



**Interprovincial conference on
CREATIVE TOURISM IN THE KAROO
IMPLICATIONS FOR 2010 AND BEYOND**

Western Cape, Northern Cape, Eastern Cape and Free State

**5-6 November 2009
De Stijl Hotel, Gariep Dam**

**A PROJECT OF THE KAROO DEVELOPMENT FOUNDATION,
IN PARTNERSHIP WITH THE CENTRE FOR DEVELOPMENT SUPPORT,
UNIVERSITY OF THE FREE STATE**

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**KAROO DEVELOPMENT
FOUNDATION**

Sponsored by AUSAID

Purpose of the Conference:

1. Karoo-wide networking and collaboration on key themes and tasks
2. Identifying research priorities to promote heritage and tourism development in the Karoo.

If you would like to exhibit your products or books, please let us know!

With thanks to our sponsor:



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Draft Programme: 5-6 November 2009
 (* = speakers to be confirmed)

DAY 1

8.30 Welcome by Karoo Development Foundation: Prof Mike de Jongh (UNISA)

Opening of workshop by the Free State MEC for Tourism (or his nominee)*

Keynote address: "The potential of tourism to contribute to holistic rural development": The Hon Mr Gugile Nkwinti (Minister of Rural Development and Land Reform)*

The Purpose of the Workshop: Promoting planning, implementation and research (Prof Doreen Atkinson, Trustee, Karoo Development Foundation)

SESSION 1: A NEW TOURISM LANDSCAPE IN THE KAROO

9.0 "The Karoo as Economic Region": Dr Jaco Mostert (Northern Cape Dept of Economic Affairs)

9.20 "Mega-events and rural areas: What can we expect from 2010?" Prof Doreen Atkinson (University of the Free State)

9.40 An overview of Karoo tourism potential: Dr Judy Maguire (Wits University)

10.00 TEA

10.30 Examples of inter-provincial collaboration on tourism development:

1. The public model: West Cape-Namibia route: Ms Lizzy Mathope (Western Cape Dept of Tourism)
2. The private model: Route 62: Mr Anton Gerber (Director)*

SESSION 2: NEW THEMES IN KAROO TOURISM

11.00 Developing appropriate theme festivals to promote towns, art and culture (Peter Myles, Nelson Mandela Metro University)

11.30 Developing routes in the Karoo: What have we learnt about route marketing? (Mr Francois Viljoen, Open Africa)

12.00 Game farms and hunting in the Karoo* (speaker to be announced)



- 12.30 "Adventure tourism in the Karoo" (Mr Cobus Rademeyer, National Institute of Higher Education, Kimberley)
- 1.0 LUNCH
- 2.00 Literary tourism in the Karoo: Mr Darryl Davids (University of KwaZulu-Natal)
- 2.30 Khoisan heritage in the Karoo: Dr David Morris (McGregor Museum, Kimberley)
- 3.00 Funding to preserve Karoo Heritage:
Mr Sindile Rubushe (National Heritage Council)*
Speaker from Lotto*
- 3.15 TEA

SESSION 3: TOWARDS 21st CENTURY TOURISM INFRASTRUCTURE IN THE KAROO

- 4.00 " Making the Karoo accessible to tourism: Regional airports in the Karoo" (Dr Bridget Ssamula, CSIR)
- 4.30 Ending off with a blast-off: Space tourism in the Karoo: Mark Ingle (University of the Free State)
- 5.00 Closure of Day-time sessions

6.00 – 7.30 Dinner, networking and gossip!

SESSION 4: WHAT WE ARE DOING: An interactive session

- 7.30 The Karoo Highways Map (Ms Greta Wilson, Ms Gillian Vermaak, Mr Michael Drysdale)
- 7.45 The Karoo Internet Portal (Ms Helen Burton, Elemental Africa)
- 8.00 Karoo tourism videos (Mr Chris du Plessis, Photos of Africa)
- 8.15 Promoting Karoo tourism via the print media: ToGoTo Magazine (Ms Anita Henning)

Day Two .../



DAY 2

8.00 *Discussion: Insights from Day 1*

SESSION 5: KAROO CRAFTS

8.30 Promoting the crafts sector (Mr Craig Carbutt, Cape Craft and Design Institute)*

9.00 "Findings from the Karoo Crafts study": Prof Doreen Atkinson (University of the Free State)

9.15 "The Karoo Crafts Co-operative": Mr Julius Bramley (Chamber of Commerce, Hanover)

9.45 *Discussion: Building the Craft sector in the Karoo*

10.14 TEA

SESSION 6: THE KAROO AS A PRE-HISTORIC TREASURE CHEST

10.45 "Karoo Geoparks as international conservation areas": Dr Roy Stauth (Trustee, Karoo Development Foundation)

11.15 "Fossil tourism in the Karoo": Prof Bruce Rubidge (Wits University)

SESSION 7: THE KAROO AS FILM DESTINATION

11.45 "The Karoo as a film destination": Mr Laurence Mitchell (Cape Film Commission)*

12.00 A Karoo film (*Valley Song*) and talent competition (Karoo Idols: *Finding Veronica*): Prof Doreen Atkinson and Mr Mark Wilby (Grahamstown)

Discussion: Finding new talent in the Karoo

FINAL DISCUSSION

12.00 Promoting tourism in the Karoo: Some suggestions (Ms Hanneli Slabber, SATSA)*

12.30 *Final discussion: Towards new partnerships in the Karoo*
Creation of task teams: Prof Doreen Atkinson

1.0 Closure, Lunch and Farewell

