (taking part in the conference and workshops as speakers), and all participants interested in professional consulting. |
| **WORKSHOPS TETA HALL 15:00 - 17:30** |
| **15.00-17.30 Workshop no 1.** **Searching for Communal Brands** **- Bartłomiej Walas, Tourism and Ecology High School in Sucha Beskidzka**Workshop addressed mainly to local governments and non-governmental organizations as well as to all those interested in tourist development of the commune and creating its attractive image. **The workshop will consist of:**Presentation of selected municipalities: Busko-Zdrój, Solec-Zdrój, Chęciny, Jędrzejów, Strawczyn and Wąchock.Workshop: Discussion panel and creative opinions - How to recognize the value of a commune, and build its attractive image (thanks to investments co-financed from EU funds). |

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| **WORKSHOPS, SATURDAY 21 APRIL 2018, HALLS: BETA, GAMMA, DELTA, TETA** |
| **WORKSHOPS, BETA HALL 10:00-13:30** |
| **10.00 -11.45 – Workshop no 2****Green Velo Brand - Management and Development - Bartosz Wilczyński, PLANET PR**Workshop is addressed to all those interested in cycling tourism development, in particular the development of the Green Velo East of Poland Cycling Trail brand. The workshop will be attended by selected local governments along the route as well as representatives of bikers friendly places, travel agencies, etc. The workshop will be conducted by brainstorming method to open a new discussion on the trail future. Especially in the area of management and commercialization of the offer. In addition, workshop participants will have the opportunity to discuss how to maximize the benefits associated with the functioning of the Green Velo umbrella brand. |
| **12. 00-13.30 – Workshop no 3****"How to Effectively Manage a Network Product. Case study: European Cycling Routes “ – Theo te Linde, expert for business management, regional development and international cooperation**How to use the tourist cycle trail potential? Workshop is addressed to all those interested in best models of network product management on the example of the operation of selected cycling routes in Europe. Workshop for local governments representatives interested in creating infrastructure on the route, non-governmental organizations related to active tourism and to entrepreneurs interested in creating a sale offer based on tourist routes. Discussion will include: issues such as models of product functioning in terms of formal and legal (eg public-private partnership), financing the route development and creating offers by tour operators on the basis of the route.  |
| **WORKSHOPS, GAMMA HALL 10:00 -13:30**  |
| **10.00 -13.30 – Workshop no 4****Searching Inspiration for the Unique Agro-Business Offer - Good Practices: Monika Knefel, Chamber of Commerce "Circle of Health Tourism"**Workshop is addressed to everyone interested in the implementation of good practices in creating a competitive offer based on pro-health services and active leisure, in particular in facilities operating in rural areas. The workshop participants will learn about specific examples of accommodation facilities (including farms, spa and wellness facilities) based on this type of services. Eight objects will be presented by their representatives. After each presentation there will be a discussion so-called "brainstorming". Issues during the workshop: specialization and creating an attractive offer, legal and organizational aspects of sales of services, good practices in the field of sales, promotion and cooperation with tour operators and other partners.Case studies:- ŚWIĘTOKRZYSKIE WINE TRAILS - Avra Vineyard, Terra Vineyard and Sandomierska Vineyard- SOIL OILERS - traditional methods of pressing oils and their properties- ŚWIĘTOKRZYSKA MARGARETKA - vegetable and fruit diet and healthy slimming- POLANIKA - pro-health, active and educational tourism- CEMI Regional Ceramic Workshop - Artetherapy - treatment by art and jewelry- ECCE HOMO XXI - Trainings of memory, creative thinking and self-development at any age- WAKE PORT Kaniów - active tourism- ULA MELEKSY - visiting Sandomierz and its surroundings - ecologically with passion- SANDOMIERSKA TERENA GROUP - active tourism, off-road 4x4- OLIMAX - offer created on the basis of medicinal properties of seed copies |
