

Session

Tourism

Programme of the session

Wednesday, 4th of October 2017



Start at 13.00



Place: lecture room P1

Chair of the session: prof. Ing. Jana Kučerová, PhD.

Terry Stevens

Swansea University

Innovation and Creativity: The Essential Ingredients for Competitive Advantage in Successful Destination Management



Discussion



Coffee Break

Michaela Potočárová

Tрнаva Tourism, Slovak Association of DMOs

Lenka Vargová Jurková

Košice Region Turizmus

Daniela Chrančoková

Bratislava Tourist Board

Best Practices in Destination Management in Slovakia



Discussion

Bartolomé Deyá Tortella

University of the Balearic Islands

Water and Tourism: The Case of the Balearic Islands



Discussion



Conference Conclusions