

VIRTUAL INTERNATIONAL FORUM



South Africa-China Tourism Cooperation: Opening New Horizons



Hosted by the University of Johannesburg

A collaboration of the
**University of Johannesburg Confucius Institute (UJCI),
the Centre for Africa-China Studies (CACS),
and the School of Tourism and Hospitality (STH)**

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SUPPORTED BY:

Sun Yat-sen University (China)
Nanjing Tech University (China)
Embassy of the PRC to South Africa
South Africa National Department of Tourism
Ministry of Culture and Tourism of the PRC
World Tourism Alliance
China Tourism Academy of Ministry of Culture and Tourism of the PRC
University of Cape Town Confucius Institute
Zhejiang Provincial Tourism Association
Tourism Business Council of South Africa
China Telecom South Africa (Pty) Ltd

CO- CHAIRED BY:

Prof Peng Yi , Co-Director, CACS and UJCI
Prof Kelvin Bwalya, Vice Dean, College of Business & Economics, UJ
Prof Diane Abrahams, Director, School of Tourism and Hospitality , UJ
Prof Luo Qiuju, Deputy Dean, School of Tourism Management, Sun Yat-sen University
Prof Tembi Tichaawa, Academic Head: Tourism, School of Tourism and Hospitality, UJ
Dr David Monyae, Co-Director, UJ CACS and UJCI
Prof Chris Rogerson, Distinguished Research Professor, School of Tourism and Hospitality, UJ



ABOUT THE SCHOOL OF TOURISM AND HOSPITALITY (STH)

The School of Tourism and Hospitality is Africa's leading institution of higher learning in the field of Tourism and Hospitality. The STH was ranked number one (1) in Africa in terms of the QS Rankings (2019, and 2020) School of Tourism and Hospitality Generic Profile 2 for Hospitality and Leisure Studies. Equally notable is the STH's global ranking, 18th out of 100 Tourism and Hospitality Schools in the Prestigious Shanghai Ranking (2021).

Leveraging on its unique positioning in terms of its programme offering, global ranking, commercial outlets, and its strong links to sector through its vibrant Alumni network, the STH is a high performing School within the University of Johannesburg's College of Business and Economics (CBE). Its mission and purpose is to develop critical thinkers and problem solvers in Tourism and Hospitality, who will go on to address business, economic and societal challenges. The STH aligns itself to the UJ values: Imagination, Conversation, Regeneration and Ethical foundation.

ABOUT THE CENTRE FOR AFRICA-CHINA STUDIES (CACS)

The Centre for Africa-China Studies (CACS) is a research institute established within the University of Johannesburg Confucius Institute (UJCI) in November 2018. Its purpose is to study the entire range of Africa-China relations, including diplomatic relations, economic relations, people-to-people relations, and relations between China, African institutions and African countries in international forums. It maintains an international network of scholars and experts in five countries, four of them BRICS countries, namely South Africa, Brazil, Russia, China, Ethiopia and Kenya.

The Centre is a member of the international Belt and Road Studies Network (Beijing), and a partner in the Africa-China Think Tanks Forum (established in Lusaka)The Centre also manages UJ's membership of the BRICS Network University's BRICS Studies International Thematic Group (ITG), as mandated by the Department of Higher Education and Training (DHET), as well as the university's main office for BRICS-related matters. CACS focuses on three thematic areas, namely People-to-People Relations, Economic Relations, and Africa-China Relations in International Forums.



CONCEPT NOTE

The Covid-19 pandemic has had a profound impact on the global tourism sector. The impact of the Coronavirus on different regions of the world has affected several variables in the global tourism value chain, including business sustainability, the generation of value, employment, domestic and international movements, the ability to service costs, and the transfer of foreign exchange. To mitigate the impact of the spread of the Coronavirus, institutions across the world had to take necessary measures to ensure sustainability and growth. Moreover, international travel restrictions adversely affected the tourism sector and directly impacted on tourism capacity utilisation.

