The School of Tourism and Hospitality held its annual awards ceremony on the 24 April 2012.

The prestigious Awards evening recognizes top achievement by our students in a range of categories, recognising and appreciating high standards, effort, discipline and commitment. This year the awards evening was inspired by the growth and positive development on the African continent and therefore had a strong African theme. It recognised the positive developments and opportunities associated with our continent especially in relation to the Tourism & Hospitality Sector.

The Director, Dr Abrahams in her opening remarks noted that the event was about celebrating achievement - where we publicly recognise the achievements of our students as the STH as we feel that marking milestones and celebrating achievements are vital to both an organization and individual’s continued growth, renewal, and advancement. She noted that frequently, we are too busy focusing on the next thing to celebrate the last thing. It is also often easy to focus on what’s left undone and overlook what was done. So events such as the STH Awards evening celebrate the young leaders and their teachers who are guiding them on this journey.

In line with the African theme for the event, a parallel was drawn with the achievements of our students with that of the African continent. It was noted that in 2000, the Economist viewed Africa as ‘continent of doom and gloom’. A decade later they praised us as Africa the ‘continent of opportunity’. Today Africa is widely recognised as hosting some of the fastest growing economies .... how is that for achievement?!

We continue to face many challenges as a continent and which we should continue to address daily through various interventions - education and leadership being key amongst these.
Our students similarly face many challenges but they have shown that with hardwork, dedication and a great deal of resilience - achievement and reward is possible. These achievements in itself present great opportunities for these young leaders. As the STH, we hope that they will continue to take this wonderful work ethic and values with them into the workplace and extend it to their communities and encourage others to also achieve. We also hope that they will embrace a culture of life-long learning - which is befitting of future-fit leaders. “Learning expands great souls” (African proverb).

The guest speaker for the evening was Mr. Moeketsi Mosola, Chief Executive of Imperial Holding’s Tourism and Passenger Transport Division. He acknowledged and praised the students for their achievementshe thanked the parents for the sacrifices and continued support for the students. He provided detail on the untapped potential of tourism and hospitality sector on the continent and great opportunities that lie ahead. Mr Mosola emphasised in his address that the students continuously strive for excellences.

The awards evening also marks STH’s great relationship with industry partners who generously sponsor the awards for the top achievers. Awards for the 2013 event were provided by the following sponsors:
- Cape Wine Academy
- Extrabold
- Hickmore recruitment
- Vulcan Catering Equipment
- City Lodge
- Tsogo Sun
- Willow Park Conference Centre
- Grant Thornton
- Hotelstaff
- SAB, World of beer
- Comair Limited
- Sharp Edge Sharper Shooter, Mail Order Division
- Punchinello’s Restuarant
- Silverstar Casino
- Mount Grace
- Crowne Plaze
- Sun International

At the awards evening, the STH also presents the prestigious Golden Circle Alumnus Award. Ms Gillian Saunders, Chairperson of STH board, presented the award to Mr Tony Balabanoff as the 2013 Golden Circle Alumnus.

The following awards were presented on the evening:
- Mr Sibusiso Phakamani Ngubane
- Ms Natacha Kparagume
- Ms Shayna Bolus
- Ms Robyn Stay
- Ms Tanith Swart
- Ms Danielle Chirnside
- Mr Ryan Tangney
- Mr James Gregory
- Ms Daleen Oosthuizen
- Ms Phumzile Kuhle Zondo

The School of Tourism and Hospitality would like to congratulate all the 2013 award winners and Top Achievers.

Ms Gillian Saunders (Chairperson of STH Board) and Mr Tony Balabanoff (Golden Circle Alumnus 2013)
Future-Fit Leaders in the making

SCHOOL OF TOURISM AND HOSPITALITY

In recognition of achieving an average of over 75% in First or Second Year 2012
The 30th Anniversary Pan-Pacific Conference was held in Johannesburg, South Africa, in collaboration with the University of Johannesburg. The theme of the conference was “Forging the Legacies of Emerging Economies.” This theme was most appropriate for the Johannesburg conference, in view of the fast changing global economic order due to the ever increasing roles that emerging economies play, at the heart of one of the dynamic emerging countries, South Africa. The conference explored how the legacies of emerging economies are forged. More specially, some key success factors of emerging economies as following:

- Developing organizational leadership
- Dovetailing economic development and workforce development
- Winning the war for talent
- Flexing technological muscle on local and global stage

Business educators, industry leaders and government officials across the entire globe have been attending the Pan-Pacific Conferences during the past 29 years in such places as: Singapore, Taiwan, Hawaii, Australia, Canada, China, New Zealand, Japan, Malaysia, Korea, Fiji, Chile, Thailand, Alaska, Costa Rica and Indonesia.

