



The 2nd Tourism and Hospitality Postgraduate Conference

Theme: Reimagining Tourism and Hospitality through African Perspectives:
Innovations, Sustainability, and Cultural Resilience

Programme

September 21-25, 2026

Day 1 (Monday, 21 September 2026)

Postgraduate Research Workshops and Empowerment Series with Guest Speakers

Programme Director: Dr Hilary Nji Bama

08:00 – 09:00	Registration & Welcome <i>Facilitated by UNIZULU Master's Students, guided by Mr Langa S Gumede</i>
09:00 – 09:30	Research Ethics and Integrity [Venue - Ondini] <i>Siyanda MD. Manqele (Senior Manager, Research Ethics and Integrity, North West University)</i>
09:30 – 10:00	Q&A session
10:00 – 10:20	Coffee/Tea Break
10:20 – 14:00	Breakaway Sessions

1. Master's/PhD Students [Venue - Ithaba]

10:30 – 11:00: Developing a Winning Research Proposal

Dr Portia Pearl Siyanda Sifolo, Tshwane University of Technology, South Africa

Prof Siyabulela Nyikana, University of Johannesburg, South Africa

11:00 – 11:30: Writing Abstracts

Dr Refiloe Lekgau, University of Johannesburg, South Africa

Prof Takalani Ramukumba, Walter Sisulu University, South Africa

11:30 – 12:30: Writing Research Papers

Dr Sibusiso D. Ntshangase, University of Zululand, South Africa

Dr Mandisa S. Makhaye, University of Zululand, South Africa

12:30 – 13:30: Lunch and Networking

2. Academics – [Venue: Ondini]

10:30 – 11:30: Reviewing Journal Articles and Book Chapters

Prof Kaitano Dube, University of South Africa

11:30 – 12:30: Supervision and Mentorship [online]

Prof Ganiyat Adesina-Uthman, National Open University of Nigeria

12:30 – 13:30: Lunch and Networking

3. Master's/PhD Students and Academics [Venue: Ondini]

13:30 – 14:00: Writing Funding Proposals [online]

Prof Willie T. Chinyamurindi, University of Fort Hare, South Africa

14:00 – 15:00 First Annual General Meeting of the Pan-African Tourism and Hospitality Postgraduate Research Network (PATH-PGRN). **[Venue - Ondini]**

15:00 – 15:30 **Coffee/Tea Break**

18:30 **Welcome Reception [Venue - Pool Veranda]**

Day 2 (Tuesday, 22 September 2026)

Programme Director: Nolwazi Mabaleka

08:00 – 08:40	Registration & Welcome Tea <i>Facilitated by UNIZULU Master's Students, guided by Ms Lindi N Matimele</i>
08:40– 08:50	[Venue - Ondini] Opening Remarks & Conference Overview: <i>Conference Chair – Prof IO Ezeuduji</i>
08:50 – 09:10	Institutional Welcome and Conference Opening 08:50 – 09:05 [Faculty Welcome] <i>Prof Kevin Naidoo, Deputy Dean, Research and Innovation, Faculty of Humanities and Social Sciences, University of Zululand</i> 09:05 – 09:20 [Institutional Welcome & Conference Opening] <i>Prof. Byron A. Brown, Deputy Vice-Chancellor: Research and Innovation University of Zululand</i>
09:20 – 09:35	Introduction of Tourism Educators South Africa: <i>TESA Chairperson, Prof MP (Nellie) Swart</i>
09:35 – 09:45	Introduction of the National Open University, Nigeria
09:45 – 10:00	Coffee/Tea Break
10:00 – 10:40	Keynote Speech Beyond Safari and Scenery: Reclaiming Tourism Futures through Culture, Food Systems, and Engaged Research in Africa <i>Prof Unathi Kolanisi (University of Zululand)</i>

