

8TH TOURISM RESEARCH SEMINAR

Advancing Sustainable Tourism through Research



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



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1. INTRODUCTION

The 2020 National Tourism Sector Strategy (NTSS) recognises research as one of the key success factors for sustainable competitiveness in destination management and emphasises the important role research plays to guide planning and decision making. The strategy highlights the need to build partnerships and collaboration in order to strengthen the context, use and dissemination of research findings to inform policy and decision making. It is on this basis that the Department of Tourism (the Department) strives to collaborate with institutions of higher learning to conduct tourism research.

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The Department signed Memoranda of Understanding (MoUs) with five (5) universities with a view to fostering collaboration and strengthening capacity in the realm of tourism research and skills development. The universities include University of Johannesburg (UJ), Cape Peninsula University of Technology (CPUT), University of Venda (UNIVEN), University of KwaZulu-Natal (UKZN) and University of Pretoria (UP). In the research area, the MoUs establish a formal basis of cooperation in support of research conducted in collaboration with these universities. Furthermore, the MoUs make provision for financial support to students pursuing tourism-related studies at these universities as well as training courses to up-skill and capacitate the Department's officials and industry stakeholders in relevant areas of need.

Since 2012, the Department has been collaborating with each university to conduct research studies aligned to the NTSS themes and informed by the university's expertise. The research findings are used to inform planning and decision-making within the tourism sector, thereby, enhancing tourism growth and development. The reports of these studies are available on the Department's Tourism Knowledge Portal: <https://tkp.tourism.gov.za/Research/researchpapers/Pages/default.aspx>

In addition to the research reports, several research initiatives/frameworks were developed and workshops were hosted to capacitate sector stakeholders on their implementation. Emanating from the current study conducted by UP, a framework to assess the impact of mega trends has been developed and workshopped on 19 March 2020 with various stakeholders. The framework assists to be understand how to actively respond to trends that can impact on tourism.

Other frameworks that were produced over the years are as follows:

- ▶ CPUT developed a framework which provides a simplified and standardised approach to measure and assess the impacts of events of different types and sizes in different localities.
- ▶ UJ developed a customer satisfaction index for the accommodation subsector with a view to improve customer service satisfaction and service quality;

- ▶ UP's Department of Historical and Heritage Studies developed a generic regional cross-border tourist guide training framework, which outlines aspects of a tourist guiding course/syllabus that can be used as a baseline across the Southern African region;
- ▶ UP's Tourism Management Division developed the following outputs:
 - » provincial competitiveness assessment model which measures demand and supply of tourism in a province against minimum levels required to obtain a competitive market position;
 - » a market analysis framework for destination development which can be used by different tourism stakeholders to inform product development, infrastructure development and investment facilitation;
- ▶ UNIVEN developed a framework to assist with enhancing the sustainability of rural tourism products in South Africa from both a demand and supply perspective; and
- ▶ UKZN developed a framework to assess the economic impact of coastal and marine tourism.

To ensure credibility of research outputs produced in collaboration with the universities, a Research Policy Expert Forum (the Expert Forum) was appointed by the Minister to peer review and enrich

the quality of all research outputs (Terms of References, research proposals, data collection instruments as well as the final research reports). The Expert Forum is comprised of individuals with expertise and skills in different areas such as research methodology, economics, statistics, tourism management and development, etc.

To ensure that research findings are useful to address the needs of stakeholders, research seminars are held annually to disseminate the research findings and obtain constructive feedback from a wide range of tourism stakeholders. The research seminar also provides an opportunity for students who receive financial support from the Department through the MoUs with the universities, to exhibit and showcase their research work and obtain valuable feedback from sector stakeholders. To date, the Department has hosted seven (7) research seminars (from 2013 to 2019). The previous seminars succeeded in bringing together researchers, sector stakeholders, academics and other relevant government departments to network with peers and share ideas and best practices.

Today, the Department hosts the 8th Research Seminar with the key-message ***“Advancing research for tourism growth and development”***.



