

XII. International Scientific Conference Current trends in spas, hospitality and tourism: “SEARCHING FOR FUTURE DIRECTIONS IN TOURISM“

CONFERENCE PROGRAM June 20th, 2024

Conference venue: Hotel Grand Víglaš

9:00 - 9:45 Registration (hotel reception)

10:00 Conference opening

- assoc. prof. Ing. Vladimír Hiadlovský, PhD.- Rector of the Matej Bel University in Banská Bystrica: Official welcome speech of the JM rector of the Matej Bel University in Banská Bystrica
- prof. Ing. Vanda Maráková, PhD. - Head of the Department of Tourism, Faculty of Economics, Matej Bel University in Banská Bystrica: Department of Tourism in the light of changes
- Mgr. Marek Harbuľák - State secretary of the Ministry of Tourism and Sports of the Slovak Republic, Ing. Tomáš Ondrčka, Director general of Tourism Department of the Ministry of Tourism and Sports of the Slovak Republic: Dimensions of Tourism

10:30 - 11:45 Plenary session with keynote speakers - chair: prof. Vanda Maráková, Faculty of Economics MBU

- Dr. h. c. prof. Dr. Harald Pechlaner - Founding chair of the School of Transformation and Sustainability, The Catholic University of Eichstätt-Ingolstadt, Germany; Eurac Research, Italy: Turning point and transformation: Will tourism be able to become an agent of change?
- Dr. Ivana Vala Magátová - General director of Slovakia Travel: Is Slovakia able to sufficiently utilize the potential of participating in the world EXPO exhibitions?
- Dr. Miles Oglethorpe - President of the International Committee for the Conservation of the Industrial Heritage: Making our industrial heritage past work for a sustainable future: exploring its tourism potential

11:45 - 12:00 Coffee break

12:00 - 12:45 Plenary session with keynote speakers

- Ing. Tibor Bajaník - Director of travel agency FIF0: Actual trends in the operations of travel agencies
- Ing. Mgr. Martin Beňuch - Director of spa Sliač: Healthy country: product for domestic and international tourism

12:45 - 14:00 Lunch

14:00 - 15:30 Discussions in sections

Section A - chair: prof. Kristína Pompurová, Faculty of Economics MBU

- prof. Monika Jurčová - Faculty of Law, Trnava University: Revision of the package travel Directive - Adaptation to COVID-19 context
- Dr. Beata Pališ - The Institute of Entrepreneurship, Jagiellonian University in Kraków: The bleisure trend in the opinion of participants in the 29th edition of the KRAKDENT® International Dental Fair 2023
- Dr. Ivana Allen - Operatunity Travel: Rebuilding senior tourism in the post-Covid era: business case from New Zealand
- assoc. prof. Ľubomír Kmeco - Faculty of Business, Pan-European University Prague: Development of the spa industry in the Czech Republic
- assoc. prof. Pavlína Pellešová - School of Business and Administration, Silesian University: Creating a business plan for a virtual hotel as a means of modern learning
- Dr. Katarzyna Trybuś-Borowiecka, prof. Andrzej Rapacz, prof. Marek Walesiak - Wrocław University of Economics and Business: The impact of the Internet and social media on the tourist behaviour of academic youth

SECTION B - chair: assoc. prof. Jan Hán, University College Prague

Workshop: How to benefit from Virtual Reality in the Hospitality Industry?

15:30 - 16:15 Break

16:15 - 17:00 Sightseeing tour through the castle

17:00 The Grand Ceremony, Celebration of the 60th Anniversary of Department of Tourism

- Congratulations of partners, alumni and students to the 60th anniversary of Department of Tourism
- Presentation of Alumni club
- Presenting awards to honourable guests and partners of Department of Tourism
- Cultural programme: presenting traditional music from Banská Bystrica region: ensembles Hojana and Podpoľanec

19:00 Gala Dinner

Partners of the conference

