**Dr GE du Rand (Gerrie)**



**Position:** Head of Section/SeniorLecturer

**Section:** Foods and Nutrition

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**Location:** Old Agriculture building, Room 3-6

**Academic qualifications**

* PhD Tourism Management
* M Sc Home Economics
* B Hons Home Economics
* B Ed Home Economics

**Academic and professional experience**

* Undergraduate teaching at the University of Pretoria since 1999
* Postgraduate teaching at the University of Pretoria since 2000
* Senior lecturer at Pretoria College from 1997 to 1999
* Diplomatic service Italy and USA (Wife of Economic Councillor) at the South African Embassy in Rome, Italy and at the South African Embassy in Washington DC, USA
* Diplomatic service Japan and Greece (Wife of Economic Councillor) at the South African Consulate in Tokyo, Japan and at theSouth African Embassy in Athens, Greece
* Food and catering specialist (Lectures, demonstrations, event planning and management, product development, training and food publications)
* Undergraduate teaching at the Department Dietetics, MEDUNSA from 1997 to 1978
* Undergraduate teaching at the Department Dietetics, Mmadikoti College from 1977

**Current subjects**

**Undergraduate**

* Restaurant Management, Quantity Food Production and Menu Planning
* Culinary Art
* Recipe Development
* Research Methodology

**Research interests**

* Consumer-led food product design and development
* Food marketing
* Gastronomy and culinology
* Food tourism
* South African culinary heritage and local foods

**Academic memberships**

* Member of the South African Association for Family Ecology and Consumer Science (SAAFECS)
* Board Member of the South African Association for Family Ecology and Consumer Science (SAAFECS)
* Treasurer of the South African Association for Family Ecology and Consumer Science (SAAFECS)
* Member of the South African Chefs Association (SACA)
* Member of the South African Association for Food Science and Technolgy (SAAFOST)
* Member of the International Culinary Tourism Association (ICTA)

**Completed post-graduate projects**

2014

NKHBUTLANE, P.

PhD Consumer Science: Food Management

Research Dissertation - Basotho traditional bread: Culinary practices and consumer acceptance.

2015

DU PLESSIS, A.M.

M Consumer Science: Food Management

Research Dissertation - Consumer perceptions regarding service quality in fast food outlets.

2015

SCHREUDER, J.

M Consumer Science

Research Dissertation - Consumer expectations and perceptions regarding social media and service delivery in restaurants.

2015

BAIN, L.

M Consumer Science

Research Dissertation - Consumer perceptions regarding convenience foods.

2015

DU RAND, Z.

M Consumer Science

Research Dissertation - Measuring experience economy concepts in the B&B industry.

2015

DEACON, A.

M Consumer Science

Research Dissertation - Food Management. An Importance- Performance Assessment of the Catering Component of Courses Presented by Continuing Education at University of Pretoria

2015

SEHOOLE, O.C.

M Consumer Science

Research Dissertation - Food Management. Sensory profiles and the effect of age, feeding regime and aging on quality of selected beef cuts

2014

HALL, J.

M Consumer Science: Food Management

Research Dissertation - Student satisfaction regarding meal experience at residential dining halls of the University of Pretoria.

2014

FISHER, H.

M Consumer Science: Food Management

Research Dissertation - The influence of food imagery in printed media on the behavioral intent of consumers.

2013

MORAPANE, N.M.

M Consumer Science: Food Management

Research Dissertation

2011

DU PLESSIS, H.

M Consumer Science

Research Dissertation - Food traceability in the context of Karoo lamb: Supply chain and consumer perspectives.

2011

MALAZA, T.

M Consumer Science

Research Dissertaion - The development and standardization of the traditional Tsonga-Shangaan dishes (Xigugu and Xiendla hi vomu) for large scale food production.

2008

SIMELANE, B.

M Consumer Science

Research Dissertation - The use of convenience foods by working woman households in Mpumalanga.

2007

DICKENSON, E.

M Consumer Science

Research Dissertation - Cuisine as a tourism commodity to enhance sustainable tourism: the case of the Mbila community, in Maputaland, KwaZulu Natal.

2003

KLEYNHANS, H.

M Consumer Science

Research Dissertation - Meal Expectations of Leisure Tourists visiting a cultural village, Lesedi.

**Current post-graduate projects**

THLONG, T.

PhD Consumer Science: Food Management

Thesis: Urban consumer attitudes, sensory quality and commercial viability of underutilised stinging nettle (Urtica dioica) leaves in Tshwane, South Africa

ZULU, N.

