

**SUSTAINABLE TOURISM ENTERPRISE MANAGEMENT  
INSTITUTE: SOUTHERN AFRICA (STEMISA)**

**Master Class Course in Sustainable Tourism Destination Management;  
Competitiveness and Entrepreneurship Development**

*(4-8 December 2017 Midrand South Africa)*

**DAY 1**

**Monday 4 December 2017**

08:00 – 08:45	Registration and Arrival tea and coffee
08:45 – 09:00	Welcoming by the Chairman of STEMISA <i>Mr Simba Mandinyenya</i>
09:00 – 11.30	Lesson 1: Introduction to Tourism Economy <i>Dr Zivanayi Nyandoro</i> <i>Mr Simba Mandinyenya</i>
11.30 - 11.45	Break Mid-morning tea and coffee
11:45 -13:00	Assignments on the topic <i>Dr Zivanayi Nyandoro</i>
13.00 -14.00	Lunch
14:00 -16:00	Lesson 2: Destination Tourism Development and Management <i>Dr Zivanayi Nyandoro</i> <i>Mr Simba Mandinyenya</i>
16:00- 16:45	Assignments on the topic <i>Dr Zivanayi Nyandoro</i>
16:45-17.00	Summary and closing of the first day <i>Dr Zivanayi Nyandoro</i>

**DAY 2****Tuesday 5 December 2017**

08:00 – 09:00	Registration and Arrival tea and coffee
09:00 – 11.30	Lesson 1: Destination Competitiveness <i>Dr Zivanayi Nyandoro</i> <i>Mr Simba Mandinyenya</i>
11.30 - 11.45	Break Mid-morning tea and coffee
11:45 -13:00	Assignments on the topic <i>Dr Zivanayi Nyandoro</i>
13.00 -14.00	Lunch
14:00 -16:00	Lesson 2: Tourism Quality Standards <i>Ms Nivashnee Naidoo</i>
16:00- 16:45	Assignments on the topic <i>Ms Nivashnee Naidoo</i>
16:45-17.00	Summary and closing of the second day <i>Dr Zivanayi Nyandoro</i>

**DAY 3****Wednesday 6 December 2017**

08:00 – 09:00	Registration and Arrival tea and coffee
09:00 – 11.30	Lesson 1: Destination Sustainable Tourism Development <i>Dr Niki Glen</i> <i>Ms Daniella Sachs</i>
11:30- 11:45	Break Mid-morning tea and coffee
11:45 -13:00	Lesson 2: Destination Sustainable Tourism Development Part 2 <i>Dr Niki Glen</i> <i>Ms Daniella Sachs</i>
13:00-14:00	Lunch
14:00- 16:00	Presentation on Sustainable Tourism (Arts and Culture as Tourism Resource Base) <i>(Facilitator to be confirmed)</i>
15.30- 16:45	Assignments on the topic <i>Dr Niki Glen</i>
16:45-17:00	Summary and closing of the third day <i>Dr Zivanayi Nyandoro</i>

**DAY 4****Thursday 7 December 2017**

08:00 – 09:00	Registration and Arrival tea and coffee
09:00 – 11.00	Lesson 1: Destination Marketing part 1 (Traditional Marketing) <i>Dr Zivanayi Nyandoro</i> <i>Mr Kwakye Donkor</i>
11:30- 11:45	Break Mid-morning tea and coffee
11:45 -13:00	Destination Marketing part 2 (Online/ Digital marketing) <i>Mr Kwakye Donkor</i> <i>Dr Zivanayi Nyandoro</i>
13:00-14.00	Lunch
14:00-15:30	Questions and answer session <i>Mr Kwakye Donkor</i> <i>Dr Zivanayi Nyandoro</i>
15.30- 16.45	Assignments on the topic <i>Mr Kwakye Donkor</i> <i>Dr Zivanayi Nyandoro</i>
16:45-17:00	Summary and closing of the fourth day <i>Dr Zivanayi Nyandoro</i>

**DAY 5****Friday 8 December 2017**

08:00 – 09:00	Registration and Arrival tea and coffee
09:00 – 11:30	Entrepreneurship and Tourism Investment Promotion <i>Mr Cuthbert Ncube</i> <i>Mr Simba Mandinyenya</i>
11.30- 11.45	Break mid-morning tea and coffee
11:45 -13:00	Assignments the topic <i>Mr Cuthbert Ncube</i> <i>Dr Zivanayi Nyandoro</i>
13.00- 14:00	Lunch
14:00 -15:00	Feedback Session <i>Dr Zivanayi Nyandoro</i> <i>Mr Simba Mandinyenya</i>
15:00-15:30	Certification <i>Dr Zivanayi Nyandoro</i> <i>Mr Cuthbert Ncube</i>
15:30- 16:00	Closing Remarks STEMISA management

## **FACILITATORS**



**Dr Zivanayi Nyandoro**

*Senior Lecturer at Senior Manchester Metropolitan University UK*



**Ms Nivashnee Naidoo**

*CEO Collaborative Leadership Group*



**Dr Niki Glen**

*Director Sustainable Tourism Partners Programme*

## FACILITATORS



**Ms Daniella Sachs**

*STEMISA Partnership Development  
Thwanya Tourism Design Consultant*



**Mr Kwakye Donkor**

*Director Africa Tourism Partners*



**Mr Cuthbert Ncube**

*STEMISA Vice Chairperson  
Director of Kwela Fleet & Golden  
Feathers lodges*



**Mr Simba Mandinyenya**

*STEMISA Chairperson  
Director of Research Planning & Development  
RETOSA*

***PARTNERS***

