

#STHinConversation

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SCHOOL OF TOURISM
AND HOSPITALITY



The role of Higher Education in Shaping the Future of Tourism & Hospitality in Africa Post-Covid19



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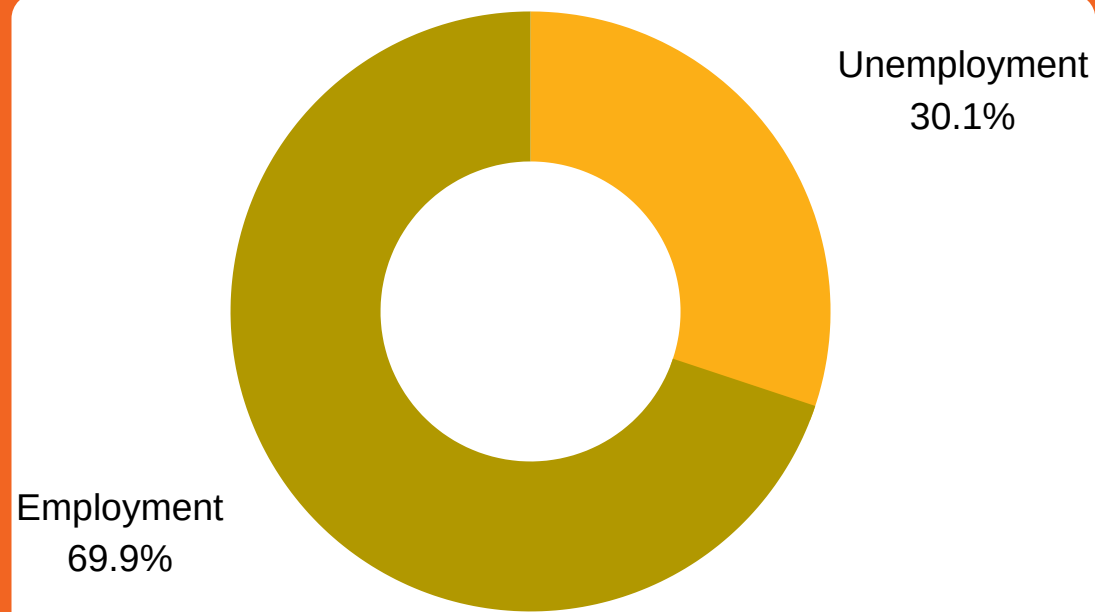
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The Year 2020 - Unemployment & Youth



Official unemployment rate
increased by 1%

Unemployed
persons
increased by
344 000 to

**7.1
mil**



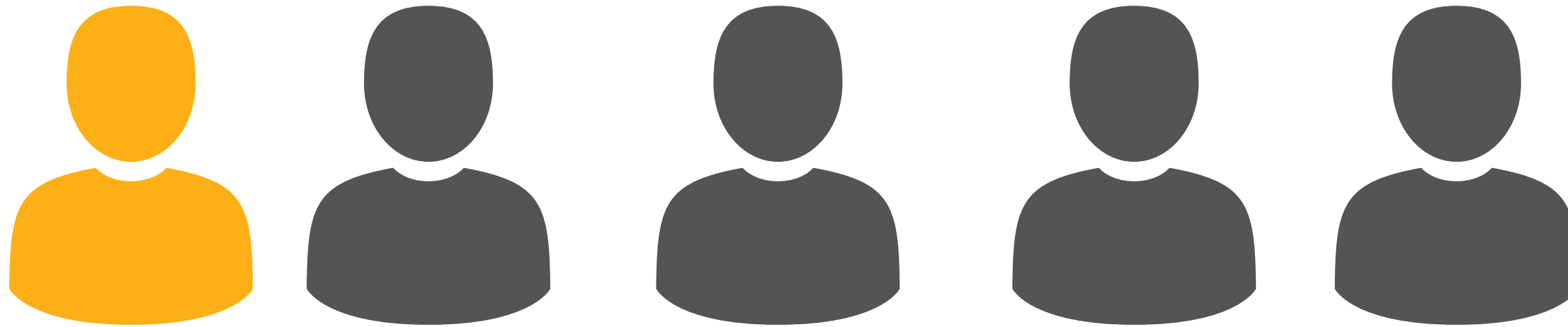
- Youth are the most affected by joblessness.
- Unemployment rate within this group is 43,2%.

Education is a key instrument in human capital development. The more educated people are, the more likely are their chances for employment and jobs with good working conditions.
(StatsSA,2020)



