



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)

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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

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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

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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.

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THURSDAY, 29 February 2024

Opening hours 10:00 – 19:00

10:30 – 18:00 DESTINATION DAY

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- 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 **Sustainable tourism through heritage**, Manuela Hrvatin
- 11:45 – 12:30 **Sustainable management of the destination on the example of Slovenia**,
Borut Dubrovič, Development Agency Zeleni kras – tourism
- 12:30 – 13:15 **Thinking about the sustainability of tourism products**, Klara Trošt Lesić
- 13:15 – 14:00 **Istra "new upcoming" destination for weddings and events**, Velka Šuran
- 14:00 – 15:00 Lunch break
- 15:00 – 15:45 **The role of heritage interpretation in the process of creating tourist products**, Iva Silla
- 15:45 – 16:30 **Planning heritage receptions – examples of interpretation planning and interpretation centre projects**, Iva Silla & Manuela Hrvatin
- 16:30 – 17:30 **Panel discussion on the challenges of developing attractions and tourist products relating to cultural heritage**
- 17:30 – 18:00 **Presentation of the "To do in Istria" platform**, 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

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- 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

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- 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**, Zvjezdana Vukić
 17:30 – 18:00 **Advanced advertising on Facebook and Instagram**, Miško Macolić Tomićić
 18:00 – 18:30 **The importance of video content in digital marketing**, Gianni Tromba



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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

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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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