



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

SECTOR RESEARCH AGENDA

2019-2021

1. PROPOSED RESEARCH STUDIES

Research Theme	Research Focus Area	Proposed Research Topics
1. Coastal and Marine Tourism	<ul style="list-style-type: none"> • Coastal and marine tourism from a global perspective • Coastal and marine tourism's economic valuation and analysis • Coastal and marine tourism and the environment • Coastal and marine tourism policy developments and guidelines • Coastal and Marine Tourism and tourism development/performance • Coastal and Marine Tourism and Innovation 	<ul style="list-style-type: none"> • Marine and coastal tourism: Lessons learned from other countries • The economic value of coastal and marine tourism • The contribution of coastal and marine tourism in the Small, Medium and Micro-Enterprise (SMME) development within the tourism sector • The impact of coastal and marine tourism on the environment • Security risks and measures necessary for the coastal and marine tourism • The role of infrastructure improvement and enhancement along coastlines for coastal and marine tourism development • Exploring coastal and marine tourism initiatives/programmes to stimulate and create jobs in the sector • Exploring different innovative platforms to increase experiences in coastal and marine tourism • Community involvement and beneficiation in coastal and marine tourism • Investigation of sustainable tourism through the promotion of ecotourism in coastal and marine protected areas

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2. Employment and Decent work	<ul style="list-style-type: none"> • Employment patterns in the tourism sector • Employment dynamics • Skills development • Transformation • Women in tourism • Job creation 	<ul style="list-style-type: none"> • Assessment of factors underlying employment generation in the tourism and hospitality sector • Investigate the tools and models for measuring employment and decent work • Measuring the quality of work and impact on local communities • Evaluation of working conditions in the tourism and hospitality sector • Assessment of work integrated learning and tourism in higher education • Human resource development in the tourism sector • Assessment of training needs and programmes for professional tourist guides • Matching the skills supply and needs of the private sector • Understanding the employment profiles within the tourism hospitality sub-sector: restaurants

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3. Responsible Tourism	<ul style="list-style-type: none"> • Responsible tourism practices • Tourism performance and the environment • Community-based tourism • Sustainable tourism practices 	<ul style="list-style-type: none"> • Factors affecting the implementation of the responsible tourism management practices • Interventions needed to improve the number of enterprises that embrace responsible tourism management practices • The attitudes and perceptions towards responsible tourism practices within SANParks and its tourists, concessionaires and service providers • The effect of climate change on South Africa as tourism destination • The implementation of responsible tourism projects within local communities • Constraints and opportunities for community participation and development management • Evaluation of responsible tourism business models that generate economic benefits for local communities • Exploring tourism marketing platforms for travellers with disabilities • The synergies created with sustainable tourism practices and ecotourism (ecological preservation) • Assessment of factors affecting the sustainability of adventure tourism

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4. Enterprise Development	<ul style="list-style-type: none"> • Entrepreneurship and enterprise development • Tourism value chain and enterprise development • Competitiveness of tourism enterprises • Sustainability of tourism enterprises 	<ul style="list-style-type: none"> • SMME development and transformation in the tourism sector • Entrepreneurship in the creative industry (arts and craft, curio shop etc.) • The role of private, public partnership on SMME development • Investigating the lack of private investors (banks, venture capitalists & angel investors) in tourism SMMEs • Understanding business failure of tourism SMMEs • Identifying growth opportunities offered by markets and by large enterprises to SMMEs in tourism • Unpacking the business linkages for SMMEs in the global tourism value chains and networks • Service quality and standards adherence by black owned SMMEs • Competitiveness of black owned SMMEs • Skills transfer and empowerment to develop local businesses • Utilising integrated marketing communication to create brand recognition and sales • The sustainability issues for new entrants into the tourism sector

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5. Policy, legislative and regulations	<ul style="list-style-type: none"> • Regulatory environment and strategic interventions • International accessibility and entry requirements • Safety and security and the tourism sector • Investment and regulatory reform 	<ul style="list-style-type: none"> • Unintended consequences created by the introduction of the immigration regulations • The impact of immigration policies on tourism performance • Impact of outbreak of diseases, political and economic developments on tourism • Assessment of entry/visa requirements in other countries • The role of South African embassies on tourism performance • Analysis of the successes and failures of the incentive programmes • Analysis of the programme design flaws and contradictions in economic and fiscal policy • Innovative design in incentive programmes for tourism • The linkages of the incentive programmes with other programmes of a government • The application of tourism incentive programmes to other policy aspects targeted at the tourism sector, e.g. tourism grading, universal accessibility, responsible tourism, adventure tourism, etc.