10:40 – 12:20

Parallel sessions

Period	Venue: Ondini Session 1.1 Sub-Theme: African knowledge systems, culture, and community-centred tourism Session Chairs: Mr Athi Ndita & Prof Martinette Kruger	Venue: Amphlett Session 1.2 Sub-Theme: Sustainable tourism development, governance, and responsible destinations Session Chairs: Ms Anele Khumalo & Dr Sibusiso D Ntshangase	Venue: Ithaba Session 1.3 Sub-Theme: Innovation, entrepreneurship, and the future of tourism and hospitality Session Chairs: Ms Nompumelelo Nzama & Dr Portia Pearl Siyanda Sifolo
10:50 – 11:05	Authenticity in Cultural Heritage Products and Service Delivery <i>Thulani Frans Masuku & Lombuso Precious Shabalala, University of South Africa</i>	The Impact of Post-Stay Online Surveys on TripAdvisor Ratings <i>Megan Sharrock & Wouter Hensens, Stenden South Africa</i>	Reimagining Art Events through Knowledge Systems: Culture, Community and Community-Centred Tourism in Johannesburg <i>Dini Madulini & Siyabulela Nyikana, University Of Johannesburg</i>
11:05 – 11:20	Tourism Attraction Through Abandoned Mines Rework and Traditional Relics Valorisation: Pilgrims Rest, South Africa, case study <i>Mamly Serero, Lesedi Mogale & Antoine F. Mulaba – Bafubiandi, University of Johannesburg</i>	Digital Technologies and the Growth of SMMTEs in South Africa: Opportunities, Challenges and Implications for Sustainable Tourism Development <i>Sbusiso Mbuyane, Tshwane University Of Technology</i>	Reframing MCC Wine Tourism: Understanding Consumer Choice Between Methode Cap Classique and Champagne in South Africa <i>Deveney Smith & Erika Zeelie, IIE, Emeris</i>
11:20 – 11:35	Participant perspectives as indicators of sustainable event success: the case of the Trans Baviaans Mountain Biking Marathon <i>Masibulele Tabata & Hugh Bartis, Nelson Mandela University</i>	Curriculum Transformation Through University-Industry Partnerships: A Tobit Regression Analysis Of Work-Integrated Learning in Tourism and Hospitality <i>Nolwazi Mabaleka & Sibusiso D. Ntshangase, University of Zululand</i>	From Operational Practice to Guest Influence: Accommodation Suppliers and Pro-Environmental Behaviour in South African Tourism <i>Matildah Kutumela & Elmarie Slabbert, North West University</i>
11:35 – 11:50	Excentric Socio-Ecological Theory (ESET) as a Lens for Understanding Eco-Tourism, Marine Governance, and Community Livelihoods in PSJ Local Municipality <i>Athi Phiwani, University Of Zululand & University Of Pretoria</i>	The Effects of Change Management on the Africanisation of Tourism and Hospitality Curricula in South African Higher Education <i>Monument Thulani Bongani Makhanya, University of Zululand</i>	The impact of the Metaverse on Tourism marketing <i>Shalen Heeralal, University of Zululand</i>
11:50 – 12:05	Navigating Access, Gatekeeping, and Ethical Dilemmas: Reflections from Doctoral Fieldwork with Tourism SMEs <i>Philisiwe Lorraine Molefe, Tshwane University of Technology</i>	The Importance of Ethical Leadership in Improving Governance and Service Quality in Tourism Destinations <i>Monument Thulani Bongani Makhanya, University of Zululand</i>	The benefits of the Mathematical Modelling application in alleviating the impact of Deep-Sea Mining on Marine Tourism <i>Lombuso Precious Shabalala, University of South Africa</i>

12:05 – 12:20	<i>Restaurant Cost Control Strategies to Enhance Operational Sustainability</i> <i>Nikita Stapelberg & Erica Sao Joao, University Of Johannesburg</i>	The impact of exchange rate on tourism receipts in South Africa <i>Harris Maduku, University of Zululand</i>	Benefits of incorporating informal learning pedagogy towards passing down Cultural and Heritage knowledge to tourism High School learners <i>Lombuso Precious Shabalala, Christo Doniwen Pietersen, & Dean Collin Langeveldt, University of South Africa and Sol Plaatje University</i>
---------------	--	---	--