The virtual international forum titled 'South Africa-China Tourism Cooperation: Opening New Horizons' has been devised with the central goal of enhancing tourism collaboration, to facilitate an exchange of knowledge and to discuss the strategic alliance between South Africa and China amid a global pandemic.

China and South Africa set up diplomatic relations for 23 years and the two countries have signed MoUs in the field of tourism. Since 2007 Sino-South African relations have become progressively close with increasing trade, policy and political ties. The head of states for both South Africa and China have expressed their concerns and desires for further collaboration in the field of tourism. On the 16th of March 2021, the Tourism Ministry and H.E Ambassador Chen Xiaodong reached an agreement to collaborate through virtual meetings to share their experiences and to drive the recovery process of the tourism sector post the global pandemic.

Over the past few years, South Africa has focused on developing the Chinese market through various initiatives. The South African Department of Tourism formulated the 'China Ready Strategy' for attracting Chinese tourists by enhancing collaboration, improving service quality, and ensuring that there is business sustainability in the sector. These efforts of sharing not only resources but self-sufficient means to drive growth amid a global pandemic will help lay a solid foundation for the eradication of poverty and unemployment as well as aid the revitalisation of the tourism sector.

Highly esteemed scholars and partners predominantly from South Africa and China have been invited to weigh in on the impact of the Covid-19 global pandemic on the tourism sector and the drive towards recovery on the African continent. We hope that you will be available to participate in this high-level conversation on 4 August 2021 to gain a holistic perspective on post-Covid economic recovery strategies, sustainable development and how to open up new horizons for the tourism sector.



KEYNOTE SPEAKERS

Prof Tshilidzi Marwala, Vice-Chancellor and Principal, University of Johannesburg
The Hon. Mr Amos 'Fish' Mahlalela, South African Deputy Minister of Tourism
The Hon. Mr Li Zhigang, Minister of the Embassy of the PRC in South Africa
Mr Xie Jinying, Director General, Bureau for International Exchanges and Cooperation, Ministry of Culture and Tourism, PRC
Mr Liu Shijun, Secretary General, World Tourism Alliance

GUEST SPEAKERS

Mr Victor Tharage, Director-General, National Department of Tourism, South Africa
Ms Anita Mendiratta, Special Advisor to the UNWTO, Founder & President of Anita Mendiratta & Associates
Mr Tshifhiwa Tshivhengwa, CEO, Tourism Business Council of South Africa
Prof Ylva Rodny-Gumede, Head of the Division for Internationalisation, University of Johannesburg

ACADEMIC SPEAKERS

Prof Li Shina, Sun Yat-sen University
Prof Huang Zhuowei, Sun Yat-Sen University
Prof Robin Nunkoo, Associate Professor, Faculty of Law and Management, University of Mauritius and Distinguished Visiting Professor, UJ STH
Prof Yang Jinsong, Director, International Institute of China Tourism Academy (Data Centre of the Ministry of Culture and Tourism)
Dr He Liehui, Zhejiang Provincial Tourism Association
Prof Wang Chunting, Vice-Dean, School of Public Administration and Law, Nanjing Tech University
Dr Albert Kimbu, Reader, School of Hospitality and Tourism Management, University of Surrey, and Senior Research Associate, UJ STH

SESSION CHAIRS

Prof Peng Yi, Co-Director, CACS
Dr David Monyae, Co-Director, CACS
Prof Kelvin Bwalya, Vice Dean: Research & Internationalisation, UJ
Prof Diane Abrahams, Director, School of Tourism and Hospitality, UJ
Prof Luo Qiuju, Deputy Dean, School of Tourism Management, Sun Yat-sen University
Prof Tembi Tichaawa, Academic Head: Tourism, School of Tourism and Hospitality, UJ
Prof Chris Rogerson, Distinguished Research Professor, School of Tourism and Hospitality, UJ



