



Hungary-Croatia
Cross-border Co-operation Programme

*A cross-border region where rivers
connect, not divide*



Varaždin County Tourism Board, as part of the project "Active Tourism meets Advanced Technology in Cross-Border Area - AT@AT.CB" from INTERREG V-A Hungary-Croatia Co-operation Program 2014-2020 co-financed by the European Regional Development Fund, organizes and invites you to the seminar:

Drones as a marketing tool for tourism promotion

THURSDAY, 15th of September 2022, 15:30
Hotel Turist, Aleja kralja Zvonimira 1, 42000, Varaždin, Croatia

The seminar will, through an example of good practice of cooperation between an educational institution and a tourist board focus on the topic of the possibility of connecting digital technologies and tourism.

The aim of the seminar is to raise awareness of the importance of using IT technologies in tourism promotion, transmission of knowledge and experience between participants and encouraging the creation of new ideas in the promotion of tourist destinations, attractions or individual facilities.

The seminar is intended for all stakeholders in tourism, as well as owners and users of natural and cultural properties heritage.

The seminar is free for all participants, and registrations are possible until **September 14** via the Google form: <https://forms.gle/PELetvhTHeHfzvcb7>

The AT@AT.CB project started on 1.1.2021. and lasts until 31.12.2022. The partners from Croatia are Varaždin County as the leading partner and the Varaždin County Tourist Board, while the Hungarian partners are the Municipality of Csurgó and the University of Pannon, Nagykanizsa campus. The total value of the project is € 1,245,215.36, of which the EU co-finances 1,058,433.04 Euros (85%).

We are looking forward to your arrival!

PROGRAMM

15:30 – 15:40 - Greetings and opening remarks on the topic of the seminar, director of TZVŽŽ Goran Mališ

15:40 – 16:00 – [Drones as an indispensable part of modern technology in the promotion of tourism](#)

Lecturer: Ivica Jeremić, Max Media j.d.o.o.

16:00 – 16:30 – [An example of successful cooperation – Dron Pilot Academy Media Challenge](#)

Lecturers: - dr.sc. Ivana Đunđek Kokotec, FOI
- Bojan Horvat, Looma Films

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