The conference will serve as an important forum for the exchange of idea and information to promote understanding and cooperation among countries and corporation.

STH staff participated in the conference both as chairpersons of discussion sessions and as presenters. The following papers were presented by STH staff:

- Grassroots Empowerment against South African Macroeconomic Risk. Llewellyn Leonard, University of Johannesburg, South Africa.
- Environmental Health Practitioners and Construction and Contestation over Industrial Risk: Case of Local Groundwater Contamination in Merebank, Durba, South Africa. Llewellyn Leonard, University of Johannesburg, South Africa.
- In Search of the Holy Grail of Authentic of Tourism Experience in Cultural Heritage Tourism. Milena Ivanovic, University of Johannesburg, South Africa. Melville Saayman, University

Delegates at Pan Pacific Business Conference 2013

Professor Sang M. Lee: University of Nebraska-Lincoln and President: Pan-Pacific Business Association

Professor Daneel Van Lill: University of Johannesburg, Dean of Faculty of Management

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of North-West, South Africa
• In Business with Cultural Heritage Tourism: Lessons from South Africa an Emerging Economy. Milena Ivanovic, University of Johannesburg, South Africa. Melville Saayman, University of North-West, South Africa
• Optimal Experiences and Time Management Behaviour in South African Culinary Training Environment. Ita Geyser, Freddie Crous, Madelyn Geldenhuis, University of Johannesburg, South Africa
• Event-based Rural tourism Model for Sub-Saharan Africa. Ikechukwu Ezeudji, University of Johannesburg, South Africa
• Rural Tourism Market Segmentation: The Case of The Gambia. Ikechukwu Ezeudji, University of Johannesburg, South Africa. Wolfgang Rdl, University of Stuttgart, Germany
• Integrating Service Learning Theory and Practice in Community Settings: Approaches, Opportunities and Ongoing Challenges. Pieter v/d Westhuizen & Hema Kes, University of Johannesburg, South Africa.
• The Evaluation of Hospitality within a Provincial Hospital in the Southern Area of Durban, KZN. Anisah Deen, University of Johannesburg, South Africa. Rishi Balkaran, Durban University of Technology, South Africa.
• The Development of an Organisation’s Knowledge through Business Events: The Value of Event Organisers and the Organisation in Event Design. Peta Thomas, University of Johannesburg, South Africa.
• Improving Graduate Employability for the Tourism Industry. Nicola Wakelin-Theron, University of Johannesburg, South Africa.

The STH also proudly hosted the cocktail dinner for guests on Monday 3 June as well as the VIP dinner for the Fellows of the Pan Pacific Business Association. The STH congratulates our Executive Dean, Prof Daneel Van Lill for being accepted as one of the new Fellows in the Pan Pacific Business Association.

In search of the holy grail of authentic tourist experience in cultural heritage tourism.

EXTENDED ABSTRACT:
This conceptual paper aims to contribute to the current scholarly debate on authenticity in tourism by addressing the issues pertaining to the subsequent roles of three theories of authenticity, objective, constructive, and existential, in informing the authenticity of tourist experience. Since she core product of tourism is the tourist experience, the role of authenticity in tourism experiences remained the most contested issue in tourism theory for the past forty years. The authenticity of tourist experience is important for every type of tourism, especially cultural heritage tourism. Even though a historical place exists separate from the visitor, it has a meaning only in so far as the visitor interacts with the place (Ryan, 2000:122). This particular point is the source of all problems that currently plague the authenticity discourse. Even though the subject of authenticity in tourism is differentiated into two separate issues, that of tourist experiences, (or authentic experience) and that of toured objects (Wang, 1999:391), in cultural heritage tourism the two sides converge and as a result, are often confused as one. The whole authenticity discourse rests on the answers to one single question: How important is the authenticity of the object/site/attraction in informing the authenticity of tourist experience? Depending on who answers the question (modernist, constructivist or post modernist), the answer (on the Lickert scale) ranges from the most important, somewhat important, to not important at all. These three answers form the core of each of the three theories of authenticity, objective, constructive and existential respectively.

