

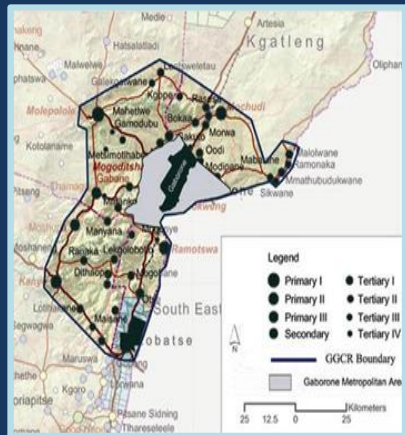
'Making Gaborone a stop and not a stop-over': A Heritage and Cultural Tourism Approach

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Gaborone



Map of Botswana

Objectives of the Study

DEVELOP

- A detailed profile of cultural and heritage sites that are located within a 80 kilometre radius of Gaborone;

IDENTIFY

- Sites that are suitable to be developed as tourist attractions;

UNDERSTAND

- The historical and cultural relevance of the sites;

ESTABLISH

- The number of visitors to the sites on an annual basis;

EXPLORE

- The demographics and other relevant aspects regarding the visitor numbers;

DETERMINE

- Plausible mechanisms and strategies that can be implemented to promote cultural and heritage tourism around Gaborone.



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