



Tshwane University
of Technology
We empower people

20
YEARS
2004-2024



CAPE TOWN
& WESTERN CAPE
convention bureau by WESGRO



11th International Adventure Conference

9-11 SEPTEMBER 2024, KNYSNA, SOUTH AFRICA

People, place and planet – new hospitalities

Call for abstracts



WWW.ATRA.GLOBAL

Conference theme

The tourism and hospitality industries are amongst the world's most exciting and vibrant places to work, and nowhere more so than here in Africa. Outdoor adventure provides a great context in which to explore the ways landscape, peoples and more-than-human communities interact – in forests, in the sea and on the plains. We want to share cutting edge scholarship dealing with experiences in tourism and hospitality – from the adventure of gastronomy and wonderful local foods to that of music, dance and body movement. South Africa provides an extraordinary stage for this significant conference – the first in Africa, as we consider how to develop the tourist resource with respect – for people, for the planet, and for the places they meet.

Themes for papers:

- African tourism
- Delivering extraordinary hospitality experiences
- Hospitality in the wild
- Luxury adventure – adventurous luxury
- Adventurous destinations
- Gastronomy and food as adventurous experiences
- Culture, dance and music
- Indigenous knowledges: celebrating place, culture and nature
- Adventure in the chthulucene
- Shared understandings and co-created experiences
- Storytelling in tourism and hospitality

Please note: a new aspect of this conference is an opportunity for experienced researchers to collaborate with newer writers (Masters and PhD candidates, early career academics and so forth) in a ½ day workshop session. Therefore, if you wish to further develop your abstract, please indicate on submission that you are seeking a co-writing partner.

In support of this theme, presentations should be guided by the [17 Sustainable Development Goals \(SDGs\)](#) set out by the United Nations. Importantly, these challenging aspirations extend our thinking beyond environmental concerns framed in narrow ideals of pristine protected wildernesses. The goals emphasise human interactions with the planet, nature and one another.

Submission of abstracts and papers

Abstracts of up to **600 words**, or full papers of up to **7,000 words**, are invited for double-blind peer review; these will form the basis for acceptance for presentations.

If you are submitting an abstract or full paper it should clearly state the objective of the presentation, the findings and their significance to the proceedings, and how they help advance our knowledge of outdoor adventure.

An abstract should include title, keywords, introduction, method, findings/discussion and conclusions. Full papers should also include a suitable literature review and abstract.

Please use Calibri font size 11 and save the document in Microsoft Word format using the family and first name of the presenter (eg. Taylor, Steve). If supplying references, please include a maximum of five.

Inspiring conference posters are also requested from postgraduate students.

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All abstracts should be submitted to Farkic.J@buas.nl using the IAC2024 [IAC 2024 Abstract template](#) by April 30th 2024.

Early notification of acceptance is also available upon request. Simply email this request to Farkic.J@buas.nl



Organisers

The Adventure Tourism Research Association



The conference fee includes a year's membership of the Adventure Tourism Research Association (ATRA), a membership organisation which is assembling a worldwide academic community and helping to facilitate knowledge exchange and the creation of new relationships in the field of outdoor leisure and adventure tourism.

ATRA works with local partners to host the annual international adventure conference. The association's website, www.atra.global, is a shared portal for ATRA members' news.

Local hosts: Tshwane University of Technology



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The conference is being organised in collaboration with the Tshwane University of Technology, the largest residential university in South Africa, with seven faculties, based at eight learning sites, providing a wide variety of opportunities for students to obtain academic qualifications from national diploma to doctoral degree level (<https://www.tut.ac.za/>).



Conference committees

Organising Committee

The Organising committee comprises academics from both local hosts Tshwane University of Technology and the Adventure Tourism Research Association:

- Ndivhuwo Tshipala - Tshwane University of Technology
- Portia Sifolo - Tshwane University of Technology
- Uwe Hermann - Tshwane University of Technology
- Manuel Sand - University for Applied Management, Germany
- Jelena Farkić - Breda University of Applied Sciences, Netherlands
- Peter Varley - Northumbria University, UK
- Steve Taylor - University of the Highlands and Islands, UK

Scientific Committee

The Scientific Committee, whose role it will be to review the abstracts and papers, is composed of the following members:

