

# ICTR 2024

## 7<sup>th</sup> International Conference on Tourism Research

18-20 March 2024 hosted by Cape Peninsula University of Technology at Cape Town Hotel School (CTHS), Granger Bay, Cape Town, South Africa

### Mini Track on Entrepreneurship and Tourism

**Mini Track Chair:** Dr Sweta Patnaik & Mr Shamil Isaacs, Cape Peninsula University of Technology, South Africa



Countries and regions where tourism plays a key role in the economy there is an opportunity for entrepreneurs to enter the industry. This can be seen in a wide range of innovative SMMEs in the traditional tourism sector such as boutique hotels, homestays, private tours of local areas and unusual transportation options. And also in industry not necessarily thought of as touristic, the chairs of this track for example have a specific interest in the fashion industry.

South Africa, has seen a notable upswing in fashion tourism and entrepreneurship. This growth is fuelled by a deep fascination with the nation's unique fashion culture and a thriving entrepreneurial spirit within the industry, including SMMEs. South Africa's fashion landscape draws inspiration from its rich cultural heritage, featuring numerous fashion events like South African Fashion Week and Durban Fashion Fair, attracting diverse audiences. These factors contribute to expanding the reach of local fashion entrepreneurs, enhancing economic sustainability, and elevating South Africa as a premier fashion destination while inspiring innovation and creativity.

- Tourism Incubators and accelerators
- The less traditional tourism industry
- Supporting Small Producers
- Innovative accommodation
- Innovative gastronomy
- Sustainable /responsible tourism
- Fashion tourism in South Africa
- Tourism Design
- SMMEs in the tourism value chain
- Best practice in tourism and culture synergies



**Dr Sweta Patnaik** is a Senior Lecturer and Curriculum Officer in the Department of Clothing and Textile Technology, Faculty of Engineering and the Built Environment. Her research interests are technopreneurship, waste management, sustainability, and eLearning which she publishes nationally and internationally. She is the recipient of Institutional Teaching Excellence Award 2022. She is the Editorial Advisory Board Member for the Journal of Applied Research in Higher Education. She won (3<sup>rd</sup>) the eLearning excellence awards at the ECEL 2022 and Teaching Innovation and Entrepreneurship excellence awards at ECIE 2023 conference respectively.



**Mr Shamil Isaacs** is the Manager: Technology Station: Clothing and Textiles (Technology Transfer for Clothing and Textiles Small Businesses). He has been part of Department of Science and Technology initiative to support SMMEs in clothing, textile and related sectors throughout South Africa. He is an executive board member of various panels and has been a jury panellist at the SA Mercedes Benz Fashion Awards 2009 to name a few. He has been part of various research projects and has attended the Study tour "Skills for Green Jobs" Germany, invitation from GIZ (German Technical Co-operation Agency) and the Steinbeis Foundation.

#### Submission details

In the first instance a 300 word abstract is required, to be received by the **31<sup>st</sup> October 2023**. Submissions must be made using the online submission form at: <http://www.academic-conferences.org/conferences/ict/ict-abSTRACT-submission/>

If you have any questions about this track, please email the mini track chair: [patnaiks@cput.ac.za](mailto:patnaiks@cput.ac.za)

See more about ICTR 2024 at <http://www.academic-conferences.org/conferences/ict/>