12:20 – 13:00 Networking

13:00 – 14:00 Lunch

**14:00 – 14:40 [Venue - Ondini]
Keynote Speech**

From Re-imagining to Re-claiming: African Futures of Work, Tourism, and Hospitality in an Unequal World
Prof Willie T. Chinyamurindi (University of Fort Hare, South Africa)

14:40 – 16:10 Parallel sessions

Period	Venue: Ondini – *Hybrid Session	Venue: Amphlett	Venue: Ithaba
	Session 2.1 Sub-Theme: African knowledge systems, culture, and community-centred tourism Session Chairs: Mrs Philisiwe Lorraine Molefe & Dr Erica Sao Joao	Session 2.2 Sub-Theme: Sustainable tourism development, governance, and responsible destinations Session Chairs: Dr Matildah Kutumela & Dr Wouter Hensens	Session 2.3 Sub-Theme: Innovation, entrepreneurship, and the future of tourism and hospitality Session Chairs: Ms Zinhle Mhlongo & Dr Nompumelelo Linda
14:40 – 14:55	<i>[Online] Community-Based tourism and Local economic development in Uganda: Implications for Youth -employment and small-scale enterprises in Northern Uganda</i> <i>Walter Komakech, Gulu University, Uganda</i>	Exploring the effectiveness of conservation campaign message framing among nature-based tourists in South Africa <i>Carlin Ruth Barnes, Madeline Huyser, & Engelina du Plessis, North West University</i>	Fintech and Digital Payments on Tourism Sector Growth in South Africa <i>Zizipho Magula & Harris Maduku, University of Zululand</i>
14:55 – 15:10	<i>[Online] Xenophobic Crisis and Migrant Legal Status: Implications of Nigerian Returnees' Multi-perspective Insights for South Africa's Tourism Destination Image</i> <i>Enesi C. Majebi, National Open University of Nigeria</i>	Weaving Culture and Nature: Indigenous Bird Narratives and Community-Led Avitourism in Willowvale, South Africa <i>Athi Ndita, Hilary Kennedy Nji Bama, & Rosemary Manyevere, Nelson Mandela University</i>	Analysing Factors Influencing Tourism Learners' Engagement in Developing 21st Century Skills in Selected Secondary Schools in Zululand District <i>Makwande Mtshali & Samukelisiwe Nkwanyana, University of Zululand</i>

15:10 – 15:25	<i>[Online]</i> Empowerment Starts with Access: Digital Skills, Confidence, and Career Intentions – Lessons from WIDEN Nigeria and United Kingdom <i>Ganiyat Adesina-Uthman, National Open University Of Nigeria</i>	Integrating Green Tourism Principles into High School Tourism Teaching: Educators' Perspectives in uMhlathuze Local Municipality <i>Armando Felisberto Matimele & Samukelisiwe Nkwanyana, University Of Zululand</i>	Youths' Entrepreneurial Education and Intention for Starting Tourism-Related and Non-Tourism-Related Businesses. <i>Zinhle Mhlongo, Sibusiso D. Ntshangase & Ikechukwu O. Ezeudji, University of Zululand</i>
15:25 – 15:40	<i>[Online]</i> The influence of Economics and Entrepreneurship Education on Academic Performance and Skills Development on University Students <i>Yolanda Nomusa Nkomo-Asare, University of Zululand</i>	A Sustainable Water Usage Framework for Star-Graded Hotels in Popular Tourist Cities in South Africa <i>Mihlali Mbangeni, Lynn C. Jonas, Rosemary Matikiti-Manyevere, Nelson Mandela University</i>	Service Quality, Customer Satisfaction & Brand Image as Predictors of Repeat Patronage in Tourism and Hospitality Businesses in Bloemfontein <i>Karabelo Kolobe & Hilary Kennedy Nji Bama, University Of The Free State</i>
15:40 – 15:55	Beyond Online Presence: Assessing digital technology adoption among niche tourism MSMEs in South Africa through digital ecosystem analysis <i>Portia Pearl Siyanda Sifolo, Tshwane University Of Technology</i>	Exploring The Tourism Potential of The King Cetshwayo Monument In South Africa: A Study in Progress <i>Langa S. Gumede, Sibusiso D. Ntshangase, & Ikechukwu O. Ezeudji, University of Zululand</i>	Giving back through an African lens: How University of Zululand's tourism and hospitality students envision contributing to KwaZulu-Natal's development <i>Lindy Ntombifuthi Matimele, Nompumelelo Linda, & Gugulethu Sebenzile Nkosi, University of Zululand</i>
15:55 – 16:10	Informal Social Networks and the Entrepreneurial Participation of Ethnic Minority Women in the South African Tourism Sector: A Conceptual Framework <i>Nasreen Tisaker & Nellie Swart, University of South Africa</i>	Enhancing Attendees' Quality of Life through Rural Festivals: Implications for Sustainable Rural Tourism Development <i>Thabani Nkunzi, Siyabulela Nyikana & Tembi Tichaawa, University of Johannesburg</i>	Entrepreneurship Education in Tourism and Hospitality: A Systematic Literature Review of Emerging Trends, Pedagogical Approaches and Future Research Directions <i>Ayansola Ayandibu, University Of Zululand</i>

