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# FREE PUBLIC SEMINAR “TOUR GUIDE AS CULTURE BROKER”

*Communication with tourists - the art of transferring a country's culture and the relationship between tourism and social and environmental change.*

**International Speaker - Professor Marietha Welgemoed  
(from South Africa)**

**7.00pm - Thursday, 12 June 1997**

**Edith Cowan University (Claremont Campus)**

**'Kurrajong' lecture theatre**

Marietha Welgemoed is Professor of Education at the School of Teacher Education, Cape Technikon in Cape Town, South Africa. She is well known for her innovative work in the development of tourism education for the professionalisation of tourist guiding.

Her recent work has focused on training for communication with tourists and the role of tour guides in tourism development.

This free seminar, sponsored by the National Parks and Nature Conservation Authority, is the first for 1997 and is open to anyone who wants an insight into the role tour guides play in interpreting culture.

**For further information contact  
Aminya Ennis on (08) 9442 0324.**

Professor Welgemoed's visit to Western Australia is co-sponsored by Leisure Sciences - Edith Cowan University's School of Community Studies/Faculty of Health and Human Sciences.



National Parks and Nature Conservation Authority

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