



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

TOURISM RESEARCH AGENDA

2021-2024

Prioritised research themes: 2021- 2024

1. Transformation and Tourism Value Chain;
2. Revolutionising Domestic Tourism;
3. Tourism and Transport Interface;
4. Tourism Safety;
5. Tourism and Technological Innovation; and
6. Tourism Sector Demand and Supply.

1. RESEARCH AGENDA: 2021-2024

RESEARCH THEME	OVERVIEW/CONTEXT	RESEARCH TOPIC	PURPOSE OF THE STUDY
<p>Revolutionising Domestic tourism</p>	<p>The unprecedented impacts of the COVID-19 pandemic cannot be ignored and need to be integrated into tourism research and recovery efforts in the tourism sector. Domestic tourism is particularly regarded as a beacon of hope to aid recovery post COVID-19. This assertion is due to the fact that domestic tourism market is viewed as being crucial to offset drops in international tourism arrivals during crisis and off-peak periods. Revolutionising domestic tourism therefore requires innovative paradigm shift by examining impacts, reassess business practices and models, diversification of tourism products and centralise domestic tourism in future strategies and plans.</p>	<p>Assessing the impact of COVID-19 on the domestic tourism market: the case of MICE.</p>	<p>To assess the extent to which COVID-19 has impacted the MICE sub-sector with the aim to propose practical interventions and strategies for the recovery of the sub-sector.</p>
		<p>Reigniting South African domestic tourism market within a COVID-19 environment.</p>	<p>To examine the feasibility of establishing a tourist police unit to enable safe travel, protection of tourists, tourism products and to boost domestic tourism experiences.</p>
		<p>Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment.</p>	<p>Examine how domestic tourism in South Africa can be reignited as part of the sector's recovery plan during and post COVID-19.</p>
		<p>Development of an integrated framework for practical implementation to reignite domestic tourism market within and beyond a COVID-19 environment.</p>	
		<p>Re-modelling the local domestic tourism market in South Africa within a COVID-19 environment.</p>	<p>Examine how domestic tourism in South Africa can fundamentally be reconceptualised, recontextualised and remodelled. Thus, to appraise and evaluate the impact of the COVID-19 pandemic in order to devise strategies and introduce state-of-the-art models for the domestic tourism sector's recovery plan post COVID-19 for sustainable growth.</p>
		<p>Product diversification in the domestic tourism market: addressing geographic spread and seasonality.</p>	<p>To explore ways to diversify domestic tourism products in order to improve competitiveness and potentially address the issues relating to geographic spread and seasonality.</p>
		<p>Understanding of niche tourism offerings for the domestic market.</p>	<p>Assess which niche tourism offerings should be developed to inculcate the culture of travel for South Africans.</p>
		<p>Domestic tourism pricing.</p>	<p>In-depth assessment of why are South Africans not traveling: price differentiations.</p>

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Tourism Sector Demand and Supply	The impact of COVID-19 indicate the need for a significant and possibly radical paradigm shift in the delivery of tourism products. As a result, the exposure and susceptibility of the tourism sector to external shocks and the resultant crisis provides impetus for research into the development of a resilience model to sustainably recover and grow South Africa's tourism. Additionally, the COVID-19 pandemic further underlines the importance of developing strategic interventions which are targeted to the requirements of specific niches and informed by an understanding of the changing supply-demand situations of particular niches in the post-/continuing environment of COVID-19.	South African tourism sector demand and supply-towards post- COVID-19 resilience.	To pilot the Tourism Resilience Model for the sustainable recovery of the sector, thereby optimising tourism demand and supply post-COVID-19.
		A pilot study and refinement of the Tourism Resilience Model to ensure practical implementation for sustainable recovery of the tourism sector.	
		Stimulating sector demand and supply through niche tourism development: the case of rural tourism in selected provinces.	To identify and examine specific niche tourism product development areas with a view to stimulate tourism demand and supply.
		Stimulating sector demand and supply through niche tourism development (e.g. township tourism, food tourism etc.)- Phase 2	
Transformation and tourism value chain	The COVID-19 pandemic has had profound impact on the entire tourism value chain in South Africa. The complete or partial shutdown of travel and tourism activities during lockdown resulted in the disruption of generation value and income for the sector. With the easing of travel restrictions, there is a need to stimulate and revitalise the sector and position the tourism value chain on a trajectory that focuses specifically on an inclusive, robust and sustainable recovery of the sector.	Understanding tourism demand and supply in the private sector value chain: opportunities for emerging black-owned tourism enterprises.	To investigate tourism demand and supply within the private sector tourism value chain with a view to improve participation of emerging black-owned tourism enterprises.
		Enabling SMME's survival and growth during/post COVID 19.	To assess measures and tools used to enable the survival and growth of tourism SMMEs during economic hardships and particularly during COVID-19. The study also aims to develop and/or recommend sustainable intervention tools and measures that may be used to enable the survival and growth of tourism SMMEs in South Africa during and post COVID-19.