Since Reisinger and Steiner (2006:81) openly challenged the usefulness of objective authenticity by questioning its epistemological soundness and calling for its complete abandonment and replacement with existential authenticity, a number of authors contended that objective authenticity should not be discontinued or replaced (Bellhasen & Caton, 2006; Mantecon, A. & Huete, 2007; Reisinger & Steiner, 2006). They point to research findings which reaffirm the role of objective authenticity in informing the authentic tourist experience in cultural heritage tourism (Bellhasen & Caton, 2008:672; Martin, 2010:549).

It appears that the arguments in support of objective authenticity are still holding ground. Thus, future research should not ignore the nature of the specific visited object or the particular form of tourism as a determinant of the subjective experience (Uriely, 2005). It is evident that objective authenticity plays a fundamental role in informing the authenticity of the tourist experience and should remain fully integrated into the authenticity theoretical framework. In light of the recent trend in research to recognise more fully the impact of the physical world on experiences, the objective authenticity might just prove to be the holy grail of authentic tourist experience, at least in cultural heritage tourism.

Event-Based Rural Tourism model for sub-Saharan Africa

ABSTRACT
This study explored a generic competitive strategy with which rural sub-Saharan Africa can compete within the global tourism industry. Strategic analyses of key rural tourism resources and capabilities in sub-Saharan Africa, key success factors, the external environment of rural tourism development and local institutional stakeholder groups led to the strategic choice of event-based rural tourism. This emergent strategy in which locals can stage events for tourists, leading to the establishment of a unique rural tourism experience could create a balance between implementing bottom-up values (local values and community ownership) and the need to utilize top-down resources (national governments and not-for-profit organizations as partners in terms of business training and initial funding). This has the potential to lead sub-Saharan African nations to secure a brand identity in the global tourism marketplace, while preserving the unique cultural and natural heritage with which this sub-continent is endowed. This is a generic strategy for rural sub-Saharan Africa and should be adapted with care to specific local socio-economic and environmental conditions.

For more information or for the full paper contact: Dr Ike Ezeudji on i.ezeudji@uj.ac.za
STH BURSARIES 2013

The School of Tourism and Hospitality together with its industry partners understand that given the current socio-economic climate, financial support to students to further their studies is of great importance. Whilst tourism and hospitality students have access to the traditional funding and financing sources, our industry partners recognised the need for dedicated support specifically aimed at developing Future-Fit Tourism and Hospitality leaders. Bursaries to the value of R 872 265 were availed through the following industry partners:

- Protea Hotels
- UJ / City Lodge Educational Trust
- Butch Kerzner Memorial Trust
- Hospitality Property Fund
- Sodexo- BEESA Bursary fund
- National Department of Tourism
- Tsogo Sun

National Department of Tourism project

In 2012, The University of Johannesburg, Department of Tourism was commissioned by the National Department of Tourism (NDT) to conduct research on customer service satisfaction levels of domestic tourists at accommodation establishments in South Africa. Service excellence is acknowledged as a key driver for South African accommodation service providers to deliver an unforgettable customer service experience to tourists. The study findings made important recommendations for the accommodation sector and government to consider to improve customer satisfaction levels at accommodation establishments. These include (but are not limited to) a need for improved service ethos and skills amongst employees, consistent customer service delivery, and the implementation of service excellence campaigns and initiatives. It is hoped that the findings will assist in improving customer service satisfaction in South Africa.
STH – newly appointed Research Fellows

Two Research Fellows were recently appointed at the STH to further grow its national and international networks. These two research fellows, Ms Xuza and Mr Rylance each bring a different aspect of research and knowledge in their association with the STH.

