

7th International Conference on Tourism Research - ICTR 2024
Hosted by the Centre for Tourism Research in Africa
at the Cape Town Hotel School, Cape Peninsula University of Technology, South Africa
18 - 19 March 2024

The timing throughout the conference will be listed in Capetown time which is UTC+2

Sunday 17th March 2024		
18:00-19:00	Pre-conference Registration and Welcome Drinks La Splendida Hotel, Mouille Point, Cape Town	
Monday 18th March 2024		
08:30	Conference Registration and Coffee	
09:00	Welcome and Opening of the Conference: Prof Rishi Balkaran, Deputy Vice Chancellor-Teaching & Learning, Cape Peninsula University of Technology Room: Auditorium and Zoom Room 1	
09:20	Keynote Address: Dr Kamilla Swart, Hamad Bin Khalifa University, Qatar The Future of the Olympic Games - When will it be Africa's turn?	
10:05	Conference Splits into Parallel Streams	
	Stream A: Tourism in Africa Chair: Pavla Mokoena Room: Auditorium PHYSICAL	Stream B: Mini Track on Sport and Event Tourism Chair: Brendon Knott & Tracy Daniels Room: Imbizo Room PHYSICAL
		Stream C: Mini Track on Sustainable Tourism & the Circular Economy Chair: Christopher J Moon ZOOM Room 1 and Arnold Brock Room
10:20	Challenges and Opportunities Facing Ecotourism in Sub-Saharan Africa from Climate Change Desertification Thomas Mullikin, University of South Carolina, Columbia, United States	Nation-branding Opportunities Through Sport Mega-events: Tourism Impact from FIFA World Cup in South Africa 2010 and Qatar 2022 Brendon Knott, Cape Peninsula University of Technology, Cape Town, South Africa, Kamilla Swart, Hamad Bin Khalifa University, Qatar, Othman Al Thawad and Yara Zeyad Ali, Qatar University, Qatar
10:40	A Western Cape Food Tour: Examining Indigenous Food in Eateries through Application of the Lived-Experience Model Hennie Fisher and Gerrie du Rand, University of Pretoria, South Africa	The Socio-Economic Impact of a Major Cultural Event in Cape Town During and Post-Pandemic Janice Hemmonsby-Lodewyk, Era Elhaam Abrahams and Gift Muresherwa, Cape Peninsula University of Technology, Hilary Bama Nji, University of the Free State, South Africa,
11:00	Covid-19 Disruption in the Use of Hospitality Services in South Africa Shinakaho Nyathela-Sunday, Cape Peninsula University of Technology, Cape Town, Stanley Lekata, Sefako Makgatho Health Sciences University, Hema Kesa, University of Johannesburg and Mosa Selepe, University of Limpopo, South Africa	Profiling the Emerging South African Post Pandemic Sport Event Tourist Tracy Daniels and Tembi Tichaawa, University of Johan, South Africa (Presentation only)
11:20	Constructing Township Tourism for Foreign Consumption: A Case Study of Umlazi Township Shioke Umejei and Maheshvari Naidu, University Of Kwazulu-Natal, Durban, South Africa (Presentation Only)	eSports a Sports: Parent's Perspective. Nosiphiwo Mahlangu, UNISA, Pretoria, South Africa and Rosa Naudé-Potgieter, TUT, South Africa
11:40	Applying the Jobs-to-be-done Framework to Understand Hoteliers' Needs on Accommodation Platforms Lydia Penkert, Trivago, Germany and Marco Pretorius, Nelson Mandela University, Port Elizabeth, South Africa	eSports Events: The Good the Bad, the Ugly Rosa Naudé-Potgieter, TUT, and Nosiphiwo Mahlangu, UNISA, Pretoria, South Africa
12:00	Wildlife Volunteer Tourism: Scientific And Educational Contributions In South Africa Uwe Hermann and Charmaine de Klerk, Tshwane University of Technology, Pretoria, South Africa	Leveraging Major Sport Events' Success Towards Positioning Qatar as a Sport Tourism Destination Mohammed Yaqot, Brenno Menezes and Kamilla Swart, Hamad Bin Khalifa University, Qatar
12:30	Keynote Address: Auditorium and Zoom Room 1 Assoc Prof Kaitano Dube, Vaal University of Technology, South Africa Opportunities and Challenges of Artificial Intelligence (AI) in Tourism and Hospitality Research	
13:15	Lunch Break	Lunch Break
		Lunch Break

	Stream A: Sustainable Tourism and the Circular Economy Chair: Hennie Fisher Room: Auditorium PHYSICAL	Stream B: Mini Track on Entrepreneurship and Tourism Chair: Sweta Patnaik & Shamil Isaacs Room: Imbizo Room PHYSICAL	Stream C: COVID-19 Chair: Stelios Marneros ZOOM Room 1 and Arnold Brock Room VIRTUAL
