



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Register to be part of the 2018 Tourism Public Lecture webinar

17 September 2018

Members of the public, industry stakeholders and media are invited to participate in the Tourism Public Lecture that will be streamed live on the Tourism Update Platform on 18 September 2018. Minister Derek Hanekom will host the annual Tourism Public Lecture at the Walter Sisulu University (Mthatha campus) under the theme: “*Tourism and the Digital Transformation.*”

Premised on the 2018 United Nations World Tourism Organisation (UNWTO) theme for World Tourism Day Celebrations, 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.

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.

REGISTER AND PARTICIPATE LIVE IN THE TOURISM PUBLIC LECTURE:

LIVE STREAM LINK: <https://nowmedia.clickmeeting.com/tourism-and-the-digital-transformation-public-lecture-2018>

Date: 18 September 2018

Time: 09h15 – 13h00

PROGRAMME:

TIME	ITEM
08H30 – 09H15	Programme Director’s remarks - Mr Blessing Manale
09H15 – 09H25	Welcome address and Message of support: Vice Chancellor of Walter Sisulu University - Prof Rob Midgley
09H25 – 09H35	Introduction of speaker and panel discussants - Mr Blessing Manale
09H35 – 09H40	Introduction of the Minister of Tourism: Eastern Cape MEC – Mr. Lubabalo Oscar Mabuyane
09H40 – 09H45	Remarks by Minister of Tourism Minister Derek Hanekom
09H45 – 09H50	Presentation of the Lecture - Tourism and the digital transformation
10h50 – 12h50	Panel Discussions: Experiences, successes, challenges and opportunities presented by digital transformation in tourism



	<ul style="list-style-type: none"> • CEO: Voice Map - Mr Lain Manley • Researcher Modelling and Digital Science: CSIR - Ms Belinda Matebese • Director: Mind Interactive - Mr Bokang Mabiletsa • Head Digital: Flow Communications - Mr Richard Frank • Public Policy Senior Associate: Uber SA - Ms Mosa Mkhize • CIO: ACSA - Mr Mthoko Mncwabe
12h50 – 13h00	Vote of thanks: Executive Mayor of the OR Tambo District Municipality - Cllr Nomakhosazana Meth
13H00	Closure

For media enquiries on the Tourism Public Lecture contact:

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