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		Transformation of South African tourism value chain towards sustainable and resource efficient, and inclusive growth path post COVID-19.	To explore how the tourism sector may be transformed towards a sustainable, resource efficient and inclusive growth as part of the recovery plan to create opportunities for SMMEs, particularly black owned enterprises, post COVID-19.
		An assessment of the impact of climate change on the tourism sector.	Assess the vulnerability of natural attractions. Recommend adaptation measures.
		Quantification of the tourism sector's greenhouse (GHG) emissions or determination of the tourism sector's carbon footprint and mitigation measures.	Determine the contribution of the tourism sector to national GHG emissions. Recommend mitigation measures.
		Determination of the environmental compliance of capital/infrastructure tourism projects.	Assess the environmental legislation compliance of capital projects funded by the department – Environmental Authorizations and compliance.
		Community Owned Tourism Enterprises - Challenges, opportunities and key success factors.	Provide research-based evidence on the functioning of community owned enterprises. The development and support of Community Based Enterprises into entering the tourism value chain.
		Impact of the UA Grading criteria on advancing universal accessibility within the tourism sector and what measures could be implemented to support compliance.	Assess the impact of the UA Grading criteria in advancing UA. Conduct Universal Accessibility Audits at selected Government Owned Provincial Parks.
Transport and Tourism Interface	South Africa has many transport networks which are disproportionately located across the country, which presents a number of obstacles in tourist flows. Additionally, the COVID-19 pandemic has highlighted the need to develop tourist transportation that is both adaptable and based on transportation networks and modes that limit the spread of infectious diseases. More importantly, the limited number of gateways and hubs for local and international tourists suggests that the tourism-	The potential of tourism-transport relationship in enhancing destination competitiveness.	To identify and examine the type and quality of transport services on offer to tourists that are critical to enhance South Africa's attractiveness and competitiveness in the post-/continuing environment of COVID-19.

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	transport interface potential in the country is not yet fully harnessed.		

2. RESEARCH STUDIES – 2021/22 FINANCIAL YEAR

RESEARCH THEME	RESEARCH TOPIC	PURPOSE	OBJECTIVE(S)
Transformation and Tourism Value Chain	Enabling SMME's survival and growth during/post COVID 19.	Assess measures and tools used to enable the survival and growth of tourism SMMEs during economic hardships and particularly during COVID-19.	<p>Develop and/ or recommend sustainable intervention tools and measures that may be used to enable the survival and growth of tourism SMMEs in South Africa during and post COVID-19.</p> <ul style="list-style-type: none"> • Literature review and desktop study • Quantitative tourism SMME survey • Key informant interviews with agencies involved in small business development support
	Transformation of South African tourism value chain towards sustainable and resource efficient, and inclusive growth path post COVID-19.	Develop a framework with strategic interventions that should be implemented to support resource efficiency, sustainability and inclusive growth as part of the tourism's sectors' recovery plan post COVID-19.	<p>Explore the rural tourism value chain to determine opportunities for transformation specifically with regards to sustainable, resource efficient and inclusive growth for SMME's, particularly black owned enterprises.</p> <ul style="list-style-type: none"> • Mapping and analysis of the rural tourism value chain. • identify hotspot areas within the value chain for transformation intervention. • stakeholder engagement sessions to gain further insight and data into the mapped rural tourism value chain and the hotspots identified. • Identify indicators for the framework
Revolutionising Domestic Tourism	Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID- environment.	Examine how domestic tourism in South Africa can be reignited as part of the sector's recovery plan during and post COVID-19.	<p>Develop a framework to guide how domestic tourism in South Africa can be reignited as part of the sector's recovery plan during and post COVID-19.</p> <ul style="list-style-type: none"> • Quantitative survey-based approach perspectives of the public (in relation to their travel behaviours and future patterns) and tourism service providers on domestic tourism's recovery in South Africa in a COVID-19 environment. • A monitoring and evaluation indicator toolkit that can be used to assess the implementation of the proposed framework.

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	Remodelling the local domestic tourism market in South Africa within a Covid-19 environment.	Examine how domestic tourism in South Africa can fundamentally be reconceptualised, recontextualised and remodelled. Thus, to appraise and evaluate the impact of the COVID-19 pandemic in order to devise strategies and introduce state-of-the-art models for the domestic tourism sector's recovery plan post COVID-19 for sustainable growth.	<p>Develop a locally-based framework/ model for implementation to reconstruct domestic tourism at grassroots level.</p> <ul style="list-style-type: none"> • qualitative approach embedded in locally, regionally and provincially based consultative case studies in the Northern Cape. • consultative workshops will focus on local communities and institutional tourism authorities.
Tourism Sector Demand and Supply	Stimulating sector demand and supply through niche tourism development.	Examine how niche tourism may be leveraged as part of the tourism sector's recovery plan to rejuvenate supply and ignite demand post COVID-19.	<p>Case study on rural tourism:</p> <ul style="list-style-type: none"> • desktop review and academic investigations. • qualitative approach, with tourism business stakeholders in one targeted local municipality in each of three different provinces, namely Limpopo, Eastern Cape, and Mpumalanga.
	Developing a Tourism Resilience Model for sustainable sector demand and supply.	Develop a Tourism Resilience Model for the sustainable recovery of the sector, thereby optimising tourism demand and supply post-COVID-19.	<p>Conduct a multi-stakeholder study on the tourism demand-supply nexus within the South African tourism context, with the overall aim of optimising the demand and supply of tourism in South Africa and developing a data-driven TRM for the country.</p> <ul style="list-style-type: none"> • Literature review and desktop research. • Qualitative approach: In-depth interviews and Focus groups with tourism academics, travel agents, local and international tourism product owners, buyers and service providers, tourism practitioners in government and quasi-government organisations. • Quantitative approach: domestic and international tourism consumers and suppliers.