2. PROGRAMME

8TH ANNUAL TOURISM RESEARCH SEMINAR

Advancing Sustainable Tourism through Research

DATE: 20 March 2020 | **TIME:** 08:00 - 15:00

VENUE: Council for Scientific and Industrial Research (CSIR), International Convention Centre, Meiring Naude Road, Brummeria, Pretoria

ITEM NO.	TIME	ITEM	LED BY
1.	08:00 - 09:00	Arrival tea and registration (Post-graduates research poster exhibition during registration) (Delegates to be seated by 08:55)	All
2.	09:00 - 09:15	Welcome and Programme Director's remarks	Programme Director
3.	09:15 - 09:45	Key-note address	Key-note speaker
4.	09:45 - 10:05	PhD graduate presentation: Leveraging home-grown sport tourism events for destination branding outcomes	University of Johannesburg
5.	10:05 - 10:35	Topic: Leveraging state-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of state owned parks, lodges and attractions	University of Johannesburg
	10:35 - 11:05	Question & Answer Session	Programme Director
6.	11:05 - 11:20	TEA BREAK (Post-graduates research poster exhibition)	
7.	11:20 - 11:45	Topic: An analysis of the public sector expenditure in the tourism value chain: Identifying socio-economic opportunities for black-owned enterprises in South Africa	University of Venda
	11:45 - 12:10	Topic: Understanding the Employment Profiles within the Tourism Hospitality Sub-sector	Cape Peninsula University of Technology
	12:10 - 12:35	Topic: An assessment of the impact of mega trends in the tourism sector	University of Pretoria
8.	12:35 - 13:15	Question & Answer Session	Programme Director
9.	13:15 - 13:30	Closure and way-forward	Programme Director
10.	13:30 - 15:00	LUNCH	

3. PROFILE OF KEYNOTE SPEAKER



Mr. Unathi Sonwabile Henama is a lecturer at the Department of Tourism Management, at the Tshwane University of Technology. He studied for his undergraduate programme in tourism management at the Central University of Technology in Bloemfontein. He has a Masters in

Africa Studies specialising in Tourism from the University of the Free State. Mr Unathi has presented conference papers at both local and international conferences, and has published extensively on matters related to tourism. He has contributed book chapters in various local and international books. He has contributed chapters in various books by Van Schaik Publishers, which are prescribed in several Higher Education Institutions in South Africa. He has further established himself as the leading tourism commentator in South Africa. His engagements in public discourse associated with tourism has seen him gracing news bulletins, writing newspapers articles locally and internationally and his commentary is sought after by print, radio and news outlets.

4. PROFILES OF PRESENTERS

4.1 University of Johannesburg - Leveraging home-grown sport tourism events for destination branding outcomes



Dr Janice Hemmonsbey is a lecturer at the Cape Peninsula University of Technology (CPUT) in the Sport Management Department. Dr Hemmonsbey holds a Masters Degree in Sport Management and a PhD in Tourism and Hospitality. Her research focuses on sport tourism, events and

destination branding, showing specific interest in the South African context. Her thesis had identified a paucity in the literature of event leveraging theories and practice as it relates to home-grown sport events for strategic destination branding outcomes. This is especially true in developing destination contexts where social ills like health and safety, education and crime remain key challenges of the brand image. She regularly shares with her research with academic peers and industry leaders at conferences and seminars. She is also actively involved in collaborative research projects, the most recent one being the Cape Higher Education Consortium (CHEC) project regarding the analysis of strategic event policies and practices on events in the Western Cape.

4.2 University of Johannesburg - Leveraging State-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of state owned parks, lodges and attractions - phase 2



Prof Christian Rogerson is a Research Professor attached to the School of Tourism & Hospitality. A human geographer by training, Chris obtained a BSc (Hons) from University College, London, MSc from University of Witwatersrand and a PhD from Queen's University,

Kingston, Canada. His research interests straddle issues of local and regional development, small enterprise development and tourism in the global South. Current research foci involve variously unpacking business tourism in sub-Saharan Africa; transforming local spaces through innovation and tourism; inclusive tourism and local development; the informal economy and small business incubators; and, the historical evolution of South Africa's tourism sector.



Prof Jayne Rogerson is an Associate Professor in the School of Tourism and Hospitality at the University of Johannesburg. Her research interests include the tourism accommodation sector, sustainable development and tourism histories. Jayne has published around 80 peer-reviewed DHET

approved publications. She has been a journal editor for four special issues and in 2020 co-edited a book published by Springer titled: New Directions in South African Tourism Geographies. Jayne is currently co-editing two more tourism books, one for Routledge on tourism change and another one for Springer on urban tourism. In addition, Jayne continues to supervise numerous masters and doctoral students.



