



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: Tina Sracnjek

(<https://www.linkedin.com/in/tinasracnjek>)

Affiliation: Slovenian Tourist Organisation

Role: Project Manager / Content Digital Marketing

21. 1. 2025

Študentski kampus, Ljubljana

Pivovarniška ulica 6

Event Recap: The Power of Digital Platform in Tourism

As part of the course "The Power of Digital Platforms in Tourism," which was directed by Assoc. Prof. Maja Turnšek, PhD, the University of Maribor's Faculty of Tourism held an exclusive conference on January 21.

Second-year master's students in the Tourism Destinations and Experiences program designed and oversaw this remarkable event. Students selected and invited guest speakers with direct knowledge of the digital transformation of the tourism industry to share their insights as part of their homework.



Tina Sracnjek

<https://www.linkedin.com/in/tinasracnjek>

I had the honour to Inviting Tina Sracnjek, a Digital and Content specialist at the Slovenian Tourism Board in Ljubljana, to contribute her professional insights on how digital platforms are changing hospitality operations and how digital tourism is related to Slovenian sports activities as part of this exciting initiative. The audience was enthralled by Tina's presentation because of her knowledge in Digital Marketing.

Highlights of the Talk

Sports and Slovenian Tourism Market:

- Slovenia's natural resources make it a hub for adventure and sports tourism.
- Activities such as skiing, hiking, cycling, and water sports drive international tourism.
- Major events (e.g., marathons, ski tournaments and Volleyball) position Slovenia as a competitive sports tourism destination.

Digital Marketing in Slovenian Tourism

- Increasing emphasis on social media platforms like YouTube and Instagram for storytelling.
- The role of analytics, AI-driven personalization, and augmented reality (AR) in enhancing user engagement.

- Focus on promoting sustainable tourism by creating digital campaigns showcasing eco-friendly travel options.

Quotes from the Speaker

- **"Digital marketing is not just a tool but a bridge to connect travelers to Slovenia's rich cultural and natural experiences."**
- **"Sports tourism represents an untapped opportunity to showcase Slovenia's unique blend of adventure and sustainability."**

Students conducted a Q&A session at the end of the conversation, during which they posed intelligent questions about Tina's work and talked about her experiences.