

TOURISM RESEARCH SEMINAR PROGRAMME

FRIDAY, 18 MARCH 2022

Venue: Physical sitting: Premier Hotel Pretoria, Acardia

Virtual: Zoom

Time: 09h00-14h00

“Advancing Tourism Growth and Development Through Research: Towards a Road to Tourism Recovery”

Programme Director: Ms Nonkubela Silulwane, **Chief Director:** Research and Knowledge Management, Department of Tourism

TIME	ITEM	LED BY
09:00 – 09:30	Welcoming and Purpose of the seminar	Programme Director
	Opening Remarks	Deputy Director-General: Department of Tourism
	Introduction of speakers	Programme Director
09:30 – 09:50	Re-examining perspectives on the recovery of South Africa’s domestic tourism in a COVID-19 environment	Prof Urmilla Bob, University of KwaZulu-Natal
09:50 – 10:10	Re-modelling the local domestic tourism market in South Africa within a COVID-19 environment	Prof Karen Harris, University of Pretoria
10:10 – 10:40	Question & Answer Session	Programme Director
10:40 – 11:00	Enabling Small, Medium and Micro Enterprises (SMMES) survival and growth during/post COVID-19	Dr Suveshnee Munien, University of KwaZulu-Natal
11:00 – 11:20	Transformation of the South African tourism value chain towards sustainable, resource efficient and inclusive growth path post COVID-19	Dr Lorren Haywood, Council for Scientific and Industrial Research
11:20 – 11:50	Question & Answer Session	Programme Director
11:50 – 12:20	Break	All
12:20 – 12:40	South African tourism sector demand and supply-towards post-COVID-19 resilience	Prof Elmarie Slabbert, North-West University, & Dr Gift Dafuleya, University of Venda
12:40 – 13:00	Stimulating sector demand and supply through niche tourism development: the case of rural tourism in selected provinces	Prof Chris & Prof Jayne Rogerson, University of Johannesburg
13:00 – 13:30	Question & Answer Session	Programme Director
13:30 – 14:00	Closing Remarks	Programme Director
	Vote of Thanks	Dr Kholadi Tlabela, Department of Tourism
14:00 – 15:00	Lunch	All