



**INTERNATIONAL CONFERENCE  
FOCUSED ON INNOVATIONS IN TOURISM  
DESTINATIONS DEVELOPMENT**

**19th February  
2015**

**Kasárne/Kulturpark  
Košice**

# BRIEF DESCRIPTION



CONFERENCE OPENING: **10:00 am**

CONFERENCE END: **04:00 pm**

VENUE: **KASARNE/KULTURPARK – ALFA, Kukučínova 2, Košice**

## TOPIC:

The aim is to inspire project partners and professional public with the modern trends connected with and used in tourism, and to draw their attention to innovations in tourism.

## TARGET AUDIENCE:

local, regional, national partners, tourism operators, tourism stakeholders, tourism professionals and academics

# CONFERENCE PROGRAM



09:30 – 10:00 **REGISTRATION**

10:00 – 10:15 **OPENING**

10:15 – 10:45 **NADIYA YASHYNA / UA**

10:45 – 11:15 **HENRIETA KIRAL'VARGOVÁ / SK**

11:15 – 11:30 **BREAK**

11:30 – 12:00 **MICHAL NAĎ / SK**

12:00 – 12:30 **ELENA PASCHINGER / AT**

12:30 – 13:30 **LUNCH**

13:30 – 14:00 **PAUL BOURNE / UK**

14:00 – 14:30 **WALTER PUTSCHÖGL / AT**

14:30 – 14:45 **BREAK**

14:45 – 15:15 **TIM MANSON / UK**

15:15 – 15:45 **PETER GERMUŠKA / SK**

15:45 – 16:00 **CONCLUSION**



# PROJECT BACKGROUND



The project Carpathian Region as Attractive Tourist Destination is implemented under the Hungary-Slovakia-Romania-Ukraine ENPI Cross-Border Cooperation Programme 2007-2013 ([www.huskroua-cbc.net](http://www.huskroua-cbc.net)), and is co-financed by the European Union through the European Neighbourhood and Partnership Instrument. The overall objective of the Programme is to intensify and deepen cooperation in an environmentally, socially and economically sustainable way between Zakarpatska, Ivano-Frankivska and Chernivetska regions of Ukraine and eligible and adjacent areas of Hungary, Romania and Slovakia.

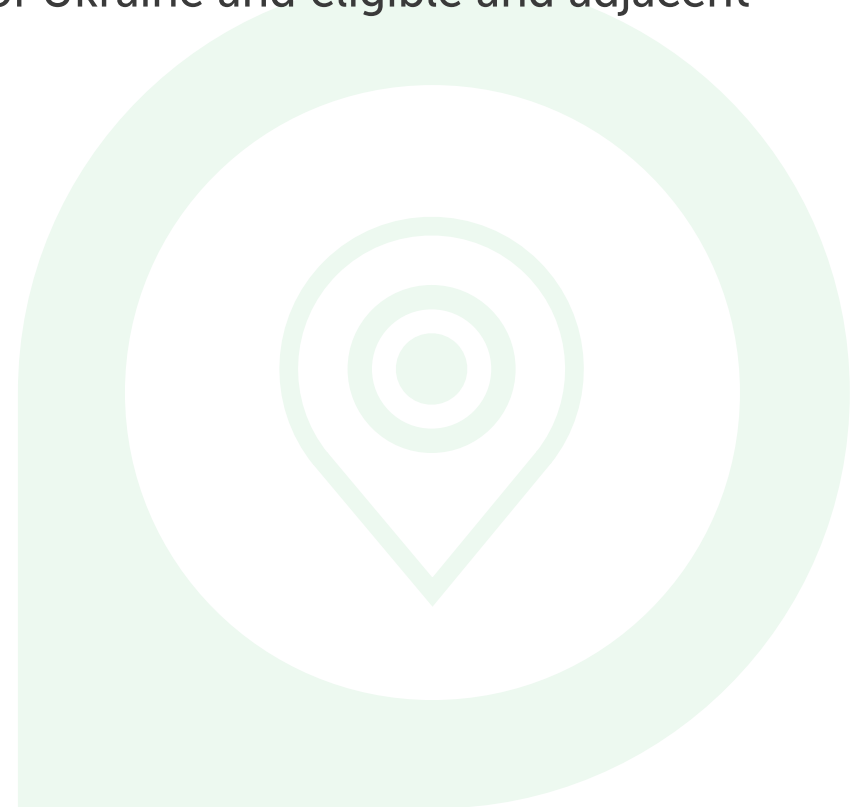
## REGIONS INVOLVED:

Slovakia: **Košice Region**

Romania: **Maramureş County**

Hungary: **Borsod-Abaúj-Zemplén County**

Ukraine: **Zakarpattia Oblast**





## TIM MANSON / UK

Tim Manson has been Policy & Development Director since July 2005. As a member of the Executive Team at Marketing Birmingham he has strategic responsibility for public sector funding including the Companies £21.5m ERDF project, and was appointed Company Secretary in 2009. Tim co-ordinates meetings of the DMP's in the West Midlands and the Visitor Economy group of the Great Birmingham & Solihull LEP. Previously as Head of Leisure Tourism for Birmingham City Council he was an advisor to West Midlands LGA and on the Board of Tourism West Midlands. Prior to that he was Assistant Director for Tourism & Culture at Conwy County Borough Council leading on major capital schemes to update the Great Orme Tramway, 5 Victorian parks and the building of North Wales Theatre and was a Board member of British Association of Conference Destinations. He is on the Board of Marketing Birmingham, Tourism Management Institute, Tourism Society and Geese Theatre Company.

