TOWARDS EXCELLENCE IN TOURISM PLANNING

by Prof CLARE GUNN

South Africa
INVITATION

Dear Friend and Colleague

We take pleasure in inviting you to the seminar on tourism planning to be held at the four venues indicated below.

Much attention has been given lately to tourism in Southern Africa. The way to a sound tourism industry involves four components; research, planning, development and marketing. At this seminar we are privileged to have an authority, Prof Clare Gunn, from Texas A & M University addressing the issue of tourism planning.

This seminar is of value for all people involved in tourism and recreation be it marketing, development, planning or research. The ultimate success of this seminar depends on YOUR participation.

Please complete the accompanying registration form and return it right away.

DO NOT MISS THIS OPPORTUNITY. SEE YOU THERE.

PROGRAM

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<td>09h30 – 09h40</td>
<td>Welcoming</td>
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<td>09h40 – 10h40</td>
<td>Tourism Planning Principles</td>
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<td>10h40 – 11h00</td>
<td>Discussion</td>
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<td>11h20 – 12h20</td>
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VENUE

The same seminar will be held on

15 June 1988
Woodstock Holiday Inn
Cr Melbourne & Coronation Streets
Woodstock
Cape Town

16 June 1988
East Cape Training Centre
Spondau Street
Strundale, Sidwell
Port Elizabeth

21 June 1988
Breakers Resort
Umhlanga Rocks

23 June 1988
Bowl’s Clubhouse
Marks Park
Judith Street
Emmarentia
Johannesburg

Host: Dr Kobus Steyn
Vice Rector:
Cape Technikon
(021) 466220 x 238

Prof. Rosa du Randt
Dept of Human Movement Science
University of Port Elizabeth
(041) 5311400

Prof. John Butler-Adam
Director: Institute for Social & Economic Research, University of Durban Westville
(031) 820911

Mr Paul Louwars
Head: Parks and Recreation Department, Johannesburg
(011) 7771111 x 2883

Biographical Sketch

- Teaching, research and extension work in tourism, recreation, and park planning and development in five universities, for forty years.
- Seminars and consulting work throughout U.S. and 14 foreign countries.
- His books TOURISM PLANNING and VACATIONSCAPE: DESIGNING TOURIST REGIONS are used by governments, businesses, students, professors throughout the world. (Second edition to be published in 1988.)
- Best known for his concepts on a functional tourism system, planning and design principles for tourism and park development in harmony with resource protection.
- Received “Special Citation for 38 years of inspirational teaching,” by Governor Mark White, 1984; special award from American Society of Landscape Architects for VACATIONSCAPE; named to “Fellow” of the American Society of Landscape Architects, 1986.

Prof. Gunn will also present two papers at the SAASSPER congress, 29 June – 1 July at Klerksdorp. More information is available at the following address:

SAASSPER, Hatfield Forum West, 2nd Floor, Room 202,
1067 Arcadia Street, Hatfield, Pretoria, 0083
Tel.: (012) 435594/5/6

REGISTRATION

Registration fee of R30 is payable when returning the enclosed registration form to the aforementioned address. Late registration at the venues will be accepted at R35. Closing dates for registration for the seminar are:

- Cape Town – 1 June
- Port Elizabeth – 2 June
- Durban – 7 June
- Johannesburg – 9 June

The registration fee, payable to SAASSPER, includes literature on the workshop, lunch and refreshments.

ADDITIONAL INFORMATION

Please contact Helene Nieuwoudt at (012) 43-5594/5/6

Marina CC (012) 300-1881