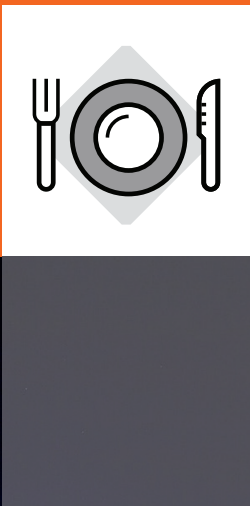
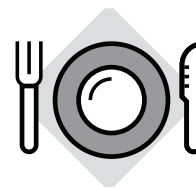


# School of Tourism and Hospitality



# School of Tourism and Hospitality

*2020, a year of the extraordinary!*



Prof Diane Abrahams  
Director

## OVERVIEW

2020 will be remembered as the year of the extraordinary! The year that changed the global Tourism and Hospitality landscape because of the COVID-19 pandemic. We have learnt numerous lessons along the way and the pandemic has affected all of us in ways unimaginable. As a leading School of Tourism and Hospitality (STH), we are actively part of the innovations that are unfolding in the sector and are already plugging into the changes, as the sector resets itself.

Among the STH's most notable highlights for 2020 are the thought leadership sessions that we hosted wherein we featured some of the tourism sector's foremost advocates, professionals, researchers, and leaders. The aim of the **#STHinConversation** webinar series was not to provide all the answers but rather to spark ideas and provide a platform for important discussions that would connect various stakeholders through conversation.

## TOP RANKED SCHOOL OF TOURISM AND HOSPITALITY IN AFRICA

Research in Tourism and Hospitality remains a key strength for the STH. This year we generated 82.39 in research output units. The STH is host to three Distinguished Visiting Professors: Prof Jarkko Saarinen (University of Oulu, Finland), Prof Thomas Baum (University of Strathclyde, Scotland) and Prof Robin Nunkoo (University of Mauritius). They, alongside our expanded network of research associates, have all played an active role in international projects, research and postgraduate supervision. The STH now boasts a network of 51 senior research associates from 45 universities. The STH remains the number one ranked School in Africa (for Tourism and Leisure Studies, QS Rankings, 2020). In the Shanghai Global Rankings for 2020, the STH achieved position 20.



## AWARDS, ACHIEVEMENTS AND ACCOLADES

Despite the challenging environment, the STH had reason to celebrate a number of key accolades and achievements, which are highlighted as follows:

### AWARDS

STH Golden Circle Alumnus and CEO of the Waterford Hotel Group, Mr Len Wolman received the UJ Alumnus Dignitas Award. In addition, alumni, Mr Jeff Rosenberg received the 2020 STH Golden Circle Alumnus Award, and Ms Mahlatse Lentsoane became the recipient of the 2020 STH Rising Star Alumnus Award.



Mr Jeff Rosenberg



Ms Mahlatse Lentsoane



Prof Diane Abrahams



Prof Tembi Tichaawa

### TALENT MANAGEMENT

STH Director, Prof Diane Abrahams was promoted to Associate Professor. Prof Abrahams was also appointed to serve on the Ministerial Advisory Panel for the Review of the White Paper on Tourism.

Prof Tembi Tichaawa, the Academic Head: Tourism Management was promoted to Full Professor.

STH lecturers, Dr Siyabulela Nyikana and Dr Vyasha Harilal both obtained their PhD in Tourism and Hospitality.

Professional staff in the STH Commercial operations, Ledile Mohlakoane and Thandeka Nyawo graduated with their Master's in Tourism and Hospitality.



Dr Siyabulela Nyikana



Dr Vyasha Harilal

### TEACHING AND LEARNING PIVOTS INTO THE VIRTUAL WORLD

The Tourism and Hospitality is a sector driven by a focus on people, relationships, top-notch service and the creation of authentic experiences. This is unlikely to change. However, 2020 compelled all of us to become more familiar and reliant on technology and digital platforms. The STH successfully pivoted its teaching and learning into the virtual world with online teaching that made the most of the University's infrastructure. Blended learning is now part of the teaching practices for all staff. The innovations around the teaching and assessment of practical skills were praiseworthy as both students and lecturers played their part in this regard. Student-led learning has become a key aspect of the online teaching environment and has indeed shaped the virtual classroom.



Ledile Mohlakoane



Thandeka Nyawo

## WORK INTEGRATED LEARNING VERSION 2.0

A further significant highlight for the STH during 2020 was its innovative approach to Work Integrated Learning (WIL). The relationships built with industry partners and alumni over the years stood the STH in good stead during the pandemic. It enabled the implementation of a virtual mentoring system. Students were paired with professionals working in their field of interest who served as their virtual industry mentors. The students connected with their mentors through various online platforms and applications. The students were tasked to work on specific projects, tackle industry-based case studies and apply their theoretical knowledge to real-life scenarios. Parallel to the mentorship programme, WIL students also attended various online training programmes, coaching sessions and industry facilitated workshops to better prepare them for the world of work.