PhD Tourism Management

Thesis: Sustainable food tourism and regional development: A case study of the Karoo

COUNDOURIS, E.

M Consumer Science: Food Management

Research Dissertation - Consumer acceptability and sensory perception of frozen yogurt

ROBERTS, M.

M Consumer Science: Food Management

Research Dissertation - Innovation and culinary consumer perceptions.

SCHOLTEN, B.

M Consumer Science

Research Dissertation – Consumer perceptions regarding the consumer protection act and food products.

ALISON, A.

M Consumer Science

Research Dissertation - Consumer perceptions regarding deli products.

RYAN. L.

M Consumer Science

Research Dissertation - Consumer Perceptions regarding the food and beverage component of Events.

VIEIRA, T.

M Consumer Science

Research Dissertation - Consumer perceptions of Karoo lamb as a product of origin and their consequent willingness to purchase.

VAN NIEKERK, S.

M Consumer Science

Research Dissertation - The South African culinary heritage in the Karoo.

**Research outputs**

**Publications in peer reviewed or refereed journals**

***Submitted***

* KIRSTEN, J.F., VERMEULEN, H., VAN ZYL, K., DU RAND, G.E., DU PLESSIS, H. & WEISSNAR, T. 2015. Do South African consumers have an appetite for an origin-based certification system for meat products? A synthesis of studies on perceptions, preferences and experiments". *Appetite*.
* BAIN, L., DU RAND, G.E., VILJOEN, A.T., & CORBET A. 2015. Demand for food away from home: a matter of convenience for households in Tshwane, South Africa". *Appetite*.
* FISHER, H.F., ERASMUS, A.C. & DU RAND, G.E. 2015. Q-methodology as a useful tool to expand sensory research. *International Journal of Consumer Studies*.
* NKHABUTLANE, P. DE KOCK, HL DU RAND, GE. Culinary practices: preparation of Basotho traditional and modern breads and consumers’ perceptions about bread. Food Culture and Society. Submitted 4/4/2015.

***Published***

* DU RAND, GE., BOOYSEN, I. & ATKINSON, D. 2016. Culinary mapping and tourism development in South Africa’s Karoo region. *African Journal of Hospitality, Tourism and Leisure*, 5(4):1-23. Click **[here](http://www.ajhtl.com/uploads/7/1/6/3/7163688/article_11_vol_5__4_.pdf)** for article.
* NKHABUTLANE, P., DU RAND, G.E. & DE KOCK, H.L. 2014. Quality characterization of wheat, maize and sorghum steamed breads from Lesotho. *Journal of the Science of Food and Agriculture,* 17 Feb 2014. Click [**here**](http://onlinelibrary.wiley.com/doi/10.1002/jsfa.6531/pdf) for article.
* BOOYSE, C., DU RAND, G.E. & KOEKEMOER, A. 2013. The standing of the curriculum for consumer studies as school subject in the South African context*. Journal of Family Ecology and Consumer Sciences*, 41:85-94. Click [**here**](http://www.ajol.info/index.php/jfecs/article/view/97504/86811) for article.
* DEACON, A. & DU RAND, G.E. 2013. An importance-performance assessment of delegates’ satisfaction with the catering component of courses offered by continuing education at the University of Pretoria. *Journal of Family Ecology and Consumer Sciences,* 41:95-103. Click [**here**](http://www.ajol.info/index.php/jfecs/article/view/97513/86821) for article.
* FISHER, H.F., DU RAND, G.E. & ERASMUS, A.C. 2012. The power of food images to communicate important information to consumers*. International Journal of Consumer Studies,* 36(4):440-450. Click [**here**](http://onlinelibrary.wiley.com/doi/10.1111/j.1470-6431.2011.01068.x/pdf) for article.
* DU PLESSIS, H.J. & DU RAND G.E. 2012. Food traceability in the context of Karoo Lamb: supply chain and consumer perspectives. *International Journal of Consumer Studies,* 36:404-407. Click [**here**](http://onlinelibrary.wiley.com/doi/10.1111/j.1470-6431.2011.01063.x/pdf) for article.
* WEISSNAR, T. & DU RAND, G.E. 2012. Consumer perception of Karoo lamb as a product of origin and their consequent willingness to purchase. *Food Research International Journal* (2011), Click [**here**](http://www.sciencedirect.com/science/article/pii/S0963996911004613) for article.
* DU PLESSIS, H.J. & DU RAND G.E. 2012. The significance of traceability in consumer decision making towards Karoo lamb. *Food Research International*, 47:210-217. Click [**here**](http://0-www.sciencedirect.com.innopac.up.ac.za/science?_ob=MImg&_imagekey=B6T6V-5333V9K-1-1&_cdi=5040&_user=59388&_pii=S0963996911003450&_origin=search&_coverDate=06%2F13%2F2011&_sk=999999999&view=c&wchp=dGLbVlW-zSkWB&md5=978f27202af357c1681efdf87939b708&) for article.
* DICKENSON, E. DU RAND, G.E. & WILSON G.D.H. 2010. Cuisine as an element of sustainable tourism: The case of the Mbila community in Maputaland, Kwazulu-Natal. International Conference Proceedings, p182.
* DU RAND, G.E. & HEATH, E.T. 2009. *Local food as key element of sustainable tourism competitiveness*. In Saarinin, J., Becker, F., Manwa, H. and Wilson, D. Bristol. Channel View Publications.
* SIMELANE, B.D., DU RAND, G.E. & VILJOEN, A.T. 2009. *The acceptability and use of convenience foods by black women employed by government in Mpumalanga, S.A.* 4th International Consumer Sciences Research Conference. Edinburgh, Scotland. International Conference Proceedings, p153.
* KLEYNHANS, H., DU RAND, G.E. & DE KLERK, H.M. 2009. *Consumer satisfaction regarding the meal experience of leisure tourists at cultural villages.* 4th International Consumer Sciences Research Conference. Edinburgh, Scotland. International Conference Proceedings, p89.
* DU RAND, G.E. & HEATH, E.T. 2006. *Towards a framework for food tourism as an element of destination marketing.* Current Issues in Tourism, 9:206-234.
* DU RAND, G.E. & SNYMAN, R. 2004. *Toward a knowledge management framework for marketing food tourism in South Africa*. ATLAS Africa, Annual International Conference: Leadership, Culture and Knowledge: Gateway to Sustainable Tourism in Africa, International Conference Proceedings, p12.
* DU RAND, G.E. & HEATH, E.T. 2004. *Towards a framework for food tourism as an element of destination marketing.* 1st International Conference in Culinary Tourism. Victoria, Canada. International Conference Proceedings, p9.
* DU RAND, G.E., HEATH, E. & ALBERTS, N. 2003. *The role of local and regional food in destination marketing: A South African situation analysis*. In Hall, C M (Ed). Wine, food and tourism marketing, Binghamton: The Haworth Press.
* DU RAND, G.E. & HEATH, E. 2003. *The contribution of local and regional food tourism to sustainable tourism in South Africa*. 2nd International Scientific Conference 'Sustainable Tourism and the Environment', University of the Aegean, Chios Island, Greece. International Conference Proceedings, p2.
* DU RAND, G.E., HEATH, E. & ALBERTS, N. 2003. The role of local and regional food in destination marketing. A South African situation analysis. *Journal of Travel and Tourism Marketing*, 14(3/4): 97-130.
* DU RAND, G.E., HEATH, E. & ALBERTS, N. 2002. *The role of local and regional food in destination marketing. A South African situation analysis.* Tourism as catalyst for community-based development in Africa. International Conference Proceedings, p15.
* DU RAND, G.E. 2002. The role of local and regional food to tourism in South Africa. *Nestlé Food Services Execuchefs Newletter*, October/November 2002.
* DU RAND, G.E. & HEATH, E. 2004. Towards a framework for food tourism as an element of destination marketing. *Current Issues in Tourism*, (Special Culinary Tourism Edition). Channel View Publications.
* AMERICAN HEART ASSOCIATION. 1997. *The International Cookery Book of the American Heart Association*, Chapter about Africa Food).

**Conference contributions**

***International***

**2015**

**Conference:** 2015 International Conference on Hospitality, Leisure, Sport, and Tourism (ICHLST), Bangkok, Thailand

**Organiser:** 2015 International Conference on Hospitality, Leisure, Sport, and Tourism (ICHLST)

**Presentation:**

* Convenience and the demand for Food Away from Home in Tshwane, South Africa (Best Paper Award).

**2014**

**Conference:** Consumer Food Safety Education Conference, Crystal City, Arlington, Virginia, USA

**Organiser:** USDA; FDA and CDC

**Poster:**

* Internationalizing the experience of undergraduate students in the food safety classroom through the use of Skype technology.

**2014**

**Conference:** 21st International Conference on Recent Advances in Retailing and Services Science, Bucharest, Romania

**Organiser: European Institute of Retailing and Services Studies (EIRASS)**

**Presentation**:

* Social Media Recommendation – influence and effect on customer satisfaction in the dining experience.