Ms Xuza is currently Director of the Centre for Small Towns Regeneration (CSTR), which is a research and policy think tank focused upon addressing the economic and social upliftment of South African small towns. She is recognised in Southern Africa as a leading strategist, scholar and practitioner of spatial economic development in African small towns.

A Masters graduate from the University of the Witwatersrand, Phila fulfilled the role of founding CEO of Aspire (Amathole Economic Development Agency) from 1 September 2006 to 31 August 2012. During that time the developmental model of Aspire became a national prototype for the development of small towns in South Africa. Phila has been responsible for the formulation and implementation of numerous developmental local and regional development strategies, and during her tenure as CEO of Aspire the organisation received a clean audit from the Auditor General. Her funding applications raised nearly half a billion ZAR between 2005 and 2012, which was effectively managed and distributed to strategic development projects. She has fostered highly valuable and accountable associations with stakeholders from all sectors, many of whom would testify to her proven leadership and facilitation expertise that have brought about group consensus through an often complex negotiation process between communities, government, and the private sector.

Andrew Rylance is an economic development consultant and practitioner with specialism in local economic development, climate change impact, resource evaluations and tourism. Over the past six years his consultancy work has extended to research investigations in South Africa, Rwanda, Kenya, Mozambique and Senegal. He is associated with Spenceley Research and Consulting with which STH already has a strong partnership with the appointment of Dr Anna Spenceley as Senior Research Fellow. The research work undertaken by Andrew Rylance is on range of issues which complement the research focus of STH. Andrew work has been recognised internationally, he has been invited to be one of the African partners in the international comparative research project “Tourism and Pro-poor Sustainable development in Sub-Saharan Africa and the Caribbean” which is coordinated by Florida International University, Miami.

Programme Review 2013

It is time for the School of Tourism and Hospitality (STH) to get their programmes reviewed!

The purpose of the programme review is for the Tourism and Hospitality Departments to evaluate their current programme offerings in order to allow for constructive improvements to take place and feed into the programme quality mix (PQM). Three programmes within the STH will be reviewed: Tourism Management: Diploma, BA Tourism Development, and Hospitality Management: Diploma.

The departments are currently in the process of working on the self-evaluation report which will then be submitted to an external panel for review. The external panel consists of specialists within UJ, academics from other higher education institutions, members from professional bodies and industry partners.

The final review dates are as follows:

- Tourism Management: Diploma – (8-9 October 2013)
- BA Tourism Development – (10-11 October 2013)
- Hospitality Management: Diploma – (15-16 October 2013)
Dr Gareth Butler was appointed as a Post-Doctoral Fellow at the STH from 01 September 2011 - 30 April 2013. Dr Butler joined us from the University of Malaysia and during his time at UJ contributed immensely to the research output and profile of the STH. Below is a list of his research contribution whilst at the UJ:

Refereed Journal Articles


Conference Publications


Funded Research Projects


On the 23 May 2013, The School of Tourism and Hospitality hosted the Gauteng Chapter of Hotel General Managers for a lunch held in the Waterford Restaurant in the Kerzner unit. More than 23 GMS attended the lunch where the Director of the STH, Dr Diane Abrahams provided a presentation on the strategic direction and initiatives of the STH. She highlighted the importance of the Work Integrated Learning Programme and the need for GMS to partner with the STH on this important aspect of the training. As part of building relationships with credible partners the STH and the GM network will engage regularly and the lunch will now become an annual event in the STH events calendar. In attendance at the event was Dr Mornet, previous Head of the TWR Hotel School and a staunch supporter and proud ambassador of the STH. The GMs in attendance at the lunch could not praise the food and service enough - a definite feather in the cap for the staff and students who hosted the event. Well done!
Winner of the Golden Chef’s Hat award

Young chefs Liezl Bruce and Tlali Masakala are the winners of the Nestlé Professional Golden Chef’s Hat Award, as they were announced at the Sandton Convention Centre in Johannesburg following the last day of Hostex 2013. The first prize includes a trip to Singapore to cook with Alan Rooral, executive chef of the massive Resorts World Sentosa in Singapore.

