



## **SMITour Workshop | 11 June 2025**

### **Challenges and Opportunities of Industrial Tourism in Slovenia and the Mediterranean Region**

Organised by: **eZavod**

Venue: **Regional Development Agency for Podravje – Maribor | Creative Park Drava | Pobreška 20**

- **08:00** Registration of participants
  - **08:30 Opening of the meeting – Project coordinators**
    - **The SMITour project - Industrial Tourism in the Mediterranean**  
*Paolo Guarnieri* - Project Manager, Municipality of Prato
    - **SMITour project: Preliminary Analysis and mid-term results**
  - **09:00 Keynote speeches**
    - **Sustainable Tourism in Slovenia** \*tbc
    - **Destination Štajerska**  
*Karmen Razlag* – Regional Development Agency for Podravje – Maribor, Sector for tourism
    - **Industrial tourism**  
*doc. dr. Barbara Pavlakovič Farrell*, assist. prof. - University of Maribor, Faculty of Tourism
    - **Industrial Heritage and Tourism products in the digital, mixed-reality era** \*tbc
  - **10:00 Dialogue Tables**
    - **1. Developing Industrial Tourism Activities and Products**  
→ *How can we develop practical industrial tourism activities and products?*
    - **2. Existing Industrial Spaces in Slovenia: Redefining Industrial Locations with SMART Technologies**  
→ *How can technology improve the visitor experience in industrial locations?*
    - **3. Experiencing Industrial Tourism - Improving Specific Pilot Location(s)**
  - **12:30 Presentation of Preliminary Results** - Moderators of Dialogue Tables
  - **12:45 (14:00) End of Meeting – Lunch**
- Optional: Study visit in Maribor*
- *End of activities: 17:00 in Maribor*