14:20	Regulatory Performance of Tourist Hunting and Legal Game Meat Trade in Tanzania Reuben M.J. Kadigi , Sokoine University of Agriculture, Morogoro, Tanzania	Entrepreneurship, Tourism, Local Fashion, and Curriculum Development: A South African Study Sweta Patnaik , CPUT, Cape Town, South Africa	Sustainable Tourism Practices in the Post-COVID Era: Lessons from Southern Africa Gift Muresherwa and Cynthia Nokubonga Dube Cape Peninsula University of Technology, South Africa, Washington Makuzva , University of Mpumalanga, South Africa
14:40	Religious Pilgrimages in South Africa: A Catalyst for Sustainable Tourism and Local Economic Development Linda Nompumelelo , University of Zululand, Richards Bay, South Africa	Opportunities in Dark Tourism: The Case of New Orleans Hilary Becker , Carleton University, Ottawa, Canada (Presentation only)	COVID-19 Impact on Future Study Choices: Will Students Consider a Tourism Qualification Post the Pandemic? Washington Makuzva , University of Mpumalanga, Nelspruit, South Africa <i>(Presented by Gift Muresherwa and Cynthia Nokubonga Dube)</i>
15:00	The Impact of Sustainable Commitment on Tourist Food and Beverage Choices During a Guided Day Tour: an Experimental Investigation Suresh Malodia and UT Rao , MICA, India (Presentation only)	Tourism as a Catalyst for Supporting Sustainable SMME Development Sweta Patnaik and Shamil Isaacs , CPUT, South Africa	Covid-19 Disruptions Driving Sustainable Tourism: A Case of the Hawaiian Tourism Industry Maryanne Eva and Mark Esposito École des Ponts, Vancouver, Canada (Presentation only)
15:20	Social Sustainability: Challenges to the Restaurant Sector Sector Beatriz Maia , Susana Silva and António Melo Polytechnic of Porto, Vila do Conde, Portugal	Women Tourism Entrepreneurs in KwaZulu-Natal, South Africa: Capabilities and Challenges? Nzama Nompumelelo , Cape Peninsula University of Technology, Cape Town and Ikechukwu Ezeuduji , University of Zululand, South Africa	The Impact of Covid-19 on Consumer Behavior in the Food Vs Clothing Sectors Manuel Sousa Pereira , Eduarda Graça , Ana Leal , Alvaro Cairrao , Instituto Politécnico de Viana do Castelo, Braga and António Cardoso , UFP, Portugal
15:40	<i>Break</i>	<i>Break</i>	<i>Break</i>
	Stream B: Education Chair: Susana Silva Room: Auditorium PHYSICAL	Stream B: Tourism Issues Chair: ZOOM Room 2 and Imbizo Room VIRTUAL	Stream B: Covid-19 and Word-of-Mouth Chair: Manuel Sousa Pereira ZOOM Room 1 and Arnold Brock Room VIRTUAL
16:00	The Limited Hospitality Career Knowledge of Learners in Township High Schools Schools, Cape Town Celiwe Menze and Tshinakaho Nyathela-Sunday , Cape Peninsula University of Technology, South Africa	Impact of the Pandemic on Event Tourism: The Resilience of Japanese Pop Culture Events Filipe Severino and Francisco Silva , Estoril Higher Institute for Tourism and Hotel Studies, Portugal	Preparing for Pandemics: Reflecting on the Impact of Strategic Elements in the Covid-19 Influenced Online Travel Agencies' Marketing Mix Rifa Darmawan National Quemoy University, Taiwan and John Baker , Ton Duc Thang University, Ho Chi Minh City, Vietnam
16:20	The Integration of Graduate Attributes Within the Hospitality Management Curriculum at Higher Education Institutions Ngizimisele Mosho , Tshinakaho Nyathela-Sunday and Oswald Mhlanga Cape Peninsula University of Technology, South Africa	The Perceptions of Tourism Students Towards Blended Learning: A Case From a Comprehensive University in South Africa Sibusiso Ntshangase and Nolwazi Mabaleka University of Zululand, South Africa	Developing and Managing Tourism in the Post-Covid19 era: Perceptions from Hotel Industry Professionals in Cyprus Nikolaos Boukas and Stelios Marneros , European University Cyprus, Cyprus