Dr. Love Odion Idahosa, is a Postdoctoral fellow at the School of Tourism and Hospitality, University of Johannesburg, South Africa. Dr Love is a trained economist and obtained her PhD from the University of Stellenbosch Business school where she specialised in applied

behavioural, environmental and micro economics and econometrics. She also holds a Masters' degree in economics from the University of Cape Town, South Africa, and a Bachelor's degree in economics from

Redeemer's University, Nigeria. Her current research interests are on issues of market innovations and misfires in the economic, social and environmental welfare/inclusion space; applied econometrics and microeconomics; behavioural economics; environmental economics; Small, Medium and Micro Enterprises (SMME) development and local economic development. She is currently collaborating on the Department of Tourism's project titled "Leveraging State-owned tourism assets for black SMME development: a case of state-owned parks, lodges and attractions". She is also working on a project titled "Market Innovation for SMME development and local economic development in the services sector in Sub-Saharan Africa".



Dr Julia Kathryn Giddy is a postdoctoral research fellow in the School of Tourism and Hospitality at the University of Johannesburg, South Africa. Her broad research focus is on tourism geographies. Specific research interests include human-environment interaction, environmental psychology in nature-based tourism and the tourism-poverty nexus in the context of urban tourism in South Africa. Dr Giddy has written 14 journal articles, 5 book chapters and numerous conference proceedings. Her most recent paper, entitled "The influence of e-hailing apps on urban mobilities in South Africa" is currently in-press in the journal *African Geographical Review*. She is

a member of numerous academic societies including the Society of South African Geographers, the American Association of Geographers and the Canadian Association of Geographers.

4.3 University of Venda - An analysis of the public sector expenditure in the tourism value chain: Identifying socio-economic opportunities for black-owned enterprises in South Africa



Dr Gift Dafuleya is a development economist with more than a decade of experience in household livelihood strategies and social protection, and has more than five years of heading tourism economics research in South Africa. Apart from lecturing development economics at the University of Venda and being associated with the Centre for Social Development in Africa at University of Johannesburg, Gift is serving as an international expert on the report on Social Investments in Africa commissioned by the United Nations Economic Commission for Africa. He has worked with numerous international agencies and has published in journals such as *Economic Research Southern Africa*, *Tourism Economics, Development Southern Africa* and *International Social Work* and in book chapters on topics such as migration, social protection and urban social capital.

4.4 Cape Peninsula University of Technology - Understanding the Employment Profiles within the Tourism Hospitality Sub-sector



Dr Tshinakaho Nyathela is a Senior Lecturer at Cape Town Hotel School, School of Sports, Events, Tourism and Hospitality in Cape Peninsula University of Technology, Cape Town, South Africa. Apart from lecturing she is the coordinator for research and community engagement and also

responsible for managerial activities such as acting as head of department and being involved in decision making. Dr Nyathela serves in various committees Faculty of Management Sciences such as Ethics, Research, community engagement and service learning. She has lectured in various institutions; presentation in international conferences; published a report, articles and also written a book chapter. She has worked in various, hospitality related institutions. She serves as an external moderator/examiner for different universities and reviewer for academic journals. She is the emerging researcher in the field of hospitality and tourism. She was recently appointed as the Western Cape South African Association of Women Graduates (SAAWG) president.



Prof Urmilla Bob is a Full Professor of Geography in the School of Agriculture, Earth and Environmental Sciences at the University of KwaZulu-Natal, South Africa. She is also the University Dean of Research. She conducts research on a range of developmental and environmental

issues, including socio-economic impact assessments of developmental projects in relation to conservation and tourism projects as well as sustainable livelihoods in both rural and urban contexts. Much of the research undertaken adopts mixed methods approaches, drawing on qualitative and quantitative research. She has published in these fields in both nationally and internationally recognised academic books and journals as well as produced several reports. She has been involved in collaborative research with national and international academic organisations and NGOs, attending several conferences and workshops worldwide. She is involved in several training programmes and skills development initiatives. She has training expertise in quantitative (questionnaire surveys, SPSS, participatory GIS, etc.) and qualitative (participatory rural appraisal, mental mapping, problem ranking, focus groups, etc.) methodologies and techniques, monitoring and evaluation,

development of indicators and environmental impact assessments, and gender analytical methodologies. She has supervised to completion more than 70 masters and PhD students in a range of areas including climate change adaptation, alternative energy, tourism, land issues in rural contexts and biodiversity conservation. Her research is directly linked to an overarching interest in sustainable livelihoods. She also has extensive experience in the design and management of research surveys and monitoring and evaluation systems. She has been involved in several national and international consultancy-based projects in this regard.



