



Faculty of Tourism

## **Student Organised Conference**

### **The Power of Digital Platforms in Tourism**

**21. 1. 2025**

**Študentski kampus, Ljubljana**

**Pivovarniška ulica 6**

#### **Insights from the Industry: The Power of Digital Platforms in Tourism**

On January 21, the Faculty of Tourism at the University of Maribor conducted an exclusive conference as part of the course "The Power of Digital Platforms in Tourism," led by Assoc. Prof. Maja Turnšek, PhD.

This exceptional event was created and managed by second-year master's students in the Tourism Destinations and Experiences program. As part of their assignment, students chose and invited guest lecturers with expertise in the digital transformation of the tourist business to offer their firsthand knowledge.



**Neža Čepon**

As part of this exciting initiative, I had the privilege of inviting Neža, a receptionist at Hotel Lev, Ljubljana, to share her professional insights into how digital platforms are transforming hospitality operations. Neža's presentation captivated the audience with her expertise on:

- The importance of digital tools in improving guest experiences.

- How technology enables efficient operations in a busy hotel setting.
- Practical advice for handling the challenges of digitalization in the hospitality industry.

The discussion ended with a Q&A conducted by students, where participants discussed Neža's experiences and asked insightful questions regarding her work.

## **Thank you!**

Thank you, Neža, for sharing your experience. Your practical thoughts created wonderful learning opportunities for both students and faculty.

Stay in touch with us for additional student-led events and collaborations involving academics and industry!

Stay tuned for more student-driven events and initiatives. Follow us on social media.

#facultyoftourism #digitaltourism #studentinitiative