



**FACULTY
OF ECONOMICS**
MATEJ BEL UNIVERSITY
IN BANSKA BYSTRICA



2019 - 2022

TOURISM IN A COMPETITIVE ENVIRONMENT

CONFERENCE PROGRAMME

NOVEMBER 7, 2019

Historical Town Hall of Banska Bystrica
Banska Bystrica

TOURISM IN A COMPETITIVE ENVIRONMENT

55th Anniversary Conference

Department of Tourism

Faculty of Economics of Matej Bel University in Banská Bystrica

*The event under the auspices of His Magnificence rector of Matej Bel University in Banská Bystrica
doc. Ing. Vladimír Hladlovský, PhD.*

THE CONFERENCE FRAMEWORK PROGRAM

09:00 – 10:00	Registration of participants
10:00 – 10:20	Opening of the conference and ceremonial speeches <i>prof. Ing. Vanda Maráková, PhD., Head of the Department of Tourism doc. Ing. Vladimír Hladlovský, PhD., Rector of Matej Bel University doc. Ing. Peter Krištofík, PhD., Dean of the Faculty of Economics, Matej Bel University</i>
1st PART	DESTINATION MANAGEMENT AND MARKETING <i>Chair of the session: prof. Ing. Jana Kučerová, PhD.</i>
10:20 – 11:40	What happens after the age of tourism? The future of travelling <i>Prof. Dr. Harald Pechlaner</i>
11:00 – 11:40	Reengineering of Destination Management Organizations <i>prof. Ing. Jana Kučerová, PhD., Ing. Tomáš Gajdošík, PhD., Ing. Matúš Marciš, PhD.</i>
11:40 – 12:30	Efficient tourism management at the regional level <i>Ing. Iveta Niňajová, PhD.</i>
	The lesson to be learnt from the first year of use of recreational vouchers <i>ZlavaDňa.sk</i>
12:30 – 14:00	Lunch

The 55th Anniversary of the Department of Tourism

2nd PART

DEPARTMENT OF TOURISM CELEBRATES

Chair of the session: prof. Ing. Vanda Maráková, PhD

14:00 – 14:15

Department of Tourism in Time Changes

prof. Ing. Marian Gúčík, PhD.

14:15 – 14:45

Graduate's greetings

*Ing. Beáta Lukáčová, Ing. Csilla Droppová, PhD., Ing. Zuzana Jábová, PhD.,
Ing. Jiří Pěč, PhD., Ing. Miroslav Dobrota, Ing. Bohumil Minarovič,
Ing. Rudolf Horváth*

14:45 – 16:00

The future of travel agencies in turbulent times

Ing. Tibor Bajaník – FIFO, s. r. o. Piešťany

The interlink of tourism studies and needs of industry

Ing. Adrián Švec – ARKON, a. s.

Hotel management in a competitive environment

Ing. Rudolf Križan – Best Hotel Properties, a. s.

16:00 – 16:30

The Alumni club of Department of Tourism

doc. Ing. Ľubica Šebová, PhD.

16:30

Social event

Payment Information

Conference fee: 20,- EUR

Account holder: Ekonómia (civic association)

Variable symbol: 3019

IBAN: SK35 0900 0000 0003 0110 0662 BIC: GIBASKBX

Bank account number: SLSP 0301100662/0900

Please add the surname and the name of the conference participant into the message for the recipient.

CONFERENCE ORGANIZERS



CONFERENCE PARTNERS

