



On January 21st, 2025, a student conference took place at Studentski Kampus as a part of the Course Titled “The Power of Digital Platforms in Tourism “. This conference is led by Associate Professor Maja Turnšek, PhD, from the faculty of Tourism at the University of Maribor. The event aimed at exploring modern digital innovation and its effects on tourism, giving students an understanding of real-world applications and strategies. The conference featured Mr. Dejan Ristić, a tourism infrastructure consultant from Visit Ljubljana, as the guest Speaker. Mr. Ristić provided his expertise on digital transformation and strategic tourism development in Ljubljana, providing students with significant insights into the dynamic relationship between technology and tourism. During his presentation, Mr. Ristić covered key topics that align with the course’s focus on digital platforms in tourism, including Ljubljana's tourist flow management, The introduction of the Digitalized Ljubljana Card, a tool that seamlessly combines services, attractions, and public transit, was a high point of the discussion, boosting tourist convenience while supporting sustainable tourism, the impact of AI-powered digital maps on tourist navigation, making it more personalized and accessible. The speaker presented Ljubljana's forward-thinking Tourism Strategy for 2021-2027, Focusing on sustainability, innovation, and community involvement. He reviewed data on seasonal fluctuations in tourist arrivals and overnight stays, describing how these patterns affect the local economy and the distribution of resources. The conversation featured significant efforts such as Luv Fest and Nov Gourmet, which highlighted how festivals and events add to the city’s cultural vibrancy and tourism attractiveness. Mr. Ristić emphasized the impact of spring and autumn seasons on Ljubljana's business landscape. The lecture was designed to promote active involvement and learning. The topic was covered for about 15 minutes, followed by a 10-minute Q&A session. Students in the second-year master's degree in tourism were able to participate directly with the speaker, asking questions and debating both challenges and possibilities in tourism management and digital innovation. Mr. Ristić's presentation provided an overview of Visit Ljubljana's objectives and efforts, highlighting the significance of digital technologies and strategic planning for modern tourism.

This program, coordinated by Assoc. Prof. Maja Turnšek, PhD, showed the Faculty of Tourism's dedication to connecting students with industry professionals and delivering real-world insights.

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