16:10

End of Day 2

Day 3 (Wednesday, 23 September 2026)

Programme Director: Dr Mandisa Makhaye

08:00 – 08:40 Registration & Welcome Tea (All conference delegates)
Facilitated by UNIZULU Master's Students, guided by Mr Armando F Matimele

[Venue - Ondini]

08:40 – 09:20 **Keynote Speech**
From Roots to Revenue: Unlocking Africa's Tourism Innovations for Sustainable Wealth and Cultural Strength
Prof Ganiyat Adesina-Uthman (National Open University, Nigeria)

09:20 – 09:30 **Break**

09:30 – 10:10 **Keynote Speech**
AI in Tourism Research: Challenges and Opportunities; an African Perspective
Prof Kaitano Dube (University of South Africa)

10:20 – 12:50 **Parallel sessions**

Period	Venue: Ondini– *Online Session	Venue: Amphlett	Venue: Ithaba
	Session 3.1 Sub-Theme: Sustainable tourism development, governance, and responsible destinations Session Chairs: Dr Hilary Nji Bama & Prof Ayansola Ayandibu	Session 3.2 Sub-Theme: African knowledge systems, culture, and community-centred tourism Session Chairs: Dr Harris Maduku & Prof Adam Viljoen	Session 3.3 Sub-Theme: Innovation, entrepreneurship, and the future of tourism and hospitality Session Chairs: Dr Lombuso Precious Shabalala & Prof Hugh Bartis
10:20 – 10:35	From Stone to Story: Reimagining Gemstone Tourism through Community-Based Experiences in Taita Taveta, Kenya <i>Dickson Wachira, Antoine F. Mulaba-Bafubiandi, Bernard Alunda, & Jan Clemens Bongaerts, Taita Taveta University, Kenya</i>	Digitalising African Tourism: A Bibliometric-Systematic Review of Research Trends and Future Agendas <i>Mekonnen Dengetsha & Ayansola Ayandibu, University Of Zululand</i>	The contribution of community-based entrepreneurship to sustainable tourism development: A case study of Onseepkans, Northern Cape, South Africa <i>Mthokozisi Mkhize, University Of Zululand</i>

