

**VIII International Economic Forum**  
**Gdynia 2008**  
**TOURISM PANEL 29.05.2008**  
**Pomeranian Science and Technology Park**

*Intelligent city – modern approach to the city and tourism development*

**Programme:**

10.00 – 10.15

Official opening of the Tourism Panel  
Anna Somorowska, President of the Board, Polish Tourism Development Agency

10.15 – 10.30

Psychological portrait of a modern tourist  
Tomasz Majka, Vicepresident of the Board, Polish Tourism Development Agency

10.30 – 11.15

Intelligent cities – product, promotion and tourist space  
Jacek Debis, Project Director, Polish Tourism Development Agency  
Hubert Gonera, External Consultant

11.15 – 11.40

New technologies in tourism promotion – case study  
Artur Kaliszewski, Studio Pasja

11.40 – 12.10

Recovered cities – benefits for tourism and the public  
Dr Michał Stangel, Silesian University of Technology

12.10 – 12.30

Coffee break

12.35 – 13.00

Innovative use of the Bluetooth technology in tourism – Europe  
Chris Smith, President of the Board, BluPolska  
Richard Thorpe, President of the Board, BluGROUP  
Filip Górski, Director, BluPolska

13.05 – 13.35

Creating effective platform of tourism promotion – European experience. The case of Turismo de Lisboa – Visitors & Convention Bureau  
André Barata-Moura, Turismo de Lisboa – Visitors & Convention Bureau

13.40 – 14.10

Integrated management life quality in a city – case study: Melbourne

Piotr Krośniak, Global Compact Specialist, United Nations Development Programme

14.10 – 14.30

Financing tourist projects from UE funds 2007-2013

Aneta Kondraszuk-Kropiwek, External Expert

14.30 – 14.40

Ecological funds on tourist bike routes

Piotr Pawelec, External Expert

14.40 – 14.50

Financing innovations and high technologies in tourism

Piotr Pawelec, External Expert

14.50 – 15.10

European Cultural Route – “Amber Route”

Intelligent city = global city. Intelligent tourism = global tourism

Marta Myszor, City Development Office - City Hall of Gdynia, the Amber Road Cities Association in Gdynia

15.10 – 15.45

Discussion

16.00 – 17.00

Official closing of the VIII International Economic Forum Gdynia 2008 (Prokom Building)

Ceremonial signing of the Agreement regarding the cooperation between Polish Tourism Development Agency and the Amber Road Cities Association in the field of creating a flagship tourism product – the European Cultural Route “Amber Route”: Anna Somorowska, President of the Board of PART, dr Wojciech Szczurek, President of the Amber Road Cities Association, Mayor of Gdynia

Dinner