



Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

The Programme is co-financed by the
European Union



Touristic heritage in Little-Europe

HUSKROUA/1101/067

28 May 2015 – Project event – Conference in the frame of the project **”Touristic heritage in Little-Europe”**

Satu Mare County Council (Partner 1) is going to organise the first Conference in the frame of the project titled **”Touristic heritage in Little-Europe”**, financed from the ENPI CBC Programme Hungary-Slovakia-Romania-Ukraine 2007-2013.

Exact date and venue: 28 May, 2015; 10:00 a.m., Satu Mare, Piata 25 Octombrie nr. 1, 1st floor Conference Room.

Any further details: See Annex.

Contact details: martakinal@cjsm.ro

+40/261-805.116.



PROGRAMME

SATU MARE COUNTY COUNCIL

28th May 2015

09:00-10:00 Arrival and registration

**10:00-10:10 Touristic heritage
in Little-Europe**

Otto POP, S.C. Centrul de Studii Sociale și Marketing Transilvania S.R.L.

**10:10-10:30 Touristic heritage
of Satu Mare County**

Felician POP, counselor, Satu Mare
County Council

**10:30-11:00 Progresses of the
"Touristic heritage
in Little-Europe"
project**

Viktor FEKETE, general project coordinator
Self-government of Szabolcs-Szatmár-
-Bereg County

11:00- 11:20 Coffee break

**11:20-12:30 Tendencies and statistics
from national and international
tourism**

Júlia DEZSO, sociologist
S.C. Agenda Setting S.R.L.

**The current volume of tourism
heritage in Satu Mare**

**A profile of visitors at heritage
tourism destinations in Satu Mare**

**Strategic objectives and
development priorities on valuing
heritage tourism in Satu Mare**

**Elements of marketing in promotion
of heritage products**

12:30-13:00 Interactive session of discussions