



**43rd Geography Teachers' Association
Annual General Meeting and Seminar
Saturday, 24 March 2012
Parkroyal Hotel on Kitchener Road, Singapore**

Geography of Tourism: Trends, Impacts and Management

The theme of GTA's Annual Seminar in 2012 is tourism. Tourism is one of the biggest industries in the world and continues to be a key examinable topic in the "O" level geography syllabus. The main objective of the seminar is to expose teachers to the current trends in the study of tourism as well as offer empirical examples that will align with the specific requirements of the 'O' level syllabus. We hope that teacher participants will benefit in terms of both content building and pedagogical insights. To that end, we are honoured to have three experts to share their diverse wealth of knowledge in tourism. They are **Ms Serene Law** from the *Wildlife Reserves Singapore*; **Ms Carrie Kwik**, from the *Singapore Tourism Board*; and **Dr Jamie Gillen**, from the *Department of Geography, National University of Singapore*.

The Geography Teachers' Association is a professional organization founded by geography teachers for geography teachers. Through the years, we have organized numerous local and overseas fieldtrips as well as the GTA Annual Seminar and other professional development opportunities for our members.

Programme

- 0830 hrs Registration
- 0900 hrs Welcome Address by Chairman of Geography Teachers' Association, Mr Josef Tan
- 0905 hrs "**Tourism in Singapore**" (title subject to change)
Ms Carrie Kwik *Executive Director, Business Tourism Development, STB*
- 0935 hrs "**Sustaining a successful tourist attraction**" (title subject to change)
Ms Serene Law *Director of Sales, Wildlife Reserves Singapore*
- 1005 hrs Tea Break
- 1050 hrs GTA Annual General Meeting
- 1115 hrs "**Trends in tourism geography and the everyday tourism encounter in Hanoi's Old Quarter**"
Dr Jamie Gillen *Assistant Professor, Department of Geography, NUS*
- 1145 hrs Panel Discussion
chaired by Dr Harvey Neo *Assistant Professor, Department of Geography, NUS*
- 1215 hrs Closing Address, tokens of appreciation for speakers and lucky draw
- 1230 hrs End of Seminar