# TOURISM PUBLIC LECTURE 2022

**Rethinking Tourism: opportunities await in rural and community centric tourism**

**14 October 2022  08:00-13:30**

**MH Joosub Hall, Westville Campus, University of KwaZulu-Natal**

<table>
<thead>
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<th>TIME</th>
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<tr>
<td>08:00 – 09:00</td>
<td>Registration Entertainment during registration (All delegates to be seated by 08:55)</td>
<td>All</td>
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| 09:00 – 09:10 | Programme Director’s remarks                                          | Mr Septi Bukula  
Founder: SEEZA Network                                                        |
| 09:10 – 09:20 | Welcome address                                                       | Prof Mosa Moshabela  
Deputy Vice-Chancellor: University of KwaZulu-Natal                           |
| 09:20 – 09:40 | Purpose of the lecture                                               | Ms Shamilla Chettiar  
Deputy Director-General: Department of Tourism                                   |
| 09:40 – 10:00 | Message of support and introduction of the Deputy Minister of Tourism | Mr Siboniso Duma  
MEC: KZN Department of Economic Development, Tourism and Environmental Affairs |
| 10:00 – 10:15 | Deputy Minister’s remarks                                            | Mr Fish Mahlalela  
Deputy Minister of Tourism                                                        |
| 10:15 – 10:25 | Introduction of speaker and panel discussants                        | Mr Septi Bukula  
Founder: SEEZA Network                                                             |
| 10:25 – 10:45 | Setting the scene Research on stimulating sector demand and supply through niche tourism development: the case of rural tourism in selected provinces | Dr Julia Giddy  
Research Associate: University of Johannesburg                                    |
| 10:45 – 11:15 | Presentation of the Lecture                                          | Prof Urmilla Bob  
Dean of Research: University of KwaZulu-Natal                                      |
| 11:15 – 12:15 | Panel discussion                                                      | Discusssants                                                                  |
| 12:15 – 13:05 | Comments and discussion                                              | All                                                                           |
Mayor: City of eThekwini                                                        |
| 13:15 – 13:30 | Next steps and closure                                               | Mr Septi Bukula  
Founder: SEEZA Network                                                            |
| 13:30 – 16:00 | Lunch, exhibitions and entertainment                                  |                                                                              |