- Dewald H Venter - Central University of Technology
- Samantha Bouwer - Tshwane University of Technology
- Leane Grobbelaar - Tshwane University of Technology
- Willie Hood - Tshwane University of Technology
- Peet Van der Merwe - North-West University
- Outi Rantala - University of Lapland, Finland
- Tove Dahl - The Arctic University of Norway
- Jasmine Goodnow - Western Washington University, USA
- Gill Pomfret - Sheffield Hallam University, UK
- Carl Cater - Swansea University, UK
- Adele Doran - Sheffield Hallam University, UK
- Darío Pérez Brunicardi - University of Valladolid, Spain
- Susan Houge Mackenzie - University of Otago, New Zealand
- Manuel Sand - University for Applied Management, Germany
- Jelena Farkić - Breda University of Applied Sciences, Netherlands
- Peter Varley - Northumbria University, UK
- Steve Taylor - University of the Highlands and Islands, UK



Conference rates and venue

The following conference rates will apply:

- Academics full attendance (early bird rate before 31st April 2024): R10,000
- Academics full attendance (standard rate): R12,000
- PhD Students full attendance (early bird rate before 31st April 2024): R6,000
- PhD Students full attendance (standard rate): R7,000
- Other students full attendance (rate will remain constant during early bird and as standard rate): R6,000
- Industry Practitioners/Professionals full attendance (early bird rate before 31st April 2024): R8,000
- Industry Practitioners/Professionals full attendance (standard rate): R9,950
- Practitioners (per day): R2,250 (this is for the conference only and excludes any excursions/activities and/or gala dinner evening)

*Your full conference fee will include one adventure excursion/activity to be selected during registration. This is applicable to all full conference registration categories

Conference booking will open on 22 April 2024.

Conference venue

The conference will be held at *Premier Resort The Moorings* in Knysna, in the heart of South Africa's world-famous Garden Route.

Other accommodation options locally include:

- The Royal Hotel Knysna***
- The Russel***
- Guesthouses within the Knysna area
- Self-catering options locally

In terms of getting there, the nearest domestic airport is at George, with regular connections to and from Cape Town and Johannesburg. Alternatively, it is a 475km drive from Cape Town, the nearest international airport.

Find further information on the Garden Route on [this link](#).



Keynote speakers and activities

David Frost, CEO of the Southern Africa Tourism Services Association (SATSA)

An economist by training, David Frost worked for the COSATU trade union movement, prior to joining The Premier Group in 1994. David ended up as head of Corporate Strategy, as well serving as a director on the boards of Premier Food Industries and Sodexho. He was seconded as Special Advisor on Tourism to Ministers Jordan and Moosa by the Business Trust. He joined Tourvest in 1999 and was promoted to Managing Director of the Inbound Division. David established his own bespoke consultancy – the Tourism Strategy Company in 2001 and has consulted widely to leading private sector companies, as well as developed destination strategies, for a number of SADC countries. The most successful of these was for Namibia, where David was retained by the Namibian Tourism Board to execute the strategy he had developed from 2003 – 2007. He is a former Advisor – Africa to the World Travel & Tourism Council. David serves as a director on the board of the Tourism Business Council of South Africa and is a former Board member of South African Tourism. He has been at the helm at SATSA since September 2013.

Marina Novelli, University of Nottingham, UK

Prof Marina Novelli (FASC, Leverhulme International Fellow) is Professor of Marketing and Tourism at the University of Nottingham Business School in the UK. She is a globally renowned expert in tourism for sustainable development, with extensive experience in advising organisations such as the World Bank, the EU, the UN, the Commonwealth Secretariat, the British Council, National Tourism Boards, Regional Development Agencies, private sector and NGOs. She writes about international tourism, policy, planning and development globally, she is an Africa specialist, and she is behind the conceptualisation of niche tourism as a field of enquiry amongst many other things. As a particularly active member of the global tourism community, she distinguishes herself for her inclusive research leadership practice and excellence in collaborating with multi-disciplinary, multi-stakeholders and multi-cultural teams in some of the most vulnerable and complex settings around the world and in Africa particularly where she has worked in 28 countries. She is Fellow of the Academy of Social Sciences, Fellow of the International Academy for the Study of Tourism, Member of the World Economic Forum Global Future Council for Sustainable Tourism and Alternate Member of the UN Tourism – World Committee for Tourism Ethics.

Activities

Your conference fee will include one adventure excursion/activity. The activity options may include Forest Zip Line, Scootours or Quad biking in the Knysna forest, Kayaking, Elephant Experience and more.

The availability of your preferred excursion or activity will depend on limited spots per activity per day, allocated on a first-come, first-served basis. Alongside the included excursion in your conference package, additional options such as Tandem Paragliding, the world's highest Bungee Jump, Helicopter Flights, Shark Cage Diving, and more will also be open for individual booking at your own expense.



Contact

If you would like to learn more, please contact Jelena Farkic (ATRA) at Farkic.J@buas.nl regarding abstract submission or hermannup@tut.ac.za for event information.

Follow us on social media:



www.atra.global