PROGRAMME

SAST	BJT	ITEM	SPEAKER
OPENING SESSION			
Co-Chaired by Prof Peng Yi and Dr David Monyae, Co-Directors, UJ CACS and UJCI			
09:00-09:05	15:00-15:05	Introductory remarks	Prof Peng Yi & Dr David Monyae
09:05-09:11	15:05-15:11	Welcoming address	Prof Tshilidzi Marwala
09:11-09:17	15:11-15:17	Keynote address	The Hon. Mr Amos Mahlalela
09:17-09:23	15:17-15:23	Keynote address	The Hon. Mr Li Zhigang
09:23-09:29	15:23-15:29	Remarks	Mr Xie Jinying
09:29-09:35	15:29-15:35	Remarks	Mr Liu Shijun
09:35-09:40	15:35-15:40	Introduction of academic co-chairs	Prof Peng Yi and Dr David Monyae
FIRST ACADEMIC SESSION			
Co-Chaired by Prof Diane Abrahams and Prof Luo Qiuju			
09:40-09:42	15:40-15:42	Opening remarks	Prof Diane Abrahams and Prof Luo Qiuju
09:42-09:52	15:42-15:52	Remarks	Prof Li Shina
09:52-10:02	15:52-16:02	Remarks	Prof Huang Zhuowei
10:02-10:12	16:02-16:12	Remarks	Prof Robin Nunkoo
10:12-10:22	16:12-16:22	Remarks	Dr Albert Kimbu
10:22-10:32	16:22-16:32	Questions & answers	
10:32-10:37	16:32-16:37	Summary by co-chairs	
SECOND ACADEMIC SESSION			
Co-Chaired by Prof Tembi Tichaawa and Prof Chris Rogerson			
10:37-10:39	16:37-16:39	Opening remarks	Prof Tembi Tichaawa and Prof Chris Rogerson
10:39-10:45	16:39-16:45	Remarks	Ms Anita Mendiratta
10:45-10:51	16:45-16:51	Remarks	Mr Tshifhiwa Tshivhengwa
10:51-11:01	16:51-17:01	Remarks	Prof Yang Jinsong
11:01-11:11	17:01-17:11	Remarks	Dr He Liehui
11:11-11:21	17:11-17:21	Remarks	Prof Wang Chunting
11:21-11:31	17:21-17:31	Questions & answers	
11:31-11:36	17:31-17:36	Summary by co-chairs	
CLOSING SESSION			
Chaired by Prof Kelvin Bwalya			
11:36-11:46	17:36-17:46	Remarks	Mr Victor Tharage
11:46-11:56	17:46-17:56	Vote of thanks	Prof Ylva Rodny-Gumede
11:56-12:00	17:56-18:00	Official conclusion	Prof Kelvin Bwalya



KEYNOTE SPEAKERS



Prof Tshilidzi Marwala is Vice-Chancellor and Principal of the University of Johannesburg, and Deputy Chair of the Presidential Commission on the Fourth Industrial Revolution. His multi-disciplinary research interests include the theory and application of artificial intelligence to engineering, computer science, finance, social science and medicine. He has an extensive track record in human capacity development and has published 15 books on artificial intelligence.



The Hon. Mr Amos 'Fish' Mahlalela is the South African Deputy Minister of Tourism. He is a member of the South African Parliament, and the ANC Whip in the Portfolio Committee on Health. He has served in government for more than 21 years and is a former Transport MEC and member of the provincial executive council of Mpumalanga. In 2002, he became chair of the ANC in Mpumalanga.



The Hon. Mr Li Zhigang is the Minister in the Embassy of the People's Republic of China in the Republic of South Africa. He joined the Ministry of Foreign Affairs (MFA) of the PRC in 1995. He then worked in the MFA's Department of African Affairs, its General Office, and the Chinese Embassy in Namibia. From 2011 to 2018, he served as DDG and DG in the General Office of the State Council of the PRC, mainly in the area of diplomacy.



