

An RDB and University of Oxford Workshop:

The Rough Guide to ICTs for Tourism

**Thursday 21st August 2014, 10am-12:30
at Lemigo Hotel, Kigali (lunch provided)**

The University of Oxford recently undertook a three year study of ICT and internet use in East African Tourism.

What we found was ICTs and the internet is transforming tourism. Firms who make effective use of ICT can boost visibility and customers for their firms.

Using examples of successful firms that we found, this will be an interactive session that can provide guidance for firms as to how to best use these online resources

Presenters: Dr Chris Foster and Prof Mark Graham, Oxford University

RSVP required. For attendance or further information.

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