



SMITour

**Interreg
Euro-MED**



Co-funded by
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Online Focus Group schedule / May 28, 2025

Duration 10:00 - 11:30

[Link for registration](#)

| Welcome and Introduction

- Presentation of the session's topics and objectives
- Brief introduction of participants (name, institution, role)

| The State of Industrial Tourism in Slovenia

- **Presentation:** Overview of the current state of industrial tourism in Slovenia
 - Historical background and current trends
 - Successful examples
- **Discussion:**
 - What challenges do local initiatives face?
 - What opportunities exist for further development?

| Challenges in the Development of Industrial Tourism

- **Discussion:**
 - Identification of institutional and financial gaps
 - Issues with infrastructure, communication, and accessibility
 - How is the balance maintained between preserving industrial heritage and promoting tourism?

| Opportunities for Development

- **Discussion:**
 - What is the economic and cultural significance of industrial tourism?
 - How can it support local communities and create jobs?
 - How can cooperation with local actors promote cultural heritage?



| Modern Technologies and Marketing Strategies

- *Successful examples of using smart technologies (VR, AR, mobile apps)*
- **Discussion:**
 - What technologies can be integrated into small and medium-sized enterprises (SMEs), museums and industrial spaces?
 - What marketing strategies can be used to promote industrial tourism sites?

| Conclusions

- **Discussion:**
 - Summary of key findings from each thematic section
 - Co-creation of guiding questions for the upcoming Maribor workshop