

PROGRAMME

2017 Tourism Research Seminar

“Advancing tourism growth and development through research”

Date: 17 March 2017
Venue: The Innovation Hub, Pretoria
1 Mark Shuttleworth Street, Innovation Centre
Time: 09:00 – 13:15
Programme Director: Ms Anemé Malan, Deputy Director-General:
International Tourism Management

08:00 - 09:00	Registration Student research exhibition
09:00 - 09:20	Programme Director's remarks Outline of the programme for the day <i>Programme Director</i>
09:20 - 09:25	Message from the Minister of Tourism <i>Minister Derek Hanekom</i>
09:25 - 09:45	Theme: Destination Development Topic: The potential of creative industry for destination development in South Africa – film tourism as a case study <i>University of Pretoria</i>
09:45 - 10:05	Theme: Destination Development Topic: Destination development through understanding tourists' expectations and memorable tourist experiences at major tourist attractions <i>University of Pretoria</i>
10:05 - 10:50	Questions and discussion session <i>Programme Director</i>
10:50 - 11:05	Tea break
11:05 - 11:25	Theme: Responsible Tourism Topic: Interventions and incentives needed to improve the number of enterprises, including state-owned tourism attractions that embrace responsible tourism management practices <i>University of Venda</i>
11:25 - 11:45	Theme: Transformation Topic: Tourism value chain and opportunities for transformation in South Africa <i>University of Johannesburg</i>
11:45 - 12:05	Theme: Coastal and Marine Tourism Topic: Development of a framework to assess the economic impact of coastal and marine tourism in South Africa <i>Cape Peninsula University of Technology</i>
12:05 - 13:05	Questions and discussion session <i>Programme Director</i>
13:05 - 13:15	Closure and way-forward <i>Programme Director</i>
13:15	Lunch



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Department:
Tourism
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