



**PROGRAMME OF INTERNATIONAL CONFERENCE 'RURAL
TOURISM ON ITS WAY TO COMMERCIALISATION'
Kielce, 9-10th April 2010 r.**

DAY 1 / FRIDAY, 9th April 2010

9.00 – 10.00	Registration of attendants
10.00 – 11.30	1st plenary session: <ul style="list-style-type: none">– Conference opening and greeting of guests;– The speech of the Minister of Agriculture and Rural Development;– The speeches of the invited guests.
11.30 – 11.45	Coffee break
11.45 – 14.00	2nd plenary session: <ul style="list-style-type: none">– Determinants of rural tourism product's commercialisation process;– The share of travel agencies in the sales of rural tourism products;– Legal aspects of integrated tourism product creation and sale;– Financial factors of tourism products' development.
14.00 – 15.00	Dinner
15.00 – 16.30	3rd plenary session <ul style="list-style-type: none">– Cooperation and trust in management and preparation of integrated tourism products;– Institutional factors in rural tourism product's design and sale;– Contemporary information and distributional technologies in rural tourism;
16.30 – 18.00	Visit to the fair stands
18.30 – 22.00	Świętokrzyskie-style feast

DAY 2 / SATURDAY, 10th APRIL 2010

9.00 – 11.30	Theme workshops Workshop 1 "Legal aspects of integrated tourism product creation and sale" Workshop 2 "Financial factors of tourism products' development" Workshop 3 "Cooperation in the field of rural tourism and agrotourism" Workshop 4 "Distribution of rural tourism products"
11.30 – 11.45	Coffee break
11.45 – 13.00	4th plenary session <ul style="list-style-type: none">– Conclusions of workshops;- Conclusions of the conference.
13.00 – 14.00	Dinner
14.30	Studio visit