

PROGRAM
International conference and workshops
Rural areas health promoting tourism
7-8 April 2017
Targi Kielce Exhibition&Congress Centre, ul. Zakładowa 1

DAY 1 - Friday, 7 April 2017		
9 AM – 9.30 AM	Registration	
Panel 1: Tourism brand – how to create, enhance and commercialize		
9:30 AM - 11:40 AM	9.30 AM- 10 AM	Openig
	10.AM – 10.20 AM	Health tourism as a marketing innovation in farm tourism – Dr Magdalena Kachniewska , <i>Warsaw School of Economics</i>
	10:20 AM -10:40 AM	Healthy lifestyle trend – farm tourism brand-building – Dr Elżbieta Biernat , <i>Warsaw School of Economics</i>
	10:40 AM –11:00 AM	Innovative management of the spa and wellness facilities as a key to success in building a recognizable health-tourism brand – Anita Bajdalska , <i>Certified SPA Supervisor ISPA</i>
	11:00 AM – 11:20 AM	Ecotourism and organic food in the hormonal yoga treatment – Dr Ilona Molenda-Grysa , <i>Kielce University of Technology</i>
	11:20 AM – 11:40 AM	Coffee break
Panel 2: Health promoting tourism as a strategic specialization for Polish economy – How to benefit from it for rural areas development		
11:40 AM - 1:00 PM	11:40 AM – 12:00 PM	Center for Chinese Medicine - a new offer of the Malinowe Hotels - How to successfully combine Eastern and Western medicine – Paweł Patrzalek , <i>director of the Malinowe Hotels and the Malinowy Raj in Solec-Zdrój</i> , Dominik Zhang , <i>manager of the Chinese Medicine Centre in Solec-Zdrój</i>
	12:00 PM – 12:20 PM	Apitherapy in the Bałtów Tourist Complex – successful sales offer extension – Dr Andrzej Boczarowski , <i>University of Silesia in Katowice</i>
	12:20 PM – 12:40 PM	The essence and meaning of spa treatment based on the experience of Włókniarz Health Resort in Busko-Zdrój – MD. Phd. Michał Maj , <i>a specialist in medical rehabilitation, Deputy Director in Włókniarz Health Resort in Busko-Zdrój</i>
	12:40 PM- 1:00 PM	Modernity and tradition – the properties of Busko-Zdrój sulphide water – DPharm Roman Duda , <i>head of the Pharmacy Department of the Włókniarz Health Resort&Hospital in Busko-Zdrój</i>
1:00 -PM 2:00 PM	Lunch	

**AGROTRAVEL****HEALTH & BEAUTY****Panel 3: European Funds for the tourism development**

2:00 - 5:00	2:00 PM - 2:20 PM	Health tourism - driving force for the development of the Świętokrzyskie region's economy – MD. Phd. Grzegorz Gałuszka , <i>director of the "Krystyna" Specialist Hospital of Comprehensive Rehabilitation, WSEPiNM lecturer</i>		
	2:20 PM - 2:40 PM	Tourism and cultural heritage in the operational programs for the years 2014 – 2020 – Grzegorz Orawiec , the <i>director of the Department of Regional Policy, Marshal's Office of Świętokrzyskie Voivodeship</i>		
	240 PM- 3:20 PM	Tourist and spa brand building, activities for the commercialization of the tourism sector of the health and health promoting tourism in Świętokrzyskie - <i>panel discussion</i>		
	3:20 PM - 3:35 PM	Coffee break		
	3:35 PM - 4:45 PM	Tourism projects financed from European funds in Świętokrzyskie - good practices, plans for the future – <i>panel discussion</i>		
	4:45 PM - 5:00 PM	Summary		
2:00 - 5:00	MEETINGS B2B		WORKSHOPS	
	Health resorts representatives, tour operators, foreign partners, experts and other partners.		Acupuncture and herbal medicine in Chinese medicine – Dominik Zhang, manager of the Chinese Medicine Centre in Solec-Zdrój	

WORKSHOPS Day 2 – Saturday, 8th April 2017

10 AM - 11:30 AM	Hormonal yoga - practice workshops - Dr Ilona Molenda-Grysa, Kielce University of Technology	Creating of the innovation in health tourism as a smart specialization for the Świętokrzyskie region – Monika Knefel, chairman of the Chamber of Commerce CIRCLE OF HEALTH TOURISM	Polish Tourist Organization – expert panel
12:00 PM - 1:30 PM	Natural bioactive substances in food - innovation in prevention and treatment of diseases, slimming and improving of the quality of life – Dominika Molenda, dietitian, owner of the Laboratory of Nutrition NUTRILAB.PRO	Apitherapy workshop	Acupuncture and herbal medicine in Chinese medicine – Dominik Zhang, manager of the Chinese Medicine Centre in Solec-Zdrój

*Free participation in conferences and workshops**The organizers will cover lunch and coffee breaks cost on 7 April 2017**Organizers do not cover catering cost on 8 April 2017 and accommodation and travel cost.*www.agro.travel**Fundusze Europejskie**
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