33.1%
Unemployment
among
graduates

The Tourism Industry & the COVID 19 Pandemic



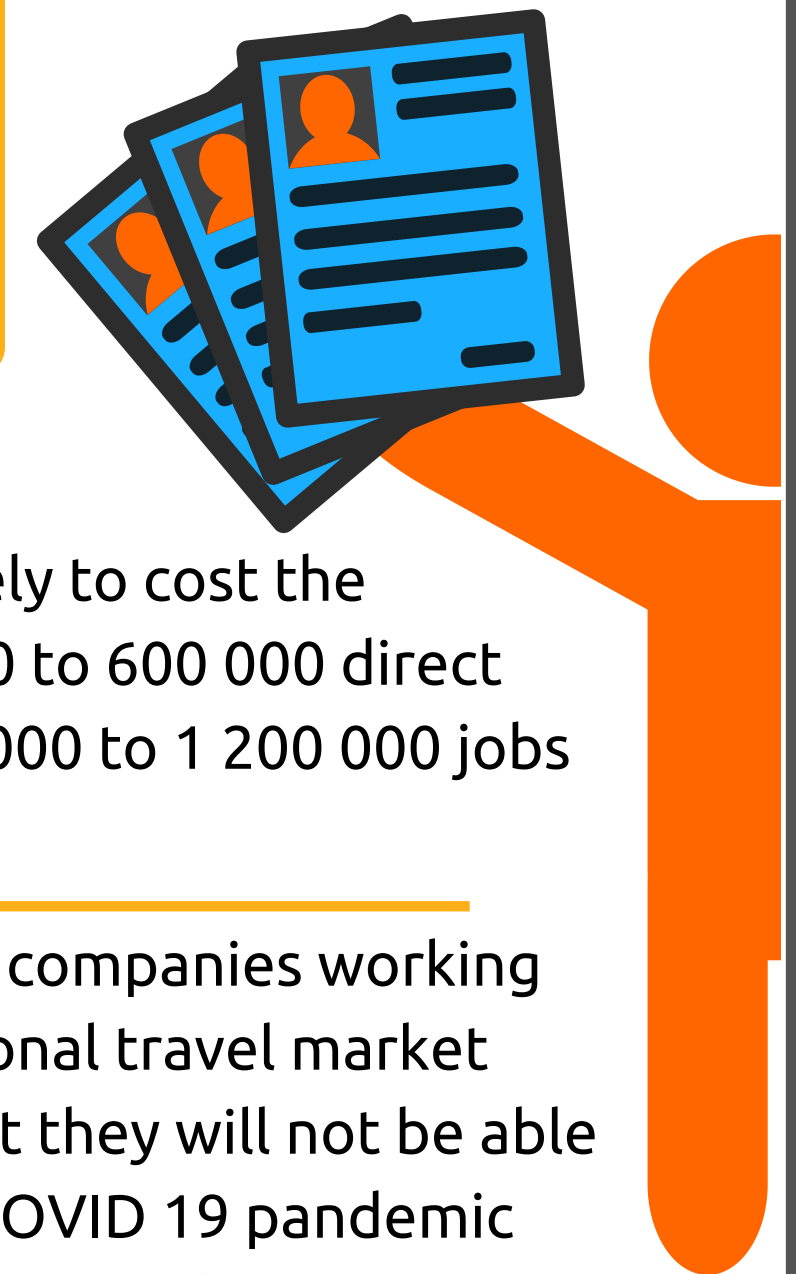
In 2019 the South Africa tourism industry created one in five new jobs.

Tourism recognised for providing job opportunities for graduates and vulnerable populations entering the tourism labour market for the first time (World Bank, 2018).

Sector employs high numbers of youth under 35 years of age.



Government committed R200 million in tourism support.



The COVID-19 pandemic is likely to cost the country 555 000 to 600 000 direct jobs and 1 100 000 to 1 200 000 jobs in total.

85% of tourism companies working in the international travel market have stated that they will not be able to survive the COVID 19 pandemic (Tourism Update, 2020).



HE institutions in SA – expected Tourism graduates 2020

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190 students to
graduate



104 students to
graduate



UNIVERSITY OF
MPUMALANGA

38 students to
graduate



UNIVERSITY OF
ZULULAND

112 students to
graduate



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

xx students to
graduate



Tshwane University
of Technology
We empower people

145 students to
graduate



Central University of
Technology, Free State

56 students to
graduate



DUT
DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

xx students to
graduate



VUT
Vaal University of Technology

xx students to
graduate



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

xx students to
graduate

xx Figures NOT available at the time of the webinar



What could the future of the industry look like?



Majority of travellers excited to see nature & outdoors, making SA the perfect destination. Top choices post COVID:

- Safari
- VFR
- Viewing scenery (SAT, 2020)

Domestic tourism most likely to be the first sector to restore. Almost two thirds of international travellers eager to travel almost immediately after lifting of international travel restrictions.



Millennials aged 25-34 likely to be the first to travel (less vulnerability to COVID).

What could the future of the industry look like?

- Overall, the Covid-19 pandemic has had a severe impact on the tourism and hospitality sector
- In turn negative influence on the number of students we recruit into our tourism and hospitality programme offerings
- Affected how we offer Work Integrated Learning
- Quick pivot to address these challenges-
 - eg. Virtual mentoring . by industry partners for our students; Marketing messages: Quality programme offerings, value chain opportunities, re-iterating the message together with industry that this sector WILL rise again albeit in a recalibrated form.



Role of Higher Education (HE)

- AS HE: need to prepare our students with a set of new tools and skills as they enter this changed industry.
- Invite them to disrupt the sector and take up the opportunities created by the pandemic as young entrepreneurs.
- Through our teaching and learning, we will need the students to re-imagine the future of tourism industry
- The idea of a flexible workforce is emerging for the sector
- AS HE, we will need to prepare graduates that will be agile and can adapt quickly to change
- It is clear that HE will need to be innovative and have greater flexible in its teaching and learning processes going forward

Key Takeaways

Higher education (HE) has to assist in embedding Tourism as an essential sector

Enterprise and supplier development opportunities for youth enterprises

Identify role models and mentors

Transformation has to remain central to changing sector

Invite disruption in the sector

Competitive advantage that existing students have – disrupt the sector

Build trust in future of tourism and confidence in the sector has been dented

The value and values of travel and tourism has changed

Dream Big!

Heritage and culture core to develop rural experiences as form of disruption

Need to re-imagine tourism & hospitality and take up opportunities

In disruption, focus on serving the customers' needs

Employers listen to voice of the youth

Build a resilient graduate

Addressing the dent in confidence is a shared stakeholder challenge

Trust is the new currency

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INSTAGRAM



TWITTER



YouTube

RANKED:

20th
Globally

No.1
in Africa