

**Presenter:**

**An assessment of the impact of mega trends in the tourism sector**



**Prof Berendien Lubbe** is a Senior Research Associate in the Department of Historical and Heritage Studies at the University of Pretoria and researches emerging tourism issues. She holds a doctorate in Communication Management which she did on South Africa's image as a tourist destination in Saudi Arabia. She is an NRF-rated researcher and has published in numerous internationally accredited journals. She has also contributed to international books with her latest chapters being on the Development of African Air Transport and the Use of ICTS in the Airline Industry. Her books on Tourism Distribution and Tourism Management in South Africa have been widely prescribed. She is a past recipient of a Laureate Award from the University of Pretoria for her contribution to educational innovation. She is also project leader and principal investigator in a number of research projects of national priority in the fields of tourism and consults widely to industry.