

PROGRAMME



TOURISM RESEARCH SEMINAR

*Advancing Tourism Growth,
Development and Sustainability
through Evidence-Based Research*



Friday, 24 October 2025 | 09:00 – 15:00



Future Africa: University of Pretoria, Hillcrest Campus, Pretoria

Chairperson: Ms Anemé Malan

**Deputy Director-General: Tourism Research, Policy and International Relations
Department of Tourism**

TIME	ITEM	LED BY
08:00 – 09:00	Registration and Arrival Tea Promotional Videos STUDENT POSTER EXHIBITION AND INNOVATION HUB Theme: NextGen Tourism Innovation: Student-Driven Hub for Sustainable Development and Transformation	All
09:00 – 09:15	Welcome and Opening Remarks	Ms Anemé Malan Department of Tourism
	Purpose of the Seminar	Dr Kholadi Tlabela Department of Tourism



tourism

Department:
Tourism
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PROGRAMME Continued

TIME	ITEM	LED BY
09:15 – 09:35	Message of Support	Prof. Zitha Mokomane University of Pretoria ATLAS International
09:35 – 09:45	Message of Support	Dr Vathiswa Papu Tshwane University of Technology
09:45 – 12:00	SESSION I: TRAVEL FACILITATION, DIGITAL INNOVATIONS AND TOURISM SUPPLY CHAINS	Prof. Karen Leigh Harris University of Pretoria
	Assessing the Impact of Visa Requirements on Travel and Tourism Demand	• Prof. Elmarie Slabbert • Dr Tafadzwa Matiza North-West University
	Tourism SMME Digital Technology Adoption in South Africa: Pathways for Innovation, Growth and Sustainability	• Prof. Vyasha Harilal • Dr Refiloe Julia Lekgau • Dr Mavis Mpotaringa University of Johannesburg
	Exploring the Digital Technology Adoption Landscape of Niche Tourism SMMEs in South Africa	• Dr Portia Sifolo • Dr Lisa Welthagen • Dr Rosa-Anne Naudé-Potgieter • Mr Mukhethwa Londani Tshwane University of Technology
	An Assessment of the Tourism Supply Value Chains to Inform Government Interventions	Dr Lorren Haywood Council for Scientific and Industrial Research
	Question and Answer Session	All
12:00 – 13:00	STUDENT POSTER EXHIBITION AND INNOVATION HUB	All
	Tea Break	
13:00 – 14:45	SESSION II: STATE-OWNED TOURISM ASSETS AND COMMUNITY-BASED TOURISM	Dr Pascal Tauoatsoala Tshwane University of Technology
	Assessing the Management, Maintenance and Sustainability of State-Owned Tourism Assets in South Africa	• Prof. Joram Ndlovu • Prof. Oliver Mtapuri • Dr Mabuyi Gumede • Dr Taemane Phoofolo University of KwaZulu-Natal
	Factors Determining the Success of Community-Based Tourism in South Africa	• Prof Gift Dafuleya • Dr Tondani Nethengwe University of Venda
	Optimising Sustainable Community-Based Tourism: South African Scenarios and Solutions	• Prof. Karen Leigh Harris • Mr Christoffel Botha University of Pretoria
	Question and Answer Session	
14:45 – 15:00	Closing Remarks	Ms Nonkqubela Silulwane Department of Tourism
15:00	Lunch and Networking STUDENT POSTER EXHIBITION AND INNOVATION HUB	All