

OFF TO SPAS
Final Conference
Date: 18-20 November, 2016

Location: NaturMed Hotel Carbona, Hévíz (Hungary)

Draft Agenda

Note: conference integrated into the annual meeting of the Balneological Association

18 November, Friday	
09:00 – 17:00	Evaluation of the Off to Spas project (closed meeting) Location: Conference room at the main entrance of the Thermal Lake Participants: project partners
14:30 – 15:30	Press conference Location: Section room - NaturMed Hotel Carbona Speakers: President of the Balneological Association, Mayor of Hévíz, Orsolya Horváth OFF TO SPAS, Professor Umberto Solimene, President of the Worldwide Federation of Hydrotherapy and Climatotherapy
15:30	Visiting the thermal lake, bathing Location: Conference room at the main entrance of the Thermal Lake Program: guided tour at the thermal lake, coffee break, bathing
20:00	Welcome reception Location: Thermal Bath of Hévíz

19 November, Saturday	
08:30 – 09:00	Registration
9:00 – 9:10	Welcome words – Mr Gábor Papp mayor of Hévíz
9:10 – 9:30	European Spas Association Location: Conference room Presenters: Mr Joachim Lieber, secretary general ESPA
9:30 – 9:45	Off to Spas project – health tourism trends Presenter: Dr. Judit Sulyok, lecturer University of Pannonia
9:45 – 9:55	Balneotherapy in Italy Presenter: Mrs. Antonella Fioravanti – Università degli Studi di Siene
9:55 – 10:05	Balneotherapy and ISMH Presenter: Mr. Zeki Karagülle – Istanbul University (Turkey)
10:05 – 10:15	Balneotherapy in France Presenter: Mr. Alain Francon – Centre de recherches rhumatologiques et thermales, Aix les Bains

10:15 – 10:30	Coffee break
10:30 – 10:35	Welcome / Introduction Location: Section room Speakers: Dr. Judit Sulyok – lecturer, University of Pannonia Ms. Orsolya Horváth, managing director, Tourism Non-profit Ltd. of Hévíz
10:35 – 10:55	Outputs of the desk & primary research Presenter: Dr. Judit Sulyok, lecturer, University of Pannonia Questions and Answers
10:55– 11:15	Health tourism product development process Presenter: Ms. Ilenia Gheno, Research Project Manager, AGE Platform Questions and Answers
11:15 – 11:35	Global trends Presenter: Mr. Emiliano Deferrari, Seconder to the president, European Network for Accessible Tourism Questions and Answers
11:35 – 11:50	B2B study tours & Pilot travellers Presenter: Mr. Vesa Hautaniemi, owner, Vega Resor - Travel Specialist Group AB Questions and Answers
11:50 – 12:10	Product development problems in newly emerging destinations Presenters: Mr. Zoltán Albert, project manager, Ciomad-Balványos Micro Regional Tourism Development Association Questions and Answers
12:10 – 12:30	Communication & Promotion Presenters: Ms. Orsolya Horváth, managing director, Tourism Non-profit Ltd. of Hévíz Mrs Tünde Molnár, tourism and international relationships manager, Zala County Questions and Answers
12:30 – 12:50	"Covasna method" - volcanoes' contribution to global health Presenter: Dr. Márta Tatár, Transylvania Regional Balneoturistic Cluster Questions and Answers
12:50 – 13:10	Tourism for All in Europe Presenter: Mr. Luc Gobin, Director ISTO Europe Questions and Answers
Close of the meeting	
13:10 – 14:10	Lunch

14:15 – 16:00	<p>Workshop, networking, presentation of the international associations: Quality in Health Prevention Presenter: Dr. Kurt von Storch, EuropeSpa med & wellness GmbH Location: Section room</p>
14:15 – 17:00	<p>Facultative program for our international guests Visiting Keszthely, pedestrian street, city centre, castle, beach</p>
20:00	<p>Gala dinner Location: NaturMed Hotel Carbona</p>

20 November, Sunday

09:00 – 13:00	<p>Technical visit Balneological product (Thermal Lake of Hévíz)</p>
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