



A student conference was held at the Studenski Kampus on January 21st as part of the course "The Power of Digital Platforms in Tourism." The course is given by Associate Professor Maja Turnšek, PhD, from the Faculty of Tourism at the University of Maribor. This engaging session was to educate students with insights into the most recent trends and tools in tourism's digital transformation.

Mr. Matej Kalan, co-owner of Forward d.o.o., attended the conference as a distinguished guest, along with Mr. Jaka Vukovic, CEO of Forward d.o.o. Kalan actively participated and made a comprehensive presentation. Mr. Kalan's ideas were particularly relevant to modern tourism practices, with an emphasis on the following areas, Digital architecture in tourism includes booking channels, online travel agents (OTA), OTA distribution, channel managers, property management systems (PMS), and metasearch channels. The lecture opened with an overview of the changing digital landscape and its significance in altering the tourism business. It then delves into the processes and effectiveness of online booking systems, followed by in-depth talks about OTA operations, benefits, and difficulties. Strategies for maximizing distribution to numerous OTA platforms were also investigated, as well as solutions aimed to simplify booking channel administration via channel managers. The integration of property management systems with other digital tools to boost operational efficiency was highlighted, as well as the importance and role of metasearch engines.

Mr. Kalan's presentation lasted 15 minutes, and he provided detailed explanations and practical examples for each topic. The seminar was followed by a lively 10-minute question-and-answer session, in which students could interact directly with the guest speakers. The Q&A session allowed students to clarify their questions, seek assistance, and gain a better understanding of the uses of digital platforms in real-world tourism settings. The attendees were second-year master's students from the Faculty of Tourism at the University of Maribor. Their active engagement showed their significant interest in digital innovations in tourism, and the conference served as an excellent adjunct to their academic program.

Linked in profiles:

Jaka Vukovic (CEO of Forward) linked in profile:

https://www.linkedin.com/in/jaka-vukovic-42673a87?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Matej Kalan (Co-owner of Forward) Linked in profile

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