



**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**

[WWW.ARIDAREAS.CO.ZA](http://WWW.ARIDAREAS.CO.ZA)

**For more information, contact:**

Prof Doreen Atkinson, [karoo@intekom.co.za](mailto:karoo@intekom.co.za), Tel (051) 773 0324

For bookings, contact Ms Anita Harmse, [karooconf@lantic.co.za](mailto:karooconf@lantic.co.za), 072 992 5099



**Centre for Development Support  
University of the Free State  
Tel 401 2423 Fax: (051) 401 3424  
<http://www.ufs.ac.za/cds>**

**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:**



**Australian Government**

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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 21<sup>st</sup> 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

