

PROGRAM OF THE X. „CENTRAL EUROPEAN HEXAGON” CONFERENCE

05 November 2010 - Friday

PLACE MARKETING SECTION

Chairmen: Dr. Jörg Maier – Dr. Antal Aubert

Venue: Hotel Laterum

8.00-8.15	Dr. István Deák	A competitive region? A review of the tourism development concept of Kaposvár and its surroundings
8.15-8.30	Adrienne Nagy	Die Rolle der Schlösser im touristischen Image Nordungarns
8.30-8.45	Dr. Pajtókné Dr. Ilona Tari – Dr. Antal Tóth – Livia Kürti – Dr. János Mika	Objective sequential order series for setting targets in urban marketing
8.45-9.00	Gábor Benovics – Dr. Zoltán Wilhelm	The Role of the Natural Resources Based Cultural Heritage Tourism in the Sustainable Tourism Development in South Asia
9.00-9.15	Dr. Braunné Katalin Fülöp	Success factors for partnership in the tourism industry
9.15-9.30	Dr. Tamara Rátz – Dr. Anna Irimiás	The Role of the Jewish Summer Festival in Positioning Budapest as a Cultural Tourist Destination
9.30-9.45	<i>DISCUSSION</i>	
9.45-10.00	<i>COFFEE BREAK</i>	
10.00-10.15	Dr. Jiří Ježek	Pilsen als Kulturhauptstadt Europas 2015. Akteure, Ziele und Strategie
10.15-10.30	Dr. Andrea Máté	Die Verbindung von Wein, Tourismus und Marketing auf dem Beispiel der Stadt Szekszárd
10.30-10.45	Dr. János Csapó – Nóra Gelányi – Gergely Marton	The appearance of tourism product types in the towns of the South Transdanubian region
10.45-11.00	Patrícia Spiegler – Dr. Géza Szabó	Pécs aus der Sicht der Festivalbesucher
11.00-11.15	Dr. Cecília Szigeti – Dr. Csaba Lentner – Gábor Mészáros - Adrienn Tarr	The Ecological Footprint of Győr
11.15-11.30	Dr. Cecília Szigeti – Katalin Kása – Dr. Anita Borzán	City and Institution – The Methodological Differences in the Calculation of the Ecological Footprint
11.30-11.45	Dr. Antal Tóth	Siedlungsmarketing auf den

		Webseiten der Siedlungen in Komitat Heves
<i>11.45-12.00</i>	Zsófia Zadravecz	Shaping the Vision of City Brands
<i>12.00-12.15</i>		<i>DISCUSSION</i>