10:35 – 10:50	Fashion Tourism: Intersections of Culture, Cities, and Creative Economies <i>Nnamdi Madichie, Woxsen University Telangana, India</i>	Mapping Research on Ubuntu Management in African Tourism: A Bibliometric Analysis <i>Victoria Mntambo, University Of Zululand</i>	Entrepreneurial innovation for rural tourism development: A Systematic Literature Review of innovation practices and enabling factors <i>Wimbayi Chasaya, University Of Zululand</i>
10:50 – 11:05	Reimagining local tourism through resident perspectives: Moving beyond infrastructure towards meaningful destination experiences <i>Mulongame Deborah Kalobo, North West University</i>	Reenvisioning Inclusion: An Ubuntu framework to restoring Cultural Identity in a Globalised Hospitality Industry <i>Blessing Chauke, Diane Abrahams, & Tom Baum, University Of Johannesburg, University of Strathclyde Business School, United Kingdom</i>	The determinants of travel decision-making among Black urbanites in South Africa <i>Kaven Lempe, North West University</i>
11:05 – 11:20	Digital Imagery, Destination Branding and the Visibility of Urban Recreational Spaces in Abuja, Nigeria <i>Joshua Oladapo & Enesi Majebi, National Open University Of Nigeria</i>	Integrating Emerging Technologies into Tourism Education: Advancing Accessible Tourism for Persons with Disabilities in South Africa <i>Sesonasipho Shonhiwa, Nelson Mandela University</i>	Challenges faced by the tourism businesses in the adoption of green technologies <i>Amukelani Mdaka & Kaitano Dube, Vaal University Of Technology</i>
11:20 – 11:35	Community-engaged learning as transformative pedagogy in tourism and event education <i>Esti Venske, Phitlhelelo Mokoena, & Wendy Magangqasa, Cape Peninsula University of Technology</i>	Private Higher Education Hospitality Students' Perceptions of Competency Development for Future Workforce Readiness <i>Lynnette Van Der Merwe, Carina Kleynhans, & Antionette Roeloffze, Tshwane University Of Technology</i>	From Survivalist to Scale: The Influence of Traditional Gender Perceptions Towards Growth Entrepreneurship in Tourism Businesses - A Research Agenda <i>Nompumelelo Nzama, Ikechukwu O. Ezeuduji, & Sibusiso D. Ntshangase, Cape Peninsula University of Technology</i>
11:35 – 11:50	Sustainable strategies for South African Business Events: Industry viewpoints on macroenvironmental impacts <i>Zimkitha Bavuma & Esti Venske, Cape Peninsula University of Technology</i>	The motivation of Les Clefs d'Or concierges: An under-utilised resource in South African Tourism <i>Sello Nthebe, Dorothy Queiros, & Nellie Swart, University of South Africa</i>	The Role of Curriculum-Based Entrepreneurship Education in Sustaining Student Ventures Post-University <i>Nonsikelelo Sthulile Zikhali, University Of Zululand</i>
11:50 – 12:05	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any
12:05 – 12:20	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any
12:20 – 12:35	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any
12:35 – 12:50	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any	Reserved for Late Registrations, if any

13:00 – 14:00

Lunch & Networking

[Venue - Ondini]

14:00 – 15:00

Panel Session

Embedding Research in Learning and Teaching

Chair: Prof Magdalena Petronella (Nellie) Swart, University of South Africa

Panellists: Dr Portia Pearl Siyanda Sifolo (Tshwane University of Technology), Prof Ayansola Ayandibu (University of Zululand), Dr Pavla Mokoena (Cape Peninsula University of Technology), Prof Martinette Kruger (North-West University)

15:00 – 15:15

Coffee/Tea Break

15:15 – 16:15

Panel Session:

Navigating the Postgraduate Journey: Reflections from Postgraduate Students

Chair: Nolwazi Mabaleka, University of Zululand, South Africa

Panellists: [To be constituted during the Conference]

17:00 – 18:30

TESA Annual General Meeting

End of Day 3

Day 4 (Thursday, 24 September 2026)

08:00 – 16h00

Tours

18:30

Heritage Day Gala Event (with Dr Bandile Mkhize, Chairperson, Advisory Committee, Department of Recreation and Tourism, University of Zululand) [Venue – Zunckels]

Day 5 (Friday, 25 September 2026)

Day of Leisure and Departures