



XI International Scientific Conference "Current trends in spas, hospitality and tourism"

"Tourism in times of dynamic changes in the environment"

12 October 2023

Wroclaw University of Economics and Business Branch in Jelenia Góra

PROGRAM

INTERNATIONAL SCIENTIFIC COMMITTEE:

dr hab. Piotr Rogala, prof. UEW	Wroclaw University of Economics and Business, Dean of Branch in Jelenia Góra
prof. dr hab. Andrzej Rapacz	Wroclaw University of Economics and Business, Faculty of Business and Management
doc. Ing. Pavlína Pellešová, Ph.D.	Silesian University in Opava, School of Business Administration in Karvina
prof. Ing. Vanda Maráková, Ph.D.	Matej Bel University, Faculty of Economics
doc. Ing. Jan Han, Ph.D.	University College Prague in Prague, Vice-Rector for Research and Cooperation with Practice
PhD. Radmila Dluhošová, Ph.D.	Silesian University in Opava, Faculty of Philosophy and Science in Opava
dr hab. Elżbieta Nawrocka, prof. UEW	Wroclaw University of Economics and Business, Faculty of Business and Management
dr hab. Izabela Michalska-Dudek, prof. UEW	Wroclaw University of Economics and Business, Faculty of Business and Management
dr hab. Piotr Gryszel, prof. UEW	Wroclaw University of Economics and Business, Faculty of Business and Management

ORGANIZING COMMITTEE:

dr hab. Piotr Gryszel, prof. UEW
dr Daria Jaremen, Ph.D.
dr hab. Izabela Michalska-Dudek, prof. UEW
dr hab. Elżbieta Nawrocka, prof. UEW
dr Katarzyna Trybuś, Ph.D.
dr Piotr Zawadzki, Ph.D.

The main scientific goal of the conference:

Presentation of scientific research results and exchange of views on current and future challenges faced by tourism in times of dynamic changes in the environment:

1) Activity of service providers in tourism;

2) Consumer behaviour on the tourism market;

3) Human resource management in tourism.

Specific areas of research and exchange of views:

- behaviour of entities in the hotel and spa industry, travel agencies and gastronomy
- the use of modern technologies in the tourism sector
- the use of modern marketing concepts in the tourism industry
- changes in the demand and behaviour of tourists on the market
- the use of modern communication tools by buyers of tourist services
- creating new competences of tourism employees,
- personnel and new technologies in the service process.

Conference programme:

9:00-9:30 Registration - branch building of the Wrocław University of Economics and Business in Jelenia Góra, Kochanowski Street 10, **assembly hall**.

9:30-9:45 Conference opening – dr hab. Izabela Michalska Dudek, prof. UEW and invited guests

9:45-11:00 Plenary session

Prof. Ing. Vanda Maráková, PhD.	Bridging the Gap in Skills, Competences and Knowledge. Unveiling Businesses' Perception of Slovak and Czech Tourism Graduates
Prof. dr hab. Aleksander Panasiuk	Competences of employees necessary on the labor market in tourism - case study in Poland.
Doc. Ing. Jan Hán, PhD.	New trends and tools in the hospitality and tourism education
JUDr. PhDr. René Petráš, PhD.	Problems of human resource management in tourism specialised in minority culture
Doc. Ing. Pavlína Pellešová, PhD.	Evaluation of the intercultural output related to the international project Innovation of the professional training of future tourism experts using a fictitious training hotel, KA220-HED-2BFA3CCE and implications for the future cooperation of the project partners

11:00-12:00 Panel of experts

Expert discussion on human resources management in tourism and tourism development offers in the regions.

