

LI. General Assembly

27-28 November 2019

Hotel Azúr, Siófok

SEMINAR DAY

27 November, Wednesday

10,30 – 13,15 Current on-line sales and marketing issues

Moderator: Mr Zoltán Bogár, Danubius Hotels

Distribution Workshop News – HOTREC September 2019

Mr Zoltán Bogár, Danubius Hotels

Strategic marketing approach, the steps of good marketing planning

Mr Attila Kelemen, AkomoAds

Increasing guest experience and decreasing labour shortages

Mr Ákos Deliága, Talk-a-bot

Presentation of HHRA - Screbo's joint research results, conclusions, possible directions of development

Mr Gábor Vadász, Screbo

13,15 – 14,00 Lunch

14,00 – 15,30 Gastronomy topics

Moderator: Mr Zoltán Hamvas, Co-President Gastronomy of the Association

Online restaurant reservation systems: Curse or Blessing?

Ms Anett Szolcsák, Restu

The role of foreign workers in Hungarian hospitality

Mai Huynh and Pham Ngoc Chu, DC Handel

Potential business opportunities of social media

Ms Orsolya Fónyad, Arteregó

15,30 – 16,00 Coffee Break

16,00 – 17,00 Sessions

Taxation - Deloitte

Legal, GDPR –Dr András Salamon, Mr Gábor Makai

Technological innovations - Associate Members

Hotel Security

Dinner from 19,00 hours

NO TRANSLATIONS WILL BE PROVIDED ON THE SEMINAR DAY

PLENARY MEETING
28 November, Thursday

9,00 – 10,00 Meeting of Associate Members

10,00 – 10,30 Coffee Break

10,30 – 12,000 Plenary meeting

Welcome speech – *Mr András Polgár, General Manager of Azúr Hotel*

Welcome speech – *Ms dr. Anita Molnár Bardócziné, Vice-Mayor of Siófok*

Welcome speech – *Mr László Könnyid, Deputy CEO of the Hungarian Tourism Agency*

Presidential report – *Mr Tamás Flesch, HHRA*

TOP 10 national Hungarian dishes and the „Made In Hungary” Top Gastronomy Association
– *Mr Zoltán Hamvas (Co-President Gastronomy of the Association), Mr Áron Szabó (Hungarian Tourism Agency)*

12,000 – 13,15 Lunch

13,15 – 15,45 Plenary meeting

„Tradition and innovation - what is worth to learn from the Austrians?”

Mr Balázs Kovács, Good Deal Consulting Wien-Budapest

Digital Tourism

Mr Dávid Rasztoivits, Digitális Turizmus Zrt.

User experience centered investigation of hotel online appearance using eye-tracking

Mr Péter Németh - Ms Erika Lázár, the CoRe lab Consumer Behavior Research Center

Locality, attraction and hotel development in the Balaton area

Hungarian Tourism Agency

15,45 – 16,10 Coffee Break

16,10 – 17,30 Plenary meeting

Presentation of a national study on short-term rental properties

Hungarian Tourism Agency

Introduction of the 4 finalists of the Innovation competition - voting

Modification of Bylaws

Presentation of budget for 2019-20 HHRA and Service LTD

Report of Educational Foundation

19,00 – 23,00 Gala Dinner, Concert

‘Young Hotelier of The Year 2019’ award ceremony

Greeting of Associate Members of 10-15-20 years

ENGLISH SIMULTANEOUS TRANSLATIONS WILL BE PROVIDED