



University of Maribor

Faculty of Tourism

Student Organised Conference

The Power of Digital Platforms in Tourism

Organized by: University of Maribor, Faculty of Tourism

Guest Speaker: Gregor Banic

Role: Head of Digital Marketing, Visit Ljubljana

21. 1. 2025

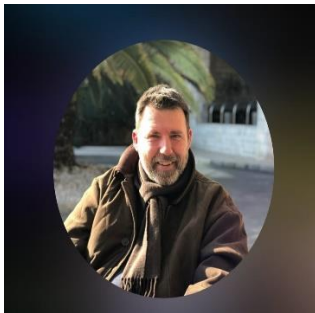
Študentski kampus, Ljubljana

Pivovarniška ulica 6

Power of Digital Platform in Tourism

Faculty of Tourism at the University of Maribor organizes an exclusive conference on "The Power of Digital Platforms in Tourism" on January 21, 2025. This event was coordinated with the assistance of Assoc. Prof. Maja Turnšek, PhD, within the framework of the course of the same name.

What set this event apart, however, was the hands-on participation of second year master's students from the Tourism Destinations and Experiences program. With the directive to develop their own real-world learning experience, the students became fully responsible for the organisation of the conference, identifying key subject areas to cover, and inviting industry professionals with practical experience in the digital transformation of the tourism sector.



Gregor Banic

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The session offered valuable information regarding the recent trends, strategies, and best practices in the space of digital marketing. During this interview, Gregor Banic covered the following topics:

Using social media in destination marketing,

Strategies based on data to talk with the audience of today, and

The role of personalization in digital campaigns

Successful social media platforms of Visit Ljubljana and the strategies

It was an excellent way for students and professionals to learn directly from a top industry expert. Attendees were able to engage with the speakers directly by participating in the interactive Q&A session that followed the presentations, deepening the discussion.

This tutorial is our initiative to bridge the gap between academia and industry, equipping our students for real-world problems.