



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Minister Hanekom hosts Tourism Public Lecture at Walter Sisulu University in Mthatha – Eastern Cape

11 September 2018

EASTERN CAPE - Minister of Tourism, Mr. Derek Hanekom, will host the annual Public Lecture at the Walter Sisulu University (Mthatha campus) themed: “*Tourism and the Digital Transformation*”. Premised on the 2018 United Nations World Tourism Organisation (UNWTO) theme for World Tourism Day, the Public Lecture will explore the impact of digital transformation on the demand and supply of tourism services and products - with a particular focus on small, medium and micro enterprises (SMMEs).

Industry leaders, academics and policy makers will be among the guests who will engage and share best practices on how to leverage on digital transformation to drive inclusive and sustainable tourism growth. SMMEs who form part of the Eastern Cape tourism value chain will also be in attendance to exhibit products unique to the province.

The 2018 Tourism Public lecture is hosted in collaboration with the Walter Sisulu University (Mthatha Campus), the Eastern Cape Department of Economic Development, Environment and Tourism (DEDEA) and its marketing entity the Eastern Cape Parks and Tourism Agency (ECPTA).

The event takes place aptly in the Eastern Cape Province as the country celebrates Tourism and Heritage Month this September, and the centenaries of former President Nelson Mandela and Mama Albertina Sisulu.

MEMBERS OF THE MEDIA ARE INVITED TO ATTEND

TOURISM PUBLIC LECTURE

Date: 18 September 2018

Time: 08h30 – 14h00

Venue: Walter Sisulu University (Mthatha) – Eastern Cape Province

PROGRAMME:	
TIME	ITEM
08h30 – 09h15	Registration
09h15 – 09h25	Programme Director’s remarks
09h25 – 09h40	Welcome address and Message of support: Vice Chancellor of Walter Sisulu University - Prof Rob Midgley
09h40 – 09h45	Introduction of speaker and panel discussants
09h45 – 09h50	Introduction of the Minister of Tourism: Eastern Cape MEC – Mr. Lubabalo Oscar Mabuyane
09h50 – 10h10	Remarks by Minister of Tourism – Mr. Derek Hanekom
10h10 – 10h50	Presentation of the Lecture - Tourism and the digital transformation



10h50 – 12h50	Panel Discussion and Comments
12h50 – 13h00	Vote of thanks: Executive Mayor of the OR Tambo District Municipality - Cllr Nomakhosazana Meth
13H00	Closure

LIVE STREAMING OF TOURISM PUBLIC LECTURE

The Department Tourism will stream the Public Lecture live on Tourism Update. The Live stream will enable viewers to participate in the dialogue in real-time on 18 September 2018. Visit www.tourismupdate.co.za for more information on how to participate.

Kindly to confirm your attendance no later than 14 September 2018 to:

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