## PARTNERSHIPS AND INTERNATIONAL PROJECTS

The STH is one of the partners to the Erasmus+ funded Capacity Building in Higher Education Project – SUCSESS. The project is a collaboration with project co-ordinators, Haaga Helia University of Applied Sciences, the University of Oulu, the University of Pretoria, the University of Zululand and Sheffield Hallam University. The three-year project focuses on the employability of graduates with improved cooperation between higher education institutions and enterprises. In addition, the STH was successful in securing contracted research for the National Department of Tourism on the impact of COVID-19 on the tourism value chain. The School concluded a partnership agreement with the Tourism Business Council of South Africa (TBCSA).

Webinar

**Finding a pathway from education to employability:**  
 Higher Education and Tourism & Hospitality Industry collaboration

**28 OCT 2020 | 14:00 - 15:00**  
 (GMT +2:00 / UTC+02:00)



Prof Ikechukwu Ezeuduji  
 University of Zululand



Mr Tshifhiwa Tshivhengwa  
 TBCSA



Mr Jerry Mabena  
 Thebe Investment



Prof Berendien Lubbe  
 University of Pretoria



Mr Jarmo Ritalahti  
 Haaga-Helia University of Applied Sciences



Ms Tracy Daniels  
 School of Tourism & Hospitality, UJ









 @SUCSESSproject
  @SUCSESSproject



## FOOD EVOLUTION RESEARCH LABORATORY (FERL)

COVID-19 and the subsequent lockdown had a huge impact on dietary habits and food choices. FERL conducted a study on the “dietary habits and possible health outcomes in Sub-Saharan Africa during the COVID-19 lockdown”. This research assessed the dietary habits of people during the lockdown periods and the possible effect that their consumption patterns could have on health. It also evaluated the state of food security in various African populations during the pandemic and assessed the health risks that may be associated with the lifestyle of populations during the lockdown. In addition, the research ascertained the various foods and drinks consumed in various Sub-Saharan countries during the lockdown to prevent COVID-19. Findings of the research were shared through a webinar series.

FERL collaborated with the Food Decisions Research Laboratory (FDRL) at Penn State University in the, USA on an international study called “Global Food Access Survey during COVID-19 Crisis”. This study also involved collaboration with other institutions and countries, namely, Institut Paul Bocuse (France), Sao Paulo School of Business Administration (Brazil), Interdisciplinary School of Health Sciences, Savitribai Phule Pune University (India) and Université Laval (Canada).

FERL and the Nutrition Society of South Africa (NSSA) commemorated World Food Day by hosting a virtual symposium on 16 October 2020. The theme of the annual virtual symposium was “Beyond #COVID-19: Unity in Growing and Sustaining Good Nutrition”. The esteemed speakers shared their views and insights on “Sustainability and Good Nutrition” for the future.



Dr Hema Kesa






### Beyond #COVID-19: Unity in Growing and Sustaining Good Nutrition

FREE  
VIRTUAL  
EVENT

Annual Symposium

Friday, 16 October 2020

10:00 – 12:30 UTC +2:00





**Prof Rina Swart**  
School of Public Health, Nutrition  
Programme Leader: Centre of  
Excellence in Food Security, IWC



**Dr Oluwafemi Adebo**  
Senior Lecturer: Department of  
Biotechnology and Food Technology, UJ



**Prof Mosa Selepe**  
Research Developer: University of  
Limpopo



**Mr Ralf Siwiti**  
Partnership Manager: World Food  
Programme (WFP), Rome



**Dr Chantell Witten**  
Lecturer: Health Science Education,  
Faculty of Health: University of the Free  
State



**Dr Christine Taljaard-Krugell**  
President: Association of Dietitians  
South Africa (ADSA)



**Dr Hema Kesa**  
Director: FERL and Senior Lecturer:  
School of Tourism & Hospitality, UJ



**Mr Doug Momberg**  
Head Chef: School of Tourism and  
Hospitality, UJ





## TRADING WITH A PURPOSE: THE KERZNER@UJ

Teaching and learning remain a key driver of the STH commercial outlets – TheKerzner@UJ. With the lockdown restrictions due to the COVID-19 pandemic, the professional support staff in the commercial outlets complemented the academic programme and actively assisted with the assessment of applied and online skills training.

This period also afforded the team an opportunity to explore new avenues to enhance its service offering and to expand its campus footprint through the 'Pop-Up' Coffee shop concept. Social media proved to be an invaluable platform to display the depth of knowledge and level of talent that resides within the STH with regular Instalive sessions by the resident chefs, baristas, sommeliers, and mixologist often in conjunction with industry partners.