This is the third year since the competition was relaunched. It showcases the skills and creativity of up and coming young chefs. It is a competition of long-standing that has launched the careers of top chefs such as Andrew Atkinson and Citrum Khumalo.

The competition is targeted at chefs under the age of 25 years old. They enter in teams of two, submitting recipes for dishes for a starter, main and dessert using Nestlé Professional products as well as fresh ingredients to the South African Chefs Association. These are then short-listed to six teams of two chefs, who took part in the cook-off during Hostex from 17 to 20 March 2013. The winners were announced at a gala dinner this evening (20 March) in the Billy Gallagher Room of the Sandton Convention Centre in Johannesburg, attended by Hotel & Restaurant Gauteng editor Susan Reynard. Unfortunately Dr Gallagher was unable to attend, but the team from Nestle sent out their appreciation for all he and the SACA team lead by president Stephen Billingham and competitions director Jodi-Ann Pearton has done to boost this competition.
“Youth in Hospitality” hosted by Hilton Hotel Sandton

The Hilton Hotel in Sandton recently held its hospitality career exhibition called "Youth in Hospitality" where it opened its doors to the youth of South Africa to showcase the operations within the hotel environment. Student were briefed about the hospitality industry and were provided first-hand introduction to specific job roles in the hospitality. There was also an opportunity for discussion on the need for appropriate qualifications.

The following members from industry constituted a panel that engaged with the youth:

- Jan van der Putten (Vice President: African & Indian Ocean at Hilton). He provided background information on the Hilton Worldwide and Hilton Hotels & Resorts and also explained why the youth is so critical to the growth of the industry.
- Caleb Moloi (FEDHASA). Mr Moloi presented the relationship FEDHASA has with industry and government and that they supported the initiative by the Hilton to provide information around opportunities in the hospitality sector to the youth.
- National Department of Tourism: The presentation focussed on the importance of the tourism & hospitality sector as one of the key drivers for economic growth and employment creation.
- (CATHSSETA): presented the scarce & critical skills that have been identified for development within the Tourism & Hospitality sector.
- Precious Ngulube (Human Resources at Hilton): Provided an outlook on the employment opportunities within the sector and the importance of further studies & the right kind of practical experience needed by those employed in the industry.
- Chef Stephen Billingham (President: South African Chefs Association): Provided an insight on how the career of chefs have over the years risen to prominence and received "celebrity" status.
- Knud Bundgaard (Hilton Culinary Apprenticeship Programme): presented the details of the Hilton Groups’ apprenticeship programme.

The School of Tourism and Hospitality was one of the partner institutions invited to participate and exhibit our programme offerings at the career expo. Staff and students from the STH profiled the institution at the expo and were able to engage high school learners and industry leaders alike.

The School of Tourism and Hospitality would like thank Hilton Sandton for hosting this kind of an exhibition, providing all partners hotel schools an opportunity to engage with learners, most importantly the information provided by the industry partners (FEDHASA, Department of Tourism, CATHSSETA, South African Chefs Association and Hilton Hotel Group).
The School of Tourism and Hospitality will be hosting its **OPEN DAY** on **20 July 2013** and would like to invite all Grade 12 learners and their parents to attend this event.

The event takes place from 9:00 - 13:00 at the School of Tourism and Hospitality’s Kerzner Building, University of Johannesburg, Bunting Road Campus, Auckland Park. This is an opportunity for Grade 12 learners to obtain more information about the programmes and courses offered at the School of Tourism and Hospitality, tour the STH facilities, and interact with academics, bursars and industry leaders.

**Please join us!** See you there.
For more information please contact Obed Mofokeng: omofokeng@uj.ac.za or tel: 011 559 1183

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**PARTNERING FOR FUTURE-FIT LEADERSHIP**
Farewell

Obed Mofokeng started at the STH in April 2012 as a part-time marketing co-ordinator and leaves us at the end of June for a permanent position at UJ Marketing. We thank Obie for all his hard work whilst with us and we wish him well in his new position.

We also bid farewell to Staff in the Operations Unit that left during this quarter- including George Viljoen, Natasha Zaayman, Chef Mary-Anne Warnes, Kaiser Khulu and Devang Patel. A special note of thanks to them for all their hard work and dedication whilst working in the STH.