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6. Destination development	<ul style="list-style-type: none"> • Measuring tourism sector in South Africa • Product development and promotion • Tourism and socio-economic development • Tourism experience management • Tourist segmentation • Innovation and competitiveness of destinations • Tourism infrastructure, maintenance and development • Marketing and communication channels • Travel intermediaries and tourism performance • Urban regeneration and tourism performance • Emerging global trends • Niche tourism • Pricing (locally and internationally) 	<ul style="list-style-type: none"> • Model to measure the size of the tourism economy • Development of consumer behaviour model • Assessment of visitor profiles and needs • Econometric model for tourism demand in South Africa • Gap analysis on tourism product offerings and visitor experiences • Identification of new tourism initiatives for sector development • Residents attitudes and support for tourism development • The role of public private partnership in tourism development • Opportunities for tourism in protected areas • Tourist perceptions of trails, facilities and interpretive experiences in parks • The role of the three spheres of government in tourism development and growth • A market mapping of businesses involved in adventure tourism in South Africa • An economic assessment of adventure tourism in South Africa • An analysis niche tourism sectors at provincial levels • Slow tourism as a marketing tool in developing destinations • Assessment of economic viability of wine and cuisine tourism • Development of township tourism • Growing tourism through the entertainment industry (film, casinos etc.) • Diaspora tourism: measurement of the scope and patterns of diaspora visits to friends and relatives in South Africa

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		<ul style="list-style-type: none"> • The role of the different entities in tourism value chain • Assessment of the nature/structure of tourism supply and value chains • Integration of the supply chain principles to create and communicate a common tourism vision • Impact of events on tourism performance and the economy • Value of the exhibition industry and its contribution towards tourism performance • Assessment of South Africa's potential to host new international events • Assessment of return on investment from event infrastructure development and sustainability analysis • Market segmentation and visitor satisfaction of small scale specialised events • The impact of national, provincial and local trade shows on tourism business performance • Aviation capacity in South Africa and future demand to meet tourism growth • Development of land transport to meet tourism growth • Ecotourism in urban environment and management of multi tourism activities • Impact of urban dilapidation on tourism performance and growth • Accessibility of domestic tourism • Assessing product and information communication systems in the tourism sector

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		<ul style="list-style-type: none"> • Product development and packaging through strategic partnerships • The nature and roles played by various travel intermediaries in different markets to improve tourism performance • Understanding the target market for cultural heritage tourism in national parks • Evaluation of heritage tourism products in national parks • Development of new culture and heritage tourism products in national parks • Best practice for visitor management in open parks • Understanding the halaal market: opportunities and challenges in South Africa • Assessment of return on investment for tourism facilities implementing universal accessibility in infrastructure development • The impact of air transport on the tourism sector: an economic aspect • Tools to improve marketing efficiency and effectiveness in tourism at different tourist destinations • Optimising “White elephants” - how local businesses can utilise the tourism products • Cultural heritage products and contribution to tourism development

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7. Service Excellence	<ul style="list-style-type: none"> • Service quality in tourism sub-sectors • Service management in the tourism sector • Memorable tourist experience • Tourist satisfaction and tourism infrastructure • Tourist satisfaction and sustainable tourism businesses • Measuring service delivery 	<ul style="list-style-type: none"> • Development and application of quality assessment tools relevant to tourism sub-sectors • Development of a tourist satisfaction model to enhance sustainable tourism businesses • The relationship between various aspects of customers' perception of service quality and measures of business performance • Application of different service management models to specific businesses and leisure tourism segments • Development of visitor experience model within the South African tourism context • Assessment of customer satisfaction within hospitality sectors (restaurants, accommodation etc.) at ports of entry • Impact of product quality and service delivery – how can South Africa be positioned as a high-value destination
8. Knowledge Economy	<ul style="list-style-type: none"> • Innovation and technology in the tourism Sector • Social Media platforms to promote and create awareness in the tourism sector • E-Marketing tools used to promote destinations • Information Communication Technology (ICT) and the tourism sector 	<ul style="list-style-type: none"> • The use of social media and user-generated content in tourism at different destinations • Examining the implications and approaches of social media in the tourism sector • Analysis of information search behaviours of visitors to South Africa • Impact of internet and virtual reality on visitor needs and expectations • Marketing of tourism destinations and tourism businesses via e-marketing, social media and user-generated content

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		<ul style="list-style-type: none">• The role of innovation on the competitiveness of destinations in South Africa• The level of innovation in tourism for South Africa to compete globally