



Key questions

- Have we succeeded in the past 18 years?
- Where should we focus vs where are we focusing right now?
- How can we take what we currently have and leap-frog the implementation process?
- With whom, and how do we form true collaborative partnerships?
- Is this sustainable tourism a tourism effort of a multi-stakeholder effort?
- What is the role of science and technology?
- How do we mobilise tourism communities?

HOW TO LEAPFROG SUSTAINABLE TOURISM IMPLEMENTATION

Tourism is the point of convergence between the economy, society, culture, history and the environment. The prospect of tourism dollars justifies initiatives that place an economic value on the these factors. As such the tourism sector should be a leader within the area of sustainable business practice. For some leading companies this is the case. South Africa is regarded internationally as a leader in the area of Responsible and Sustainable Tourism, a term coined 11 years ago in a document called the Cape Town Declaration. Government has taken the topic seriously with a dedicated division focussed on advancing the uptake of responsible tourism and have formulated relevant policies. Be this as it may, uptake is not as broad as it could be and experts will gather to discuss ways to jump up this position and to maximise opportunities in the Tourism.

Tourism Dialogue 2020: 2014 promises to be even more successful, building on the track record of the past 2 years as being a sustainable tourism event not to be missed. We will take the debate to the next level: from the 2012 Dialogue irrefutably concluding that Small Tourism Businesses have a critical role to play in tourism sustainability and that collaboration is key success factor, and the 2013 Dialogue that highlighted how all large corporates have a role to play, regardless as to whether they see themselves as “tourism businesses”.

KEYNOTE SPEAKER: ANTHONY TURTON

Who should attend?

- Sustainable tourism practitioners
- Central, regional and local government
- Small, medium and large tourism / non tourism businesses
- NGOs, PBOs, Associations
- Marketers
- Academia
- Other interested parties

9h30 – 10h00	Erald Felix MC / Welcome & Introduction
10h00 – 10h30	Dr Anthony Turton Mining, Industry and Tourism Sustainability
10h30 – 10h50	Heidi van der Watt Sustainable Tourism & the next 20 years
10h50 – 11h10	Rehann Calitz Farm my City
11h10 – 11h30	Dr Merida Roets Some realities/lessons of Tourism for Rural Development
11h30 – 12h10	<i>PANEL DISCUSSION</i>
12h10 – 12h30	Johan Olivier Magaliesburg Development Initiative
12h30 – 13h30	<i>LUNCH & NETWORKING</i>
13h30 – 13h50	Alan Roxton Wiggill Marketing for the community
13h50 – 14h10	Speaker from City of Tswane TBC
14h10 – 14h30	Les Carlisle & Beyond Case Study
14h30 – 15h00	<i>PANEL DISCUSSION & WRAP UP</i>