Panelists:

Grzegorz Sokoliński - President of the Szklarska Poręba Local Tourist Organization

Marek Ciechanowski - President of the Lower Silesian Tourist Chamber

Maciej Rybiałek - CEO of the Relaks hotel in Karpacz

Andrzej Rapacz - Professor at the Wrocław University of Economics and Business

Moderator: dr hab. Piotr Gryszel, prof. UEW

12:00-12:30 Coffee Break

12:30-14:00 Proceedings -Part 1

Part 1: Consumer behaviour on the tourism market - presentation max 15 minutes	
Mgr. Viera Krešáková, PhD.	Changes in Behavior of Tourists towards Industrial Cultural Heritage Market - A Case study from Slovakia.
Dr hab. Agnieszka Niezgodna, prof UEP	Motivations of tourists visiting national parks - effects after COVID 19.
Prof. dr hab. Andrzej Rapacz Prof. dr hab. Marek Walesiak Dr Katarzyna Trybuś-Borowiecka	The impact of inflation and the armed conflict in Ukraine on the tourist behavior of Polish residents
Ing. Martin Pop, PhD.	Influence of modern technologies in hotel industry on consumers' purchasing behavior
Dr hab. inż. Mikołaj Jalinik, prof. PB	Forest bathing as a form of sylvan tourism
PhDr. Janusz Karpeta, Ph.D. PhDr. Hanne-Lore Bobáková, Ph.D.	Use and meaning of the web portal "Kurzurlaub.at" for promoting accommodation services
Mgr. Kristína Medeková	Searching for eWOM about tourism destination by residents of the Slovak Republic
Discussion	

14:00-14:15 Coffee Break

14:15-15:45 Proceedings – Part 2

Part 2: Activity of service providers in tourism - presentation max 15 minutes	
Mgr. Klára Václavíková	Sustainability and environmental issues in accommodation facilities in the Czech Republic.
Doc. Ing. Jaroslava Dědková, PhD. Ing. Otakar Ungerman, PhD.	Provided tourism services in the Jizera Mountains
Dr hab. Zygmunt Kruczek, prof. UEW Dr Katarzyna Gmyrek	The place of inclusive tourism in the concepts of sustainable development. Bibliometric analysis of undertaken research
Dr hab. Marek Nowacki, prof. WSB	Identification of memorable game experiences: analysis of escape rooms visitors' experiences
Dr Beata Paliś Dr Matylda Siwek	The Global Village in Dubai as a shopping tourism attraction
Ing. Milena Botlíková, PhD.	Development of cultural tourism
Discussion	

16:00 Dinner at the Fenix-Strauss Hotel

Deadlines:

Registration deadline: **31 July 2023**

Conference fee deadline: **30 September 2023**

Paper submission deadline: **30 September 2023**

Conference information can be found:

https://jg.ue.wroc.pl/wydzial/6456/konferencje_naukowe_katedry.html

as well as an online registration form <https://forms.office.com/e/qHXb5EUfi9>

Authors are requested to submit papers 7-10 pages A4, MS Word format by email to piotr.gryszel@ue.wroc.pl. Submission will be confirmed. Accepted papers will be published in peer-reviewed on-line proceedings with ISBN. The organizer of the conference reserves the right not to include the contribution in the proceedings on the recommendation of the reviewer.

Conference fee:

350 PLN /including VAT/ or **80 EUR** (conference fee includes: personal participation at the conference, printed conference materials, publication in a on-line proceedings, coffee breaks, refreshments, lunch).

Conference fee is non-refundable.

Account number for payments in PLN PL87124034641111001043162601,
Account number for payments in EUR PL21124034641978001077302754,
SWIFT CODE: PKOPPLPW, Bank Pekao S.A. III Oddział we Wrocławiu, ul. Ruska 51A,
50-079 Wrocław, Poland, Bank account owner: Uniwersytet Ekonomiczny we Wrocławiu, ul.
Komandorska 118/120, 53-345 Wrocław, Poland.