4.5 University of Pretoria - An assessment of the impact of mega trends in the tourism sector-phase 2



Prof Berendien Lubbe is a Senior Research Associate in the Department of Historical and Heritage Studies at the University of Pretoria and researches emerging tourism issues. She holds a doctorate in Communication Management which she did on South Africa's image as a tourist destination in Saudi Arabia. She is an NRF-rated researcher and has published in numerous internationally accredited journals. She has also contributed to international books with her latest chapters being on the Development of African Air Transport and the Use of ICTS in the Airline Industry. Her books on Tourism Distribution and Tourism Management in South Africa have been widely prescribed. She is a past recipient of a Laureate Award from the University of Pretoria for her contribution to educational innovation. She is also project leader and principal investigator in a number of research projects of national priority in the fields of tourism and consults widely to industry.

5. ABSTRACTS OF RESEARCH STUDIES

5.1 Leveraging home-grown sport tourism events for destination branding outcomes - University of Johannesburg

This paper advances the discourse on event leveraging by examining the strategic operations of all-inclusive events that make up event portfolios in order to determine their collective means for achieving leveraging objectives. This shifts the common focus of studying single event types towards a focus on a holistic approach to events within a set portfolio. A South African city with an existing event portfolio was used as a case study. A qualitative research design was adopted where secondary data from prime documentary sources including annual reports were used to supplement and support in-depth semi-structured interviews- which were conducted with key industry stakeholders involved in sport and destination branding organisations. An inductive, bottom-up approach followed during the data analysis phase using the Atlas.ti. software programme. A thematic review of the results revealed the importance of a balanced event portfolio that promotes cohesion and synergy of events of all scopes and sizes for the realisation of wide-ranging leveraging benefits. The application of a conceptual model for event leveraging within the developing destination context revealed the inclusion of additional

strategic objectives to what is generally advocated through event leveraging practice. Such objectives are linked to the support for social enhancement as well as to foster stakeholder collaborations. Existing challenges in the management of event portfolios impacts the way in which specific events are utilised within the overarching portfolio. In addition to the contributions to the known leveraging theory, the results of this paper add significant contributions to stakeholder policies and practice by establishing the purpose for comprehensive policy development which can capitalise on event portfolios.

5.2 Leveraging State-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of state owned parks, lodges and attractions- phase 2 - University of Johannesburg

The leveraging state assets for tourism development was identified by the Department of Tourism as a focus for research in the National Tourism Research Agenda. The University of Johannesburg undertook a 2-year research project to examine the potential for leveraging the state assets for a demand-driven approach for inclusive tourism. The project examined the potential for leveraging the state assets – national and sub-national tiers – for a demand-driven approach for enhanced support and promotion of tourism SMMEs which are owned or operated by black South Africans. This policy focus is

in alignment with government objectives for transformation and social inclusion in the tourism sector. The research project involved conducting a number of investigations about the challenge of maximizing state assets in relation to different forms of state assets and by different levels of government. In year one of this project, studies were undertaken of the leveraging of state assets in terms of the Pilanesberg nature reserve in North West province and at the municipal level the leveraging of assets for potential tourism development in the Overstrand Local Municipality, Western Cape. In year 2, parallel investigations were undertaken to those completed in phase one. The example of a large state-owned asset linked to nature-based tourism, namely Addo Elephant National Park in Eastern Cape Province was interrogated in terms of questions of leveraging for Black SMME development. In addition, a second locality study was undertaken (also based in the Eastern Cape Province) which focused on King Sabata Dalindyebo Municipality. Finally, also as part of phase two, a thematic study was undertaken on the chequered development and potential of municipal caravan parks and camping. The major conclusion that comes out of the study – and which runs through all the empirical investigations is the under-performance of state assets in relation to inclusive tourism development. Overall, the UJ study argues that there is a fundamental need for improved asset management for tourism and for the development of an asset management framework specifically for tourism assets in South Africa.

