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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