

INVITATION

The official closing event of the Balkan Wellbeing Research: Wellbeing values, assets and attitudes of the Balkan countries that may serve as a basis for tourism services incorporating ICT tools.



Wellbeing, Happiness and Travel – How can the Balkan countries build on their rich assets?

**29-30 OCTOBER, 2015
EXPO HOTEL, BUDAPEST**

DRAFT PROGRAMME:

- Invited Keynote Speakers - TBA (representing Balkan-specific health, wellbeing, destination management topics)
- Presentation of the key findings of the research
 - The wellbeing-related tourism attractions of Balkan region – A geographical analysis
 - Balkan Wellbeing – A Delphi study
 - How the Guests See the Balkans? – Summary of Tripadvisor research
 - ICT Sector in the Balkans
 - Citizens' Attitudes Towards Wellbeing and Happiness – Results of the 11 country study
- ICT, Wellbeing and Travel – The way ahead?
- Project generating workshop

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