5.3 An analysis of the public sector expenditure in the tourism value chain: Identifying socio-economic opportunities for black-owned enterprises in South Africa - University of Venda

In South Africa, the contribution of the public sector to economic growth cannot be understated. This contribution can happen through several channels, including via the tourism sector. The chained-tourism activities that result from direct government expenditures are characterised in this report as the public sector generated tourism value chain. The chained-tourism activities are triggered when a meeting, conference or event requires government personnel to be away from their usual environment for at least 24 hours. This requires that transport and accommodation be organised and paid for, as well as food and beverages. There are suppliers that benefit from the government expenditures by providing transport, accommodation, food and beverages, or other services to the travelling government personnel within the value chain. The amended Tourism BBBEE Sector Codes gazetted by the Department of Trade and Industry in November 2015 seeks to ensure that the economic benefits of the booming tourism sector accrue to non-white races as well. Using government expenditures on tourism related activities between 2013/14 and 2017/18, and the suppliers registered with the National Treasury, the study examines the value chain of the tourism sector

generated from the public expenditures and attempts to determine the type of enterprises that benefit within the value chain. The findings of the study are earmarked to produce policy recommendations that will aid the promotion of economic transformation that enables the participation of previously disadvantaged groups.

5.4 Understanding the Employment Profiles within the Tourism Hospitality Sub-sector - Cape Peninsula University of Technology

5.5 An assessment of the impact of mega trends in the tourism sector-phase 2 - University of Pretoria

The overall aim of the study was firstly to identify and analyse global shifts as well as tourism specific megatrends that impact the tourism sector at a global, regional and local level, from both the demand and supply sides; and secondly to develop a framework that will enable the sector to proactively respond to challenges and capitalise on opportunities for the future development of sustainable tourism products and services over time.

The study was conducted over two phases. During phase 1, using in-depth interviews and a futures workshop with senior tourism stakeholders, five megatrends that will impact South Africa's tourism sector were identified. Economically, tourism will be influenced by global and local economic growth with South Africa continuing to underperform. Politically, safety and security, policy uncertainties and a rise in social unrest, will remain the biggest challenges for the sector. Socially, there will be opportunities but also challenges in meeting changing demand driven by new markets (such as China and Africa). The pervasiveness of technology and the influence of social media on tourists' purchase paths, will present new opportunities while at the same time putting pressure on balancing potential job opportunities and losses. Environmentally, climate change and carbon emissions will have an increasingly important impact on tourists' desire to visit destinations, especially those geographically far from markets.

Against the background of these trends four future scenarios were developed that depict the possible direction of the tourism industry in South Africa. The best-case scenario entitled **“Breaking Barriers”** sees an integrated tourism sector within a South Africa that is competitive with respect to tourism. Here the tourism sector is pulling together towards a common vision to break down the barriers of increasing unemployment, declining safety and security, accessibility problems, inclusivity challenges, a lack of innovation and a declining rate of investment. The second scenario entitled **“Gathering Moss”** sees a fragmented tourism sector within a South Africa that is competitive with respect to tourism. This scenario will demonstrate a short-term retention of traditional markets but with a slow decline in growth as the sector does not embrace innovation and changing market demands to serve new and emerging markets, both international and local. Government departments do not ‘pull together’ to provide an enabling environment for entrepreneurship, lacking a ‘whole’ government approach to addressing the major challenges. Complacency has set in, and the sector is caught up in a ‘fool’s paradise’. The third scenario entitled **“Outgoing Tide”** sees an integrated tourism sector, but within a South Africa that is uncompetitive with respect to tourism. Here the tourism sector, both government and industry, is working together to try to stem the tide of weak economic growth, high levels of crime and negative perceptions, political instability and unrest, protests and increasing unemployment. Under this scenario South Africa’s attractiveness as a tourist destination is declining, despite collaboration between

government and industry. The final scenario is the worst case scenario entitled **“Shifting Sands”** which sees a fragmented tourism sector within a South Africa that is uncompetitive with respect to tourism. This is the worst prediction for tourism where safety and security impacts the willingness of both international and domestic travellers to experience South Africa, resulting in job losses, declining tourist numbers and a loss of market share. Accessibility issues remain unresolved and safety and security degenerate even further, with travel advisories abounding. The sector does not ‘pull together’ with each organisation, tourism sub-sector and government department scrambling to handle each crisis as it arises. Innovation is missing with the tourism product remaining “tired and old” and South Africa drops dramatically in the TTCl rankings.

During the second phase of the study a **Strategic Framework** to respond to the impact of megatrends was developed and tested through consