

# SCHOOL OF TOURISM AND HOSPITALITY (STH)

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BOOKING

Local Deals

Save 10% on this stay

Tourism became a prominent sector that can **create employment** and **small business opportunities** in South Africa, and in light of this the STH will continue to **lead in terms of talent development, research and innovation** for the sector.

## INPUT VARIABLES

### TOTAL ENROLMENT

	1 087
Undergraduate Diploma Headcount	470
Undergraduate Degree Headcount	470
Total Undergraduate Headcount	840
Postgraduate Diploma Headcount	0
Honours Headcount	9
Master's Headcount	26
Doctoral Headcount	7
Total Postgraduate Headcount	41
Total Continuous Programme Enrolment	38
International Enrolment (UG)	23
International Enrolment (PG)	11
International Enrolment (% of UG)	3%
International Enrolment (% of PG)	27%
International Enrolment (%)	3%
Full-time Equivalents	441

### STUDENT PROFILE

Recruitment from Quintile 1 and 2 Secondary Schools	33%
Admission Point Score > 35	22%
CBE Transformation Index	52

### RESOURCES

Senior Lecturer Units	22
Academics from Designated Groups	45%
Full-time Equivalent/Support Staff	32
International staff	21%
Presence of academics holding doctorates	21%
2017 Operations Budget (Rm)	R22

### KNOWLEDGE CREATION AND GRADUATE OUTPUT

UG Output	184
PG Below M	9
Master's Graduates	7
Doctoral Graduates	0
Total Graduate Output (n)	180
Total Undergraduate Output (%)	81%



**Dr Diane Abrahams**

Director

School of Tourism and Hospitality  
College of Business and Economics

Total Postgraduate Output (%)	8%
Module Success Rate	88%
First-year Dropout Rate	23%
Throughput: Undergraduates	17%
Throughput: Honours and Postgraduate Diplomas	100%
Throughput: Master's	23%
Throughput: Doctorates	0%
Research Output (DHET credits)	52

### PRODUCTIVITY

Research Credits per Senior Lecturer Unit	2,38
International Ranking in the Continent	1
Workload per Senior Lecturer Unit	20
UG Output per Senior Lecturer Unit	7
Hons and PGDip Output per Senior Lecturer Unit	0,41
Master's Output per Senior Lecturer Unit	0,32
Doctoral Output per Senior Lecturer Unit	0
Overall Graduates per Senior Lecturer Unit	3
Budget Intensity / Full-time Student Equivalent	R48 345

## STRUCTURE

The School of Tourism and Hospitality (STH) consists of the:

- Director: Dr Diane Abrahams
- Two Academic Heads, viz. Academic Head:
  - Hospitality Management, Dr Hema Kesa and
  - Tourism Management, Prof Tembi Tichaawa
- The STH Commercial Unit, is led by Mr Xolisa Jayiya with the Madibeng restaurant and conferencing managed by Ms Fatima Gaibee
- The Marketing Manager for the STH was Mr Tebogo Sebambo

## ENROLMENT

The STH enrolled 1087 students in 2017 (4% of total CBE enrolment) of whom 86 (8%) in continuing education programmes, 940 (88%) in subsidised undergraduate programmes and 41 (4%) in subsidised postgraduate programmes. Of these, 3% are international enrolments. Accordingly, the School's subsidised enrolments equates to 44 full-time equivalents.

## SUBSIDISED PROGRAMMES

Popular and industry-recognised programmes and their enrolment in 2017:

PROGRAMME	ENROLMENT
Diplomas	478
Degrees	206
Honours Degrees	9
Master's Degrees	12
Doctorate Degrees	6

These programmes were supported by an operational budget of R22 million, which translates into R48 845 per full-time student equivalent.

New developments in 2018/2019 will include: the introduction of the new Bachelor of Hospitality Management, and the new Bachelor of Tourism Development & Tourism Management. An intention to offer the Diploma Hospitality Management as an online programme offering will be done in 2018. The preparation for the introduction of the two new Advanced Diplomas in the field of Tourism Management and Hospitality Management respectively, will be done during 2018 and 2019 for them to be offered in 2020.

## ACCREDITATION, AFFILIATIONS AND RANKINGS

- QS Ranking No.1 in South Africa and Africa for Hospitality and Leisure Studies.
- Shanghai Ranking: 34th out of 100 Tourism and Hospitality Schools globally.
- STH is a member of ICHRIE, Eurochrie, FEDHASA and SACA.
- STH obtained HACCP accreditation in 2017 (UJ is the first university to obtain this accreditation).