16:40	Close of Physical Conference Day	Potentials of Rural Tourism Around Hluhluwe iMfolozi Park, South Africa: Local Community Perspective Nelisile Mgabhi , Mzimela Nomfundo and Ikechukwu Ezeuduji , Univeresity of Zululand, South Africa	Exploring word-of-mouth: The Impact of Social Interaction, Attitudes and Video Ad Design in Tourist Behaviour Sara Santos , Maria Vasconcelos , Sónia Ferreira , Luísa Augusto , Instituto Politécnico de Viseu, Viseu, Portugal and Pedro Espírito Santo , Instituto Politécnico de Leiria, Portugal
17:00		Voluntourism in the Context of Community-Based Tourism, and Regenerative Tourism: A Theoretical Exploration Focusing on Responsibility Rositsa Röntynen and Minna Tunkkari-Eskelinen , Jamk University of Applied Sciences, Finland	
17:20		Close of Conference Day	Close of Conference Day
19:00	Conference Dinner for in-person participants Karibu Resturant at the V&A Waterfront		

	Tuesday 19th March 2024		
09:00	Opening Messages: Prof Paul Green: Dean of the Faculty of Business & Management Sciences, Cape Peninsula University of Technology Room: Auditorium and Zoom Room 1		
09:05	Keynote Address: Prof Ike Ezeuduji, University of Zululand, South Africa Bleisure Travel Reimagined: Implications for Research		
09:50	Introduction to ICTR 2025		
10:00	Coffee Break and Poster Presentations <i>Physcial Poster presenters stand by their poster to present. Virtual Poster Presentations take place in Zoom Room 1.</i>		
	Conference splits into streams		
	Stream A: Mini Track on Tourism & Hospitality ICT Chair: Cândida Silva Room: Auditorium PHYSICAL	Stream B: Theraputic, Medical, Sport and Luxury Tourism Chair: Francisco Silva ZOOM Room 2 and Imbizo Room VIRTUAL	Stream C: Ecotourism, Volunteering, Sustainability and Marketing Chair: Ana Ferreira ZOOM Room 1 and Arnold Brock Room VIRTUAL
10:30	Gender Perspectives on the Service Quality of Low-Cost Hotels Precious Chikezie Ezeh , Federal University Gusau, Nigeria and Ikechukwu Ezeuduji , University of Zululand, South Africa	Indiginous Therapeutic Tourism: Challenges, Emerging Trends, and Sustainability Márcio Abella , Flaviano Fonseca , and Jorgenaldo Santos , Instituto Federal de Educação, Ciência e Tecnologia de Sergipe, Brazil and Fernanda A. Ferreira , ESHT P.PORTO, Vila do Conde, Portugal	Aspects of Ecosystem Approach in Governing a Tourism Destination Rositsa Röntynen , Varna Free University "Chernorizets Hrabar", Varna, Bulgaria (PhD Research)
10:50	Instagram as a Digital Marketing Tool of a Hotel Brand Cândida Silva , Susana Silva and Ana Eduarda Rodrigues , School of Hospitality and Tourism, Polytechnic Institute of Porto, Portugal		Accessible and Inclusive Tourism: The Hotel Industry in Porto - The InterContinental Porto, Palacio das Cardosas Ana Ferreira and Marta Oliveira , School of Hospitality and Tourism, Porto, Portugal
11:10	Unlocking the Potential of Hybrid Learning: Tourism Student Voices in South African Universities of Technology Pavla Mokoena and Chris Hattingh , Cape Peninsula University of Technology, South Africa	Indigenous Games as a Catalyst for Sport Tourism Development in South Africa Abenathi Ivy Ntelezi and Gift Muresherwa , Cape Peninsula University of Technology, Cape Town, South Africa and Hilary Kennedy Nji Bama , University of the Free State, South Africa (Masters Research)	Paradisiacal Lived Experiences of Tourists in Islas De Gigantes Don Anton Balida , International College of Engineering and Management, Muscat, Oman
11:30	Encouraging Intersectoral Collaboration to Promote Medical Tourism in South Africa Michaelle Deonarain and Renitha Rampersad , Cape Peninsula University of Technology, South Africa (PhD Research)	Tourists' Luxury Value and Sustainability Perceptions of South African Exotic Leather Products Nadine Sonnenberg , Marlien Van der Hout and Helena De Klerk , University of Pretoria, South Africa	Experiential Marketing and Purchase Intention of Ecotourism Experiences: Z-Generation Case Sónia Nogueira , Marília Durao , Luis Pacheco , Makhabbat Ramazanova and João Carvalho , Portucalense University, Portugal
