

## Trends, new challenges, and digitalization in tourism

### Amazing Amazon of Europe

#### Final conference

*1 December 2022, Lenti, Hungary*

*Please register at the following link:*

[Registration link](#)

We kindly invite you to the final conference of the Amazing Amazon of Europe project that will be held in Lenti, Hungary on 1st of December 2022.

The focus of the project, co-financed in frame of the Interreg Danube Transnational Programme, was the development of responsible green destination the Amazon of Europe. It spans across 1 million hectares of extraordinary natural and cultural landscapes, where the three rivers Mura, Drava and Danube connect Austria, Slovenia, Croatia, Hungary, and Serbia. This area hosts the world's first 5-country UNESCO Biosphere Reserve. Amazon of Europe is a leading sustainable cross-border tourism destination, preserving the natural and cultural heritage of this area and inviting its explorers to slow down along the mighty rivers, reconnect with nature and recharge their batteries through amazing green local stories. It offers comfortable adventures on the river, cycling and forest paths combined with authentic local natural, cultural, and culinary experiences. The destination is being developed as a joint effort of numerous local initiatives and three EU supported projects: the Amazon of Europe Bike Trail, Responsible Green Destination Amazon of Europe and Smarter Amazon of Europe.

Beyond presenting the achievements of the Amazon of Europe destination and the results of the project, the aim of the event is to present and discuss the new challenges and opportunities tourism industry is facing today. Quickly changing circumstances, conditions and guest requirements are constantly shaping new trends that affect every tourism destination including the Amazon of Europe. The role of digitalization in tourism is increasing and new approaches and solutions are being developed every day. The conference will bring together the experts from the respective fields and provide valuable insights to all tourism stakeholders.

## Programme overview:

<b>Thursday, 1 December 2022 – Amazing AoE final conference</b>	
Venue: Thermal Hotel Balance Lenti – Lenti, Táncsics u. 8., 8960 Hungary	
9.00 – 9:30	<b>Press conference</b>
9.30 – 10.00	<b>Gathering of participants, welcome coffee</b>
10.00 – 10.30	<b>Start of the conference</b> <b>Welcome addresses</b> Imre Pácsónyi, Dr. - Vice President of the General Assembly of Zala County László Horváth - Mayor, City of Lenti Zdravko Kozinc - Co-founder of Iskriva, Institute for Development of Local Potentials, Slovenia Tibor Polgár – Strategic director, Westpannon Nonprofit Ltd., Hungary
10.30 – 10:45	<b>Hungarian trends in active tourism</b> Mirkó Petényi, Chief Communications Officer at Centre for Development of Active and Ecotourism Nonprofit Ltd, Hungary
10:45 – 11:00	<b>From photos to 3D virtual worlds: The future(s) of cultural heritage</b> Matevž Straus, M.Sc. – expert on digitalisation of heritage, Arctur d.o.o, Slovenia
11:00 – 11:15	<b>Sustainability as the new normal - How the vision of the UNWTO can become a reality in the Amazon of Europe Destination</b> Günter Mussnig, Mag. – CEO at Trail Angels GmbH, Austria
11:15 – 11:30	<b>Creative destruction; driving forces in the world of “newtourism”</b> Balázs Kovács, MBA, M.Sc. – Tourism expert, GD Consulting, Austria
11:30 – 12:00	<b>Coffee break</b>
12.00 – 13.00	<b>Panel discussion table: Trends in tourism, new challenges and new opportunities in tourism, digitalization</b>  <b>Guest speakers:</b> <ul style="list-style-type: none"> <li>- HU: Miklós Berencsi, Centre for Development of Active and Ecotourism Nonprofit Ltd.</li> <li>- AT: Austrian representative</li> <li>- SI: Zdravko Kozinc, Iskriva - Institute for Development of Local Potentials</li> <li>- RS: Serbian representative</li> <li>- HR: Dinko Pesic, Association for Nature and Environment Protection Green Osijek</li> </ul>

	<b>Moderator:</b> Tibor Polgár, Westpannon Nonprofit Ltd.
13.00 –	<b>Conclusion of the conference</b>
13.15 –	<b>Joint lunch and networking</b>