**2014**

**Conference:** ATLAS Expert Meeting on Regional Gastronomy: Between tradition and innovation, Ponte da Lima, Portugal

**Organiser:** The Association for Tourism and Leisure Education (ATLAS)

**Presentation:**

* Cuisine as a sustainable resource in selected rural areas of South Africa.

**2013**

**Conference:** 20th SAAFoST Biennial International Congress and Exhibition, CSIR Convention Centre, Pretoria, South Africa

**Organiser:** South African Association for Food Science and Technology (SAAFoST)

**Presentations:**

* The economic potential for an origin-based marketing and certification system for a meat product in South Africa: perceptions, preferences and experiments.
* Consumers’ responses to food images: a new application of Q-methodology in sensory research.

**Poster:**

* Standardization and characterization of traditional Basotho bread prepared according to the culinary practices in rural and urban Lesotho.

**2013**

**Conference:** 10th Pangborn Sensory Science Symposium, Rio de Janeiro, Brazil

**Organiser:** Elsevier

**Presentation:**

* Consumers' responses to food images: A new application of Q-methodology in sensory research.

**Poster**:

* Sensory characterization of wheat, maize and sorghum steamed breads from Lesotho.

**2013**

**Conference:** 20th International Conference on Recent Advances in Retailing and Services Science, Renaissance Airport hotel, Philadelphia, USA

**Organiser: European Institute of Retailing and Services Studies (EIRASS)**

**Presentations:**

* An importance-performance analysis of the catering component of a higher education institution.
* Student satisfaction regarding meal experience at the residential dining halls of the University of Pretoria, South Africa.
* Challenges faced by functionally illiterate consumers in sophisticated retail environments.

**2013**

**Conference:** 11th International SAAFECS Conference and the 6th IFHE Africa Regional Conference, St Georges Hotel and Conference Centre, Pretoria, South Africa

**Organiser:** South African Association of Family Ecology and Consumer Sciences and Unisa

**Presentations**:

* Importance-Performance analysis of the catering component of a higher education institution.
* Consumers’ responses to food images and their behavioural intent: An application of Q-sort Methodology.
* The standing of consumer studies in South Africa: local possibilities in a global context.
* Consumer experience: an experience economy approach.
* An explication of food purchasing behaviour of functionally illiterate consumers in emerging markets – Gaborone Botswana.
* Relationship between food consumption patterns and lifestyle habits of a group of white students.
* Comparison of rural and urban regions of Lesotho on preparation and consumption of traditional wheat breads.

**2012**

**Conference:** 28th Triennial International Agricultural Economics Conference

**Organiser:** International Agricultural Economists (IAAE)

**Poster:**

* The economic potential for an origin based marketing and certification system for a meat product in South Africa.

**2012**

**Conference:** IFHE 2012 World Congress: global Wellbeing, Melbourne, Australia

**Organiser:** International Federation of Home Economics

**Presentations:**

* Culinary Practices: Traditional Basotho bread.
* Consumers’ responses to food images and their behavioural intent: An application of Q-sort Methodology.

**2012**

**Conference:** 2nd Advances in Hospitality and Tourism Marketing and Management Conference

**Organiser:** Alexander Technological Institute of Thessaloniki: University of the Aegean

**Presentation:**

* Importance-Performance analysis of the catering component of a higher education institution.

**2011**

**Conference:** The 12th International Research Symposium on Service Excellence in Management, New York, USA

**Organiser:** Cornell University, School of Hotel Administration

**Presentation:**

* Student satisfaction regarding their meal experience at residential dining rooms at the University of Pretoria.

**2011**

**Conference:** 10th International SAAFECS Conference,Pretoria, South Africa

**Organiser:** South African Association of Family Ecology and Consumer Sciences and Unisa

**Presentation:**

* Cuisine as a sustainable resource in selected rural areas of South Africa.

**2010**

**Conference:** International Conference on Global Sustainable Tourism, Nelspruit, South Africa

**Organiser:** Tshwane University of Technology

**Presentation:**

* Cuisine as an element of sustainable tourism: The case of the Mbila community in Maputaland, KwaZulu-Natal. (Best Paper Award)

**2010**

**Conference:** 15th World Congress of Food Science and Technology, Cape Town, South Africa

**Organiser:** IUFoST

**Presentation:**

* Acceptability of two authentic Tsonga-Shangaan dishes Xigugu and Xiendla hi vomu as menu items in a cultural restaurant.

**Posters:**

* Tracebility in the context of Karoo Lamb: Supply chain and consumer perspectives.
* Consumer perception of Karoo Lamb as a product of origin and their consequent willingness to purchase.