Academic leadership and citizenship at national and international levels:

- **Dr Abrahams** served as a member of the Minister's panel to review the National Tourism Sector Strategy.
- **Dr Hema Kesa** is a member of the executive committee for Eurochrie.
- **Dr Milena Ivanovic** chairs the Women's Chapter for Gauteng Tourism.
- **Prof Chris Rogerson** was A-rated by NRF in 2017.



Dr Abrahams

## STUDENT PROFILE

Some 33% of STH students are drawn from very poor communities of whom 22% have performed exceptionally well at secondary school level. Therefore, the School contributes at the College 52<sup>nd</sup> percentile towards the UJ mission of socio-economic transformation.

The School performs at a module success rate of 86%, which is 1% lower than the College average. First-year dropout rate is recorded at a concerning 28% (9% higher than the College average). First-year throughput is a matter of grave concern.



Dr Kesa

## GRADUATE PROFILE

The STH contributed 180 graduates in 2017 (3% of College output) among which 164 undergraduate diplomas and degrees, nine honours degrees, as well as seven master's graduates. Undergraduates represent 91% of all graduates and postgraduates, 9%.

Of importance is "student throughput". This measurement refers to the percentage of students who have achieved their qualification in minimum time. The STH undergraduate throughput stands at 17% compared to the national benchmark of 25%, 100% for honours degrees (benchmark = 60%), and master's at 28% (benchmark = 33%). Undergraduate throughput needs far more support.



Dr Milena Ivanovic

## KNOWLEDGE CREATION

In 2017, the STH contributed the equivalent of 52 subsidised credits, representing 19% of College output at a remarkable rate of 2,36 credits per Senior Lecturer Unit, well above of the College average of 0,90.



Prof Chris Rogerson

## TALENT MANAGEMENT

The STH is resourced with the equivalent of 22 Senior Lecturer Units (SLUs). A SLU is the salary budget of the STH divided by the average salary of a Senior Lecturer in the College and provides for interpretation of productivity across the College.

Of all academic staff, 45% represent designated groups and 21% having been recruited internationally. Within the STH, women of African, Indian or Coloured origin represent 32% of all academic staff. About 21% of the STH academic staff hold doctorates.

Workload stands at 20 full-time equivalents per SLU, which is far less than the College average of 54.

Undergraduate output is recorded at seven graduates per Senior Lecturer Unit (College average = 14), honours degrees at 0,41 graduates per Senior Lecturer Unit (College = 4) and master's at 0,32 (College average = 0,60). The building of capacity to improve both under- and postgraduate throughput requires attention.

## SOCIAL RESPONSIVENESS

The STH staff, together with students, engaged in the Bread Tag & Bottle Top Collection. The total collection resulted in the funding of two wheelchairs that were donated to a Hospice. The STH students continued to engage with two NGOs, namely:

- Reach Out Touch
- Tshepang Projects

In addition, the STH raised R680 000 in pledges in support of the Missing Middle campaign.

Projects on transformation largely included capacity-building initiatives aimed at bringing about greater access in certain disciplines. Important here is that most of the young staff in STH are engaged in PhD studies and are on the AAMP programme.



Chef Tobi Skosana



Chef Thlolo Nyatlo



Chef Reuben Riffel

## ACCOMPLISHMENTS

Exceptional accomplishments by the STH in 2017 include:

- QS ranked No.1 Hospitality and Leisure Studies (SA & Africa)
- Shanghai Rankings: 34<sup>th</sup> out of 100 Tourism and Hospitality schools globally
- STH obtains HACCP accreditation in 2017 (UJ first university to obtain this accreditation)
- STH is host to one of SA's top 100 researchers: Prof Chris Rogerson – A-rated researcher
- Commis **Chef Tobi Skosana** was selected to join the French Le Calabash for internship to extend his knowledge and experience on French cuisine
- STH Executive **Chef Thlolo Nyatlo** worked alongside renowned **Chef Reuben Riffel** in putting together an indigenous menu for the United Nations World Food Programme dinner hosted at the STH
- Three students hosted on the Waterford International Exchange in the USA; STH has hosted 32 students on this exchange since 2005
- STH research output for 2017 - 52 units
- A total of R1 679 420 in bursaries made possible through industry partners was allocated to 64 STH students in 2017
- The STH also supported 32 students with Missing Middle funding support to the value of R956 349
- For the STH Top Academic Achievers Awards sponsorship of prizes of more than R200 00 was made by industry partners
- On the STH Open Day that was hosted together with industry partners in 2017, more than 250 schools visited the STH, which translated into a very successful undergraduate enrolment for 2018.