Mr Xie Jinying is the Director General (DG) of the Bureau of International Exchanges and Cooperation, Ministry of Cultural and Tourism, PRC. His department oversees foreign affairs, cultural exchanges; the development of policies and regulations; the signing of cultural cooperation agreements between China and foreign countries; and liaison work with cultural departments in Chinese embassies abroad.



Mr Liu Shijun is the Secretary-General of the World Tourism Alliance, and a seasoned travel and tourism professional with more than 30 years of industry experience in both the private and public sectors. His previous designations include Director-General of the Marketing & International Cooperation Department of the former China National Tourism Administration, Secretary-General of the China Tourism Association, and Director of the the China National Tourist Offices in Sydney and New Delhi.



GUEST SPEAKERS



Mr Victor Tharage is the Director-General of the National Department of Tourism, South Africa. Previously, he served on the Tourism Broad Based Black Economic Empowerment Charter Council, and head of its Secretariat. While serving as Deputy Director General (DDG) for Policy Knowledge Services, his portfolio included driving the implementation of the National Tourism Sector Strategy (NTSS), sector research, policy development and responsible tourism. He was also the head of the 2010 FIFA World Cup tourism preparations unit at the NDT.



Ms Anita Mendiratta is a Special Advisor to the UN World Tourism Organisation (UNWTO), and Founder and President of Anita Mendratta & Associates, a London-based international consulting firm. She has worked with governments, businesses, and international organisations across the tourism, aviation and development sectors, and has written six books.



Mr Tshifhiwa Tshivhengwa is Chief Executive Officer of the Tourism Business Council of South Africa. He has 20 years of experience in various tourism fields, including international marketing, business development, international trade relations and leadership. He has worked for various companies in the tourism value chain, including South African Tourism, Myriad Marketing and FEDHASA. He has also consulted to various companies on project development, marketing management, travel and events management and communications. He has served on the Tourism Transformation Council and Tourism Grading Council of South Africa, and currently serves on the global Board of Advisors of the Sigmund Project, which supports innovation and collaboration in tourism across the globe.



Prof Ylva Rodny-Gumede is the Head of the Division for Internationalisation and a Professor in the School of Communication at the University of Johannesburg, and a Senior Associate Researcher of the Stanhope Centre for International Communications Policy Research at the London School of Economics. She holds a PhD from the School of Oriental and African Studies (SOAS), London University, an MA in Politics from the University of Witwatersrand, and an MA in Journalism from Cardiff University.



ACADEMIC SPEAKERS



Prof Li Shina is a professor at Sun Yat-sen University. She previously taught at several universities in the United Kingdom. She is an associate editor of *Annals of Tourism Research*, and serves on the editorial boards of the *Journal of Travel Research* and *Tourism Economics*. She has led research projects funded by the British Academy, UK Economics and Social Research Council. Her research interests include tourism economics, sustainable development, tourist behaviour and psychophysiological research.



Prof Huang Zhuowei is an Associate Professor in the School of Tourism Management at Sun Yat-sen University. Her research interests include social media, new technology and tourism, with a focus on visitor experience and destination management. She is also interested in global tourism and sustainable tourism. She has published widely in leading journals in the tourism and hospitality management field.



Prof Robin Nunkoo is an Associate Professor in the Faculty of Law and Management at the University of Mauritius; a Visiting Senior Research Fellow and Distinguished Visiting Professor at UJ; an Adjunct Professor in the Griffith Institute for Tourism, Griffith University, Australia; and a Visiting Researcher at the Copenhagen Business School in Denmark. He is the associate editor of the *Journal of Hospitality Marketing and Management* and *Tourism Review*, and the Regional Editor (Africa) of the *Journal of China Tourism Research*. He has published widely in leading tourism journals, and has edited several books on research methods and tourism planning.



Prof Yang Jinsong is the Director of the International Institute of the China Tourism Academy. His main research interests are tourism development and management, tourism economy and tourism planning. He has participated in more than 70 research projects, and provided numerous countries with travel planning advice. He has also written extensively on his areas of expertise.



Dr He Liehui is a representative of the Zhejiang Tourism Association, and chairman of the Touchroad Group. He has been recognised as one of 'Ten Chinese Who Have Deeply Moved the African People'. He has held numerous senior positions in politics, economics and education, including serving as Vice Chairman of The Chinese-African People's Friendship Association; Honorary Tourism Ambassador of The Republic of Zimbabwe; Vice Chairman of the Chamber of International Commerce in Shanghai; and Adjunct Professor of Shanghai Normal University and Zhejiang Normal University.



Academic speakers (continued)

Prof Wang Chunting is Vice Dean of the School of Public Administration and Law at Nanjing Tech University. Previously, she was a Post-doctoral Fellow of the NGO Research Centre in the School of Public Policy & Management of Tsinghua University, and a Visiting Public Affairs Scholar at the University of Wisconsin-Madison.



Dr Albert N Kimbu is the Head of the Tourism and Transport Department and a Reader in Hospitality and Tourism in the School of Hospitality and Tourism Management, University of Surrey, Guildford, UK. He is also the co-founder of the Gender, Entrepreneurship and Social Policy Institute (GESPI) and a Senior Research Associate of the School of Tourism and Hospitality at the University of Johannesburg. He holds a PhD in Tourism from Nottingham Trent University, and joined the University of Surrey in 2010. He is a leading researcher on development entrepreneurship, gender and inclusive development through tourism. He has edited numerous books on hospitality and tourism policy, management and practice in Africa, and has been awarded research grants by the British Academy, the Newton Fund, and Research England's GCRF on these topics. The results have been published in leading hospitality, tourism and management journals including *Annals of Tourism Research*, *Tourism Management*, *Journal of Sustainable Tourism* and *Journal of Small Business Management*. He consults to the UNWTO and World Bank on issues related to gender, entrepreneurship, and inclusive growth through tourism.

SESSION CHAIRS



Prof Peng Yi is Co-Director of the Centre for Africa-China Studies and the Confucius Institute at the University of Johannesburg, and an arbitrator of the Nanjing Arbitration Commission. She holds a PhD in International Law from Wuhan University. Previously, she was a Postdoctoral Fellow of Nanjing University, and a visiting scholar at Hong Kong University.



Dr David Monyae is Co-Director of the UJ CACS and UJCI. An international relations and foreign policy expert, he previously served as Section Manager: International Relations Policy Analysis at the South African Parliament, and a policy analyst at the Development Bank Southern Africa (DBSA).



Prof Diane Abrahams is the Director of the School of Tourism and Hospitality at the University of Johannesburg, providing stewardship and oversight to both the academic departments and the commercial operations unit.



Session chairs (*continued*)

Prof Luo Qiju is Deputy Dean of the School of Tourism Management at Sun Yat-sen University. Her research interest include event management, social media, and special interest tourism. She has published widely in academic journals, managed major research projects, and consulted to major public and private sector institutions.



Prof Kelvin Bwalya is Vice-Dean: Research & Internationalisation in the College of Business & Economics at UJ. He is an experienced researcher and consultant in applied computer information systems and information management.



Prof Tembi Tichaawa is Academic Head of Tourism in the UJ School of Tourism and Hospitality. His fields of interest include tourism development, sports tourism, mega-events and ecotourism. He has supervised many postgraduate students. He has published widely, and presented papers at numerous local and international conferences.



Prof Chris Rogerson is a Distinguished Research Professor in the School of Tourism and Hospitality at UJ, and an internationally recognised scholar. His most cited and innovative works address issues of tourism and poverty alleviation, local economic development and the informal economy.