**2009**

**Conference:** 4th International Consumer Sciences Research Conference, Edinburgh, Scotland

**Organiser:** International Consumer Sciences Research Council

**Presentations:**

* The acceptability and use of convenience foods by black women employed by government in Mpumalanga, S.A.
* Consumer satisfaction regarding the meal experience of leisure tourists at cultural villages.

**2008**

**Conference:** 8th International SAAFECS Conference, Pretoria, South Africa

**Organiser:** South African Association of Family Ecology and Consumer Sciences

**Presentation:**

* The acceptbility and use of convenience foods by black women employed by government in Mpumalanga, S.A.

**2006**

**Conference:** 1st International Cape Wine Tourism Conference, Paarl, South Africa

**Organiser:** THEBE

**Contribution:**

* Attendance

**2004**

**Conference:** ATLAS Annual International Conference, Pretoria, South Africa

**Organiser:** ATLAS Africa

**Presentation:**

* Toward a knowledge management framework for marketing food tourism in South Africa.

**2004**

**Conference:** 1st International Conference in Culinary Tourism, Victoria, Canada

**Organiser:** International Culinary Tourism Association (ICTA)

**Presentation:**

* Towards a framework for food tourism as an element of destination marketing.

**2003**

**Conference:** International Conference on Sustainable Tourism Development and the environment, Chios, Greece

**Organiser:** Research Unit of the University of Aegean

**Presentation:**

* The contribution of local and regional food tourism to sustainable tourism in South Africa.

**2003**

**Conference:** 21st International Cartographic Conference, Durban, South Africa

**Organiser:** South African National Committee and International Cartographic Association (ICA) in consultation with the Geographic Information Association of South Africa.

**Presentation:**

* Using GIS in developing a Food Tourism Potential Index for South Africa (In consultation with oorleg met I Booysen, Department Geography, UP).

***National***

**2014**

**Conference:** Post-harvest Technology Workshops

**Organiser:** IFNuW

**Presentation:**

* Consumer perception of food safety and fresh produce.

**2014**

**Conference:** 2014 TESA Student Conference

**Organiser:** The Department of Transport Economics, Logistics and Tourism in the School of Economic Sciences at the University of South Africa

**Presentations:**

* Exploring consumer experiences in guesthouses in South Africa: An experience economy approach.
* Consumer perception of food safety and fresh produce.

**2014**

**Conference:** 2nd sitting of the Karoo Parliament, Cradock, South Africa

**Organiser:** Karoo Development Foundation

**Presentation**:

* Karoo cuisine and culinary mapping.

**2014**

**Conference:** SAMRA annual conference 2014

**Organiser:** South African Marketing Association (SAMRA)

**Presentation:**

* The influence of Social media on customer satisfaction when dining in full service restaurants in South Africa.

**2012**

**Conference:** Karoo Development Conference, Karoo, South Africa

**Organiser:** Karoo Development Foundation

**Workshop:**

* Culinary Tourism in the Karoo.

**2009**

**Conference:** Karoo Development Conference, Karoo, South Africa

**Organiser:** Karoo Development

**Workshop:**

* Karoo Lamb as a possible geographic indication

**2009**

**Conference:** SAAFoST Workshop, Pretoria, South Africa

**Organiser:** SAAFoST

**Workshop:**

* Good opportunities and challenges: Soccer World Cup 2010.

**2001**

**Conference:** Centre for Africa Tourism Conference, South Africa

**Organiser:** Centre for Africa Tourism (CAT)

**Presentation:**

* The role of local and regional food in destination marketing. A South African situation analysis.

**2003**

**Conference:** 7th National SAAFECS Conference, Cape Town, South Africa

**Organiser:** South African Association of Family Ecology and Consumer Sciences (SAAFECS)

**Presentation:**

* Knowledge management and marketing food tourism in South Africa.
* Bean pulp as a fat replacer in baked products.

**2001**

**Conference:** 6th National SAAFECS Conference, Pretoria, South Africa

**Organiser:** South African Association of Family Ecology and Consumer Sciences (SAAFECS)

**Presentation:**

* Bean pulp as a fat replacer in oatmeal cookies.

**2000**

**Conference:** South African Nutrition Conference, South Africa

**Organiser:** Association for Dietetics in South Africa and the Nutrition Society (ADSA)

**Poster:**

* The influence of ingredients and packaging material on the shelf life of chocolate chiffon cakes.

**Workshops attended:**

* Labeling a South African perspective.
* Role of the media in marketing food and nutritional aspects.