## WALTER PUTSCHÖGL / AT

Graduated as Doctor of law from the Johannes Kepler University Linz. In 1996 he became Managing and Commercial director for National Tourist Board in Upper Austria, today known as Upper Austria Tourism (Oberösterreich Tourismus). From 2005 he worked as commercial and financial director of Linz 2009 European Capital of Culture organisation. Nowadays, he operates as Management Consultant in culture, tourism, organisation, finance and also as Commercial director in the most important museum of Upper Austria in Linz (Oberösterreichisches Landesmuseum).





## PAUL BOURNE / UK

Paul Bourne is a theatre director, academic and business trainer. He is the Artistic Director of Menagerie, a Cambridge based theatre company which creates and tours professional productions worldwide. Alongside producing new theatre, the company also delivers bespoke training programmes for individuals and businesses using inspirational interventions from The Arts to unlock potential in employees. He is also a member of the executive team (Head of Creative Learning), developing a brand new business school for Entrepreneurship in Bucharest, Romania. In 2010 he was awarded the United States Association for Small Business and Entrepreneurship award for the workshop of the year (on interactive teaching methodologies).

## ELENA PASCHINGER / AT

Having studied culture tourism & sustainable tourism management at the IMC University of Applied Sciences in Krems, Austria, Elena Paschinger has successfully established her own business as an international tourism consultant, travel writer, translator & language trainer with a special focus on creative travel. Elena publishes all her travel experiences online on blog [www.creativelena.com](http://www.creativelena.com). She has been involved in the development of creative tourism networks around the globe, currently on a round the world trip researching for her first book publication.





## MICHAL NAĎ / SK

He was born in Košice and studied Tourism at the Economic University in Bratislava, Faculty of Commerce. Since 2004 he has been gaining experience in this field. After his studies, he took part on an internship in USA, where we worked in the Conference services department as Conference Services Manager dealing with coordination of MICE Clients (conferencies, incentive travels, weddings etc.). After the arrival back to Bratislava in 2006, he started to work in Hotels Radisson Blu Carlton in the position of Sales Manager, Crowne Plaza in the position of Director of Convention Sales and Holiday Inn Trnava in the position of General Manager. Currently, he works as a Director of Sales & Marketing for hotels Kempinski in Slovakia – Bratislava and High Tatras.

## NADIYA YASHYNA / UA

Ing. Nadiya Yashyna is a manager of Agency for regional development and cross-border co-operation "Transcarpathia" of Zakarpattia Regional Council - a leading agency for regional development. Nadiya is an experienced expert on tourism and consultant on regional tourism development, destination management and cross-border collaboration in tourism, has more than 10 years' experience in tourism, worked for regional executive authority - Tourism Department where her work was focused on elaboration of strategic plans, programs, projects of legislation acts, as well as writing analytical materials, research reports, monitoring of tourism industry in region, advise municipalities and consult the tourist actors.







## **PETER GERMUŠKA / SK**

Peter is a specialist in the destination management and cultural tourism development with many years of international experience. He was a host researcher at Leeds Metropolitan University in Great Britain (2009) on this topic. After his arrival back to Košice in 2010 – 2014 he worked as a manager for the development of tourism within Košice ECOC 2013. He initiated and participated on establishment of 1. city destination management organisation „Košice – Tourism“ and, thus, helped Košice to get on the tourist map of Europe. He is a founder and director of DestinationLAB company and focuses on consulting for destinations in the Central and Eastern Europe, as well as for future ECOC.

## **HENRIETA KIRAL'VARGOVÁ / SK**

She studied environmental sciences at Comenius University in Bratislava, Faculty of Natural Sciences. In the beginning, she coordinated projects focusing on disadvantaged social groups and, currently, on sustainable mobility. In years 2002 – 2006 she worked in the Ministry of Environment, in the area of nature and landscape protection. During summer 2005 she attended summer school at University in Oslo, Norway concerning energy and sustainable development planning. Since 2007 she has been working as a project manager in the Agency for the Support of Regional Development Košice, n.o. Into her portfolio belong projects for the support of tourism development in Košice and neighbouring countries regions, as well as projects in the social field and in the field of improving the quality of environment.





# PARTNERS



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

Partnership without borders

The Programme is co-financed by the  
European Union



Podujatie sa koná v priestoroch investičných projektov, ktoré boli implementované v rámci opatrenia 7.1 prioritnej osi "Európske hlavné mesto kultúry Košice 2013" Regionálneho operačného programu a sú spolufinancované Európskou úniou vo výške 85 % z Európskeho fondu regionálneho rozvoja a vo výške 10 % zo štátneho rozpočtu Slovenskej republiky. Viac informácií nájdete na [www.ropka.sk](http://www.ropka.sk), [www.mpsr.sk](http://www.mpsr.sk) a tiež na [www.culture.gov.sk](http://www.culture.gov.sk), ERDF: Investícia do vašej budúcnosti.