Payment identification: **TOURISM2023+ name of the conference participant.**

Scientific journals:

We encourage conference participants to prepare scientific articles and publish them in the following scientific journals (after meeting the editorial requirements of journals):

- 1) Studia Periegetica (Poland) <https://journals.wsb.poznan.pl/index.php/sp>
- 2) Polish Journal of Sport and Tourism (Poland) <https://sciendo.com/journal/PJST>
- 3) Acta Academica Karviniensia (Czech Republic) <https://aak.slu.cz/>
- 5) Czech Hospitality and Tourism Papers (Czech Republic), <https://chtp-journal.com/>
- 4) Ekonomická Revue Cestovného Ruchu - Economic Review of Tourism (Slovak Republic) <https://www.ef.umb.sk/index.asp?uid=584>

Accommodation options in Jelenia Góra:

Hotel	Address	Phone number	website
Hotel Fenix-Strauss***	1 Maja 88	+48 75 64 16 600	www.hotelfenixstrauss.pl
Hotel Mercure Jelenia Góra***	Sudecka 63	+48 75 754 91 48	www.mercure.accor.com
Hotel Baron***	Grodzka 4	+48 75 75 25 391	www.hotelbaron.pl

The Fenix-Strauss Hotel is 300 meters from the university. Lunch place.

Contact and additional information:

dr hab. Piotr Gryszel, prof. UEW

Phone number: +48 608 463 455

e-mail: piotr.gryszel@ue.wroc.pl

Correspondence can also be conducted in Czech and Slovak.

Paper submission guidelines (this is a sample of your full paper format)

All margins 2.5 cm, Times New Roman. Text in English, Polish, Czech or Slovak.

**TITLE OF THE PAPER
(TIMES NEW ROMAN 14, CAPITAL, BOLD, CENTRED, FROM 1ST
LINE OF THE PAGE)**

Name of the author (Times New Roman 14, bold, centred)

Below name should be an affiliation: the university, faculty, department, country, ORCID code and e-mail address.

Abstract: size 12pt, single space, block-aligned, word „Abstract“ bold, Italic. The abstract shall be in English. Below names and affiliations there will be an English abstract ranging between 250 to 300 words.

Key words: size 12pt, single space, max. 3 words.

The text of the article should be divided into chapters. Titles of chapters must be numbered (with the exception of the introduction and conclusion), written in bold type, and arranged from the left margin. Only two levels of chapter numbering are allowed. It is necessary to follow the format described below:

Arrangement into blocks; Font style: Times New Roman; Font size: 12; Indent each new paragraph 0.5 cm; Spacing: single; Do not use footnotes; Do not include page numbers.

Charts and graphs are to be numbered and the references must be in the text. The name of a chart (Tab. 1:) or a graph (Fig. 1:) should be written in font size 10 bold, aligned from the left margin and without underlining. Pictures and graphs must be visible and clear even in a black and white version. The source from which the author obtained the material should be written under every chart and graph. Tables and graphs are also to be sent as a separate file in MS Excel.

Formulas are to be numbered. The number should be written in font size 10 Times New Roman in parentheses, aligned to the right margin and next to the formula.

Length of article: maximum length is 10 pages of A4 format including abstract.

References to literature – the latest version of APA citation style that refers to the works of authors by name and year of publication (e.g. Novák, 2014; Sixta & Žižka, 2009). You may find details at <http://www.library.cornell.edu/resrch/citmanage/ap> The list must contain only sources used in the text. Footnotes are not allowed. If a source has DOI identifier, it must be included in the list of references.

References (size 12 pt, single space, no indentation, left-aligned)

[1] ADAM, J., 2007. *Marketingový výzkum*. Praha: Grada. ISBN 80-7248-111-1.

[2] NOVÁČEK, K. a L. VAŠÍČEK, 2001. *Podnikový výlet*. Karviná: SU OPF. ISBN 80-7244-597-1.

[3] PAVELKA, V., 1998. Společenská odpovědnost. *Politická ekonomie*, **41**(6), 79-89. ISSN 0031-3523

[4] VYHLÍDAL, D., 2015. Noční výlet do Prahy. *Ostravský deník* [online]. 7. srpen 2015 [vid. 1. září 2015]. Dostupné z: <http://ostravsky.denik.cz/nehody/120807-vylet.html>

Please send the paper in Microsoft Word format only (*.docx). We are unable to accept PDF files.