Missing Middle Fund Raiser

The STH has seen a steady growth in its postgraduate programmes. The research output for the STH has grown exponentially over the last few years and this has been through the expansion of the senior research affiliate network, the appointment of postdoctoral research fellows (9) and more staff actively engaging in research and publishing outputs. The STH is host to two international Distinguished Visiting Professors, namely Prof Jarrko Saarinen from Finland and Prof Tom Baum from the UK.



Prof Jarrko Saarinen

The revised PQM (Programme Qualification Mix) of the STH includes the following new programmes:

- PhD in Tourism and Hospitality (2015)
- Master's in Tourism and Hospitality (2012)
- Bachelor of Hospitality Management (2019)
- Bachelor of Tourism Development and Management (2019)
- Advanced Diploma: Tourism Management (2020)
- Advanced Diploma: Hospitality Management (2020)

The first two PhD graduates in the School of Tourism and Hospitality will walk the stage in 2018.

A concerted effort has been made to focus on decolonisation with the introduction of indigenous knowledge within a Pan-African context into the tourism and hospitality curriculum (e.g. in food and nutrition studies, service excellence, tourism case studies).

In terms of its commercial operations the STH has introduced new products to increase the student teaching and learning experience and revenue. These include:

- Bistro Lunches
- Alumni bar
- Waterford Restaurant and
- Design Café innovations

In addition, the STH has upgraded some of its facilities such as the City Lodge Syndicate Rooms, Protea/Marriott Auditorium, Waterford Restaurant and Design Café to ensure a refreshed look and feel.

## LOOKING TOWARDS 2018 — 2020

Tourism became a prominent sector that can create employment and small business opportunities in South Africa, and in light of this the STH will continue to lead in terms of talent development, research and innovation for the sector. Going forward, the STH will be focussing on steadily growing the postgraduate stream. The emphasis will also be increasing third-stream revenue through the growth of Continuous



Prof Baum with the workshop delegates

Education Programmes (online or blended learning offerings). Considerable effort will be placed on mitigating the high dropout rate and linking this with an improvement in the overall student success rate. Greater use of technology in the teaching and learning environment continues to be a priority. The STH will ensure that it continues to strengthen its collaborations with industry partners and Alumni. There will be a significant focus on entrepreneurship, creativity and innovation, community engagement, sustainability and in ensuring a well-rounded graduate who is ready to engage with the challenges of the Fourth Industrial Revolution.

## EXCEPTIONAL ALUMNI



“ Duane Schroeder holds a National Certificate in Hospitality Management from the University of Johannesburg’s School of Tourism and Hospitality. Schroeder joined Waterford in 2002 during his final year of studies at STH.

He was selected to be part of the Waterford Hotel Group International Exchange Programme in the United States of America, where he worked as an intern. He has been an Executive Housekeeper, Front Office Manager, Assistant General Manager, and eventually he worked his way up to becoming the General Manager of several Waterford managed properties. He also worked at the Corporate Office as a Regional Hotel Director overseeing a portfolio of 10 hotels.

Schroeder was promoted to Vice President Operations of the Waterford Hotel Group in January, 2018. ”

### **DUANE SCHROEDER**

Vice President Operations, Waterford Hotel Group (USA)



## EXCEPTIONAL ALUMNI

“ After completing a certificate in tourist guiding, Mbhiza enrolled for the Tourism Management Diploma at the STH in 2006 and graduated in 2009. He completed a BTech in Tourism Management in 2010 and went on to register for his Master's Degree in Tourism and Hospitality Management which he successfully obtained in 2012, making him the first student at STH to graduate with the new Masters in Tourism & Hospitality Management.

Magic notes that the qualifications that he obtained from the School of Tourism and Hospitality at the University of Johannesburg has helped him to better understand tourism value chains and also on how to communicate with stakeholders on tourism related matters.

Mbhiza says, “My journey at the University of Johannesburg has ensured that I acquire skills, knowledge and an understanding of the tourism industry from a global, national and local perspective. Furthermore, I have developed self-confidence that has aided me greatly in growing my career within the tourism sector”. ”

MAGIC MBHIZA