| **WORKSHOPS, DELTA HALL 10:00 -13:30**  |
| **10.00-11.45 – Workshop no 5****The Świętokrzyskie Umbrella Brand and Local Sub-Brands. WITH LEADER for Health - Iwona Majewska – Regional Tourism Organization of Mazowieckie Voivodeship**Workshop is addressed to all those interested in building a territorial brand, both regional and local. In the first part of the workshop there will be several-minute presentation regarding the concept. The expert will present two newly created network products of active tourism (March for health - Nordic walking routes and "There is nothing like canoe" - water tourism) and the concept of promoting tourism products (Time for Świętokrzyskie - brand marketing). In the second part - strictly workshop – participants will work on a project of consistent communication and complementary activities conducting. Cooperation aims: include local brands to *Świętokrzyskie umbrella brand*.  |
| **12.00-13.30 – Workshop no 6****Tourist Destination Brand, Example of Ukraine and Odessa - Ivan Liptuga, National Tourism Organization**Workshop is addressed to all those interested in implementing the best practices of building an attractive brand of a place and methods of acting in crisis situations. An example of a sequence of marketing activities will be presented along with specific set of promotional instruments. Then in regime of Q/A participants will work on local cases and talking about how to attract Ukrainians to visit wellness resorts in Poland. |
| **WORKSHOPS, TETA HALL 10:00-13:30** |
| **10.00-11.30 – Workshop no 7Wellnes in Active Tourism – Anita Bajdalska, SPA Manager**Workshop is addressed to all those interested in creating a wellness offer in agritourism farms. Participants will learn about the principles of creating a wellness package offer for active tourists. Participants will create an attractive wellness offer based on the region's resources. The workshops will be based on a case study of Wellness&Spa hotels in holiday resorts, targeted at active tourists. |
| **11.30- 13.30 – Workshop no 8** **"Vinnica Oblast - Immerse Yourself in New Impressions"****11.30-12.00** **Presentation of tourist curiosities (farm tourism) and culinary in the Vinnytsia Province**Experts: Olena Pawłowa - founder of the "Gastrogid winniczyzna" project and Oksana Bas - President of the Vinnic Regional Center "Association for Agrarian Rural Culture in Ukraine".Workshop with occasional presentation - Vinnytsia Oblast in Ukraine: culture and tradition of the "heart of Ukraine" the Vinnytsia region. The experts will present products from the unique region of the Ukrainian subcontinent with fascinating places, open residents and unknown flavors.**Handicraft workshops by Maryna Yurczenko - painting Easter eggs, Iryna Sawczuk - dolls-motanki or Nadia Iszczenko – rogozhin weaving**Participants of the workshop may take part in practical classes. Workshop addressed to all those interested in acquiring practical craft skills. Workshop participants will be able to familiarize themselves with the techniques presented by Ukrainian artists. They will find richness and artistry in creating rogozhin products and Ukrainian school of decorating eggs and making dolls – motanki. |
| **13.30-13.45**  | **Coffee break** |
| **13.45-14.30** | **BETA HALL - Summing up** |

* Applications for the conference and workshops: Anna Chałacińska, Regional Tourist Organization of the Świętokrzyskie Voivodeship; e-mail: a.chalacinska@swietokrzyskie.travel, phone +48 41 361 80 57 ext. 25 to **30/03/2018 (deadline)**
* Participation in the conference and workshops is free of charge
* The organizers cover the cost of lunch and coffee breaks on **20/04/2018 and coffee break on 21/04/2018 only**
* The organizers do not cover other costs, e.g. accommodation, travel costs
* The organizers reserve the right to change the program and workshops for reasons beyond their control
* In case of low interest, workshops can be delayed or replaced
* Events are co-financed from public funds of the Ministry of Sport and Tourism - project: *Series of Developmental and Promotional Activities for Building Strong Brands: Green Velo East of Poland Cycle Trail and Świętokrzyskie - Key to Well-being*