



GARDEN HERITAGE IN TOURISM,  
TOURISM IN GARDENS  
CONFERENCE

\*The organisers reserve the right to change the programme.

HUNGARIAN GARDEN HERITAGE FOUNDATION –  
PETŐFI LITERARY MUSEUM  
APRIL 17-18, 2024



WEDNESDAY, 17 APRIL	PROGRAMME*
8.00-9.00	Registration
9.00-9.30	<p style="text-align: center;"><b>WELCOME SPEECHES</b></p> <p style="text-align: center;"><b>Regő Lánszki</b>, National Chief Architect and Secretary of State for Architecture, Ministry of Construction and Transport  <b>Szilárd Demeter</b>, Director General, Hungarian National Museum  <b>Dr. Ágnes Herczeg</b>, President, Hungarian Garden Heritage Foundation</p>
9.30-11.10	<p style="text-align: center;"><b>Stefano Dominioni, PhD</b>, Director, European Institute of Cultural Routes,  Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe, Luxembourg:  <b>RECENT TRENDS IN LANDSCAPE TOURISM: BEST PRACTICES FROM THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE</b></p> <p style="text-align: center;"><b>Dr. Albert Fekete</b>, Director, Institute of Landscape Architecture, Urban Planning and Garden Art,  Hungarian University of Agriculture and Life Sciences (MATE): <b>GARDEN TOURISM: INTERPRETATIONS AND CHALLENGES</b></p> <p style="text-align: center;"><b>László Könnnyid</b>, CEO, Hungarian Tourism Agency: <b>WELCOME SPEECH</b></p> <p style="text-align: center;"><b>Orsolya H. Horváth</b>, Principal Advisor, Hungarian Tourism Agency: <b>THE ROLE OF GARDEN TOURISM IN REGIONAL NETWORKS</b></p>
11.10-11.40	COFFEE BREAK
11.40-13.30	<p style="text-align: center;"><b>Zsanett Oláh</b>, Managing Director, National Heritage Conservation Development Nonprofit Ltd.:  <b>THE FUTURE OF OUR HISTORIC GARDENS, THEIR SUSTAINABLE COMMUNITY AND TOURISM USE</b></p> <p><b>Catherine Leonard</b>, Secretary General, International National Trusts Organisation (INTO), United Kingdom (online): <b>THE GLOBAL APPEAL OF GARDENS</b></p> <p><b>Krisztina Deák</b>, Deputy State Secretary for Monument Protection, Ministry of Construction and Transport: <b>HISTORIC GARDENS AS TOURIST DESTINATIONS</b></p> <p style="text-align: center;"><b>Gillian Mawrey</b>, President, Historic Gardens Foundation, United Kingdom: <b>GARDEN VISITING THROUGH THE AGES</b></p> <p style="text-align: center;"><b>Dr. Ágnes Herczeg</b>, President, Hungarian Garden Heritage Foundation: <b>BASIC PRINCIPLES FOR THE NETWORKING OF HUNGARIAN GARDEN HERITAGE</b></p>
13.35-14.50	LUNCH BREAK
14.50-16.50	Workshop
17.00	Closing of the day
THURSDAY, 18 APRIL	PROGRAMME*
8.00-9.00	Registration
9.00-10.50	<p style="text-align: center;"><b>Gábor Hajdú</b>, Press Secretary, Hungarian Garden Heritage Foundation: <b>BRAND BUILDING IN GARDEN TOURISM</b></p> <p style="text-align: center;"><b>EUROPEAN ROUTE OF HISTORIC GARDENS WELCOME SPEECH</b></p> <p><b>Barbara Sólyom</b>, Program Coordinator, Hungarian Garden Heritage Foundation: <b>DEVELOPMENT PERSPECTIVES OF A HISTORIC GARDEN. CASE STUDY</b></p> <p style="text-align: center;"><b>Angelica Károlyi</b>, Director of Cultural Programs of the Joseph Károlyi Foundation, Károlyi Chateau in Fehérvárcsurgó:  <b>SOME REFLEXIONS UPON HOW TO INCREASE TOURISM IN HISTORIC PARKS AND GARDENS</b></p> <p style="text-align: center;"><b>Dr. Tamás Ujváry</b>, Managing Director, Gödöllő Royal Palace Public Benefit Nonprofit Ltd.:  <b>CAN THERE BE CASTLE TOURISM WITHOUT A GARDEN? WHAT IS THE PURPOSE OF A CASTLE GARDEN?</b></p> <p style="text-align: center;"><b>Manuel de Carvalho e Sousa</b>, Board Member, AJH, Portuguese Association of Historic Gardens, Portugal:  <b>TOURISM TRENDS IN PORTUGUESE HISTORIC GARDENS</b></p>
10.50-11.35	COFFEE BREAK
11.35-13.10	<p style="text-align: center;"><b>Judith Wade</b>, CEO, Grandi Giardini Italiani (online): <b>HORTICULTURAL TOURISM FROM UNDER TOURISM TO OVER TOURISM</b></p> <p style="text-align: center;"><b>Kang Wang, PhD</b>, Curator of the Plant Museum, National Botanical Garden of China: <b>TOURISM IN CHINESE HERITAGE GARDENS</b></p> <p style="text-align: center;"><b>Vince Zsigmond</b>, President, Hungarian Association of Arboreta and Botanic Gardens, Head, National Botanica Garden, Vácrátót:  <b>HORTUS BOTANICUS - MEDIUM NATURAE</b></p> <p style="text-align: center;"><b>Shilpa Bakshi Chandawarkar</b>, Professor, Indian Education Society's College of Architecture, India:  <b>GARDENS. MONUMENTS. TOURISM. THE INDIAN PERSPECTIVE</b></p>
13.10-14.20	LUNCH BREAK
14.20-15.00	<p style="text-align: center;"><b>Csaba Miklós</b>, Winemaker, <b>Réka Izmindi</b>, Landscape Architect – We Love Mór Outdoor: <b>TRIP WITH A WINE GLASS IN HAND</b></p> <p><b>Eszter Szarvasy</b>, Tour Guide, Landscape Architect, Head, “Korzózz Velünk!”: <b>TOURISTS OR HOBBY GARDENERS? - THEMATIC WALK IN THE BOTANIC GARDEN</b></p> <p style="text-align: center;"><b>Ágnes Balog</b>, Associate Professor at Apor Vilmos Catholic College, Landscape Architect, teacher: <b>NATURE FRIENDLY GARDEN AND INTERPRETATION</b></p>
15.00-16.50	Workshop
16.50-17.00	Closing of the day
18.00-19.30	<p style="text-align: center;"><b>GARDEN SHOW – THE GUIDES OF EDEN</b> Public programme – with separate ticket</p> <p>On stage, the most popular garden influencers in Hungary, with whom landscape architect <b>Attila Vincze</b> will talk about garden tourism, trends and attitude shaping. Participants: <b>Marcsi Borbás</b> (Kertem), <b>Márk McMenemy</b> (Kert TV) and <b>Miklós Szomor</b> (Garden of a Gardener in Pilisszentkereszt)</p>

In the morning, school groups will be hosted for a garden education session, in cooperation with the GYIK Workshop and the National Botanic Garden of Vácrátót.