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under the auspices of the Minister for Local Development of the Czech Republic
with medial support of COT business magazine

10th International Conference Topical Issues of Tourism

concerning the topic

„TOURISM: DEVELOPMENT – TRANSFORMATION – FUTURE PROSPECTS“

on 25th and 26th February 2015
in the building of College of Polytechnics Jihlava

Main objectives of the conference:

Objectives of the conference are to evaluate development and changes on the tourism market in the European context during last 10 years, to describe current situation and to outline future prospects of tourism development. The conference will create conditions for international meeting of experts from practice and academic sphere.

The contribution of the conference will be an opportunity for discussions of topical issues of tourism focused on tourism development and perspectives. The output will be reviewed conference proceedings containing full papers presented at the conference.

Topics:

1. Tourism and its impact on destination development
2. Sport tourism importance and healthy lifestyle orientation
3. Importance of events for destination
4. Gastronomy, regional products, traditions and folklore as a competitive advantage at tourism market
5. Branding and image in tourism, perception changes
6. Quality management and consumer behaviour in tourism
7. Use of information technology for tourism development
8. Corporate social responsibility and social perception in tourism
9. Education and research in tourism
10. Best practices in tourism development

Preparatory conference programme:

Wednesday 25th February 2015

- 08:00 - 09:00 Registration of participants
- 09:00 - 09:30 Opening ceremony
- 09:30 - 11:30 Plenary session
- 11:30 - 12:00 Coffee break
- 12:00 - 13:30 Plenary session
- 13:30 - 14:30 Lunch
- 14:30 - 17:30 Discussion in sections
- 17:30 - 20:00 Informal meeting with buffet supper



Thursday 26th February 2015

8:30 – 15:00

Excursion organized by the co-organizer of the conference Vysočina Tourism, contributory organization.

Key speakers:

- **prof. Ing. Marian Gúčík, PhD.** (University of Matej Bel, Faculty of Economics, Banská Bystrica)
- **Prof. Mag. Michael Mair** (University of Applied Sciences for Management and Communication, Vienna)
- **Jan Kameníček** (Regional Director for Central and Eastern Europe, Travelclick)
- **doc. Ing. Monika Palatková, Ph.D.** (Director for Development, CzechTourism)
- **Ing. Viliam Sivek** (Head of Tourism Forum of Czech Republic, Head of Association of Czech Travel Agents, Director of Sivek Hotels)
- **Ing. Roman Škrabánek** (Director of Association of Czech Travel Agencies)
- **doc. RNDr. Jiří Vystoupil, CSc.** (Masaryk University, Faculty of Economics, Brno)
- **Ing. Jitka Zikmundová, MBA** (Director of International Tourism Development Project, Danube - Vltava Region)

Dates and deadlines:

Deadline for registration	4th February 2015
Payment of registration fee	4th February 2015
Deadline for abstract submission	25th January 2015
Notification of abstract acceptance	31st January 2015
Deadline for fulltext submission	13th February 2015
Final conference programme	20th February 2015

Registration fee:

1,200 CZK (including VAT) or 48 EUR, includes refreshments, lunch, reception, conference proceedings and organizational expenses. Participation in the program of the second day is free of charge for registered participants

Expert guarantor of the conference:

prof. PhDr. Petr Chalupa, CSc. (College of Polytechnics Jihlava)

Science committee

- doc. RNDr. Alena Dubcová, CSc. (Constantine the Philosopher University in Nitra, Slovakia)
- prof. PhDr. Petr Chalupa, CSc. (College of Polytechnics Jihlava, Czech Republic)
- doc. Ing. Jana Jarábková, PhD. (Slovak University of Agriculture, Slovakia)
- doc. RNDr. Alfred Krogmann, CSc. (Constantine the Philosopher University in Nitra, Slovakia)
- doc. Ing. Jana Kučerová, PhD. (Matej Bel University in Banská Bystrica, Slovakia)
- Mgr. Bc. Aušra Liorančaitė – Šukienė (Kauno Kolegia University of Applied Sciences, Litva)
- Prof. Mag. Michael Mair (University of Applied Sciences for Management and Communication in Vienna, Austria)
- doc. Ing. Monika Palatková, Ph.D. (CzechTourism, Czech Republic)
- Dr. Zsófia Papp PhD (University of Pannonia, Maďarsko)
- RNDr. PaedDr. Jaromír Rux, CSc. (College of Polytechnics Jihlava, Czech Republic)
- doc. PaedDr. Jiří Štyrský, CSc. (University of Hradec Králové, Czech Republic)
- doc. RNDr. Jiří Vystoupil, CSc. (Masaryk University in Brno, Czech Republic)
- prof. drhab. Jezry Wyrzykowski (University of Business in Wroclaw, Poland)

Conference secretariat:

Kateřina Krejčí

Vysoká škola polytechnická Jihlava

Tolstého 16, 586 01 Jihlava

Phone: +420 567 141 116

E-mail: konferencecr@vspj.cz

For more information please visit <https://kcr.vspj.cz>.



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College of Polytechnics Jihlava
Department of Travel and Tourism
Tolstého 16, 586 01 Jihlava



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contributory organization
Na Stoupách 3, 586 01 Jihlava



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