

# PROMOHOTEL

International fair of food, drinks and equipment for tourism

## EDUCATION POINT PROGRAMME

conference room 1

**WEDNESDAY, 28 February 2024**

Opening hours 12:00 – 19:00

12:00

**THE OPENING CEREMONY OF THE PROMOHOTEL FAIR**

13:30 – 14:00

**PRESENTATION OF THE TOURIST OFFER OF THE TOWN OF SOMBOR AND ITS SURROUNDING AREAS (WEST BAČKA ADMINISTRATIVE DISTRICT)**

[\*\*REGISTER\*\*](#)

13:30 – 14:00

**Presentation of the tourist offer of the town of Sombor and its surrounding areas (West Bačka administrative district).** Organisers: Regional Business Unit for the West Bačka administrative district and Croatian Chamber of Economy, Istrian County Chamber, Pula

14:00 – 16:00

**TOURISM FOR ALL – ACCESSIBLE TOURISM**

[\*\*REGISTER\*\*](#)

14:00 – 15:00

**Tourism for all – how to adjust destinations to the needs of guests with disabilities** Society for research and support, Bernard Šešo i Karmen Vučetić, DIP – DIP – Society for Research and Support

15:00 – 16:00

**Tourism for all – great potential of people with disabilities for employment in tourism,** Society for research and support, Bernard Šešo i Karmen Vučetić, DIP – DIP – Society for Research and Support

16:00 – 17:00

**PRESENTATION OF ERASMUS PLUS PROJECTS: HYPRO4ST AND GREENTEA**

[\*\*REGISTER\*\*](#)

16:00 – 16:30

**HyPro4ST project** Strengthening sustainable tourism in the destination by developing a new job profile: Manager of the sustainable hybrid project – Institute for Agriculture and Tourism Poreč

16:30 – 17:00

**GreenTEA project** education through digital tools with the aim of promoting the development of sustainable and green tourism – Institute for Agriculture and Tourism Poreč

17:30 – 18:30

**PROMOTION OF NEW PROJECTS AND TOURIST TRENDS IN ISTRIA**

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17:30 – 18:30

**Promotion of new projects and tourist trends in Istria** – Professional group of travel agencies and Professional subgroup of adventure tourism of the Croatian Chamber of Economy, the Istrian County Chamber, Pula

Detailed information is available at [www.promohotel.hr](http://www.promohotel.hr).

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**THURSDAY, 29 February 2024**

Opening hours 10:00 – 19:00

10:30 – 18:00	DESTINATION DAY	<a href="#">REGISTER</a>
10:00 – 10:30	Arrival of the pre-registered participants	
10:30 – 10:45	Coffee time / gathering of participants	
10:45 – 11:00	Welcome address, introduction of speakers and topics of the day	
11:00 – 11:45	<b>Sustainable tourism through heritage</b> , Manuela Hrvatin	
11:45 – 12:30	<b>Sustainable management of the destination on the example of Slovenia</b> , Borut Dubrovič, Development Agency Zeleni kras – tourism	
12:30 – 13:15	<b>Thinking about the sustainability of tourism products</b> , Klara Trošt Lesić	
13:15 – 14:00	<b>Istria "new upcoming" destination for weddings and events</b> , Velka Šuran	
14:00 – 15:00	Lunch break	
15:00 – 15:45	<b>The role of heritage interpretation in the process of creating tourist products</b> , Iva Silla	
15:45 – 16:30	<b>Planning heritage receptions – examples of interpretation planning and interpretation centre projects</b> , Iva Silla & Manuela Hrvatin	
16:30 – 17:30	<b>Panel discussion on the challenges of developing attractions and tourist products relating to cultural heritage</b>	
17:30 – 18:00	<b>Presentation of the "To do in Istria" platform</b> , Slavica Tobok Kandić, IRTA	
18:00 – 18:15	Closing remarks	

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**FRIDAY, 1 March 2024**

Opening hours 10:00 – 19:00

**10:00 – 16:30 DAPI – DAYS OF PRIVATE RENTERS**

**[REGISTER](#)**

10:00 – 10:15 Arrival of the pre-registered participants

10:15 – 10:30 Welcome address, introduction of speakers and topics of the day

### MODULE 1

10:30 – 11:00 **MyRent: Channel Manager, Centralised management of prices and reservations of your accommodation units**, Neven Palčec

11:00 – 11:30 **MyRent: Property Management System, Digital approach to managing accommodation units**, Neven Palčec

11:30 – 11:45 Networking break

11:45 – 12:15 **SyncBeds: Small rental providers – big opportunities**, Neven Palčec

12:15 – 12:30 **Smart locks: Who benefits more from self check-in: you or your guests?**, Neven Palčec

12:30 – 12:45 Networking break

12:45 – 13:00 **New regulations for working with booking portals: What do the new DAC7 and DSA regulations bring us and who these regulations apply to?**, Alina Te

13:00 – 14:00 Lunch break

### MODULE 2

14:00 – 15:00 **Njuškalo Tourism: Tips for a successful season on Njuškalo. Direct bookings, higher earnings!** Marko, Director of Tourism and Paola, Head of Commercial in Tourism

15:00 – 15:15 Networking break

15:15 – 15:45 **Dgstay IT solution: Boost Your Hotel Revenue with Dgstay: Increased Sales, Guest Satisfaction, and Sustainability through Innovative IT Solutions!**, Pavel Zhabinsky

15:45 – 16:00 Networking break

16:00 – 16:30 **Host Assist: A modern approach to linen supply**

**16:30 – 18:30 SET OF LECTURES ON: INNOVATIVE MARKETING CHANNELS IN TOURISM**

**[REGISTER](#)**

16:30 – 17:00 **Inbox influence: The power of email marketing in tourism**, Lana Stanić

17:00 – 17:30 **How to stand out on social networks? AUTHENTICITY.**, Zvezdana Vukić

17:30 – 18:00 **Advanced advertising on Facebook and Instagram**, Miško Macolić Tomičić

18:00 – 18:30 **The importance of video content in digital marketing**, Gianni Tromba

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## EDUCATION POINT PROGRAMME

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**SATURDAY, 2 March 2024**

Opening hours 10:00 – 19:00

**10:00 – 11:00** "DIGITALISATION VOUCHERS" 3RD CALL FOR SMEs

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10:00 – 10:45 "DIGITALISATION VOUCHERS" 3rd call for SMEs,

Irena Šker, PhD (EU 22) and Marijana Kordić, MSs (MK Concept)

10:45 – 11:00 **Advisory lecture: grants through the Public Call for "COMPETITIVENESS OF THE TOURISM ECONOMY"**

Irena Šker, PhD (EU 22) and Marijana Kordić, MSs (MK Concept)

**12:00 – 12:40** ECO I DO – PRESENTATION OF THE ASSOCIATION FOR SUSTAINABLE TOURISM IN PRACTICE

[REGISTER](#)

12:00 – 12:15 **Association "Eco I Do"** – presentation

12:15 – 12:30 **Sustainable tourism** – examples of good practice

12:30 – 12:40 **New vision of tourism** – questions

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