11:50	Innovations in Tourism Entrepreneurship Education: The Case of the Airbnb Entrepreneurship Academy Akhona Melani , Tracy Daniels , University of Johannesburg, South Africa, Wilme Verwoerd-Witbooi , Airbnb South Africa, South Africa and Kim Whitaker , Kim Whitaker, South Africa (Presentation only)	Ethical and Medical Dilemmas of Extreme Tourism Melvin Marsh , Extreme Environment Psychology and Medicine Consulting LLC, Augusta, USA	Film Tourism, Creative Process, and Territorial Entrepreneurship Eunice Lopes , Jorge Simões , Ana Pacheco and Rúben Loureiro Polytechnic Institute of Tomar, Portugal and Eunice Duarte , Polytechnic Institute of Setúbal, Portugal
12:10	Keynote Address: Auditorium and Zoom Room 1 Prof Catheryn Khoo, Torrens University, Australia Contested HISTory: Representation in HERitage Tourism		
13:00	Lunch Break	Lunch Break	Lunch Break

	Stream A: Tourism Issues Chair: Shioke Umejei Room: Auditorium PHYSICAL	Stream B: Careers and Cybersecurity Chair: Nadine Sonnenberg ZOOM Room 2 and Imbizo Room VIRTUAL	Stream C: Destination Management Chair: Alcina Nunes ZOOM Room 1 and Arnold Brock Room VIRTUAL
14:00	Experts' Judgement on Responsible Behaviour in Cultural Heritage Tourism Beverly Ntshabeleng , Elrickie Botha and Nicolene Conradie University of South Africa, Pretoria, South Africa,(Presentation only)	Human Resources Management and the Impact of the Restaurant Opening Hours: an Exploratory Study Daniel Azevedo and Susana Silva , CITUR, ESHT, Instituto Politécnico do Porto, Portugal	Perceptions and Realities of Lisbon: An Examination of the Image of a Tourist Destination Filipe Segurado Severino , Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), Ana Gláucia Roque , Margarida Cristina , Zélia Raposo Santos , Instituto Politécnico de Lisboa (IPL), Sandra Nunes and Teresa Costa , Instituto Politécnico de Setúbal (IPS)
14:20	The Challenges of Tourism Sector Employees in Türkiye: Aegean Region Example Nuray Turan , Karamanoğlu Mehmetbey Üniversitesi, Karaman, Türkiye	Host Scaling and Revenue Management: Is There a Link? Ruggero Sainaghi , IULM University, Milan and Graziano Abrate , Università Del Piemonte Orientale, Italy	An Importance-Performance Analysis Approach to a Tourism Destination: The Case of Lisbon Metropolitan Area, Portugal João Ferreira do Rosário , Zélia Raposo Santos , Instituto Politécnico de Lisboa (IPL), Filipe Segurado Severino , Maria de Lurdes Calisto Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), Sandra Nunes and Teresa Costa , Instituto Politécnico de Setúbal (IPS), Portugal
14:40	Potentials of Rural Tourism Around Hluhluwe iMfolozi Park, South Africa: Local Community Perspective Nelisile Mgabhi , Mzimela Nomfundo and Ikechukwu Ezeuduji , Univeresity of Zululand, South Africa	Tourism and Hospitality Industry Employees' Experiences of Career Shocks and Career Resilience Anne Törn-Laapio and Marianne Ekonen , Jamk University of Applied Sciences and Pia Heilmann , University of Eastern Finland, Finland	The Competitiveness of Tourist Destinations: A Review of the Scientific Literature Yesenia Aylen Serruto-Perea and Franklin Cordova-Buiza , Universidad Católica Santo Toribio de Mogrovejo, Chiclayo, Peru
15:00	Summary and Close of the Physcial Conference	A Cybersecurity Collaborative Model: Best Practices Sharing Among South African Tourism and Hospitality Businesses Tapiwa Gundu , Nelson Mandela University, Nangamso Mmango , Department of Basic Education, Kimberley, South Africa	Tourism Destination Management and Public-Private Partnership Networks: a Literature Review Yesenia Aylen Serruto-Perea , Universidad Católica Santo Toribio de Mogrovejo, Chiclayo, Peru
15:20		Zoom Room 2: Summary and Close of the Virtual Conference	
15:30	<i>Close of Conference</i>	<i>Close of Conference</i>	<i>Close of Conference</i>
	Posters will be presented on Tuesday morning. For those attending in person during the coffee break For virtual participants in Zoom Room 1 at 10:00		
	Physical Posters	Virtual Posters	
	Bridging the Gap Between Legitimacy and Neutralisation Strategies in Sustainability Reporting Eljas Johansson , Gdańsk University of Technology, Gdańsk, Poland (WIP)	Ecotourism: A Brief Analysis of Consumer Behavior Research Using Systematic Review Cátia Sá , Vera Vale , University of Aveiro, Aveiro and Catarina Delgado , University of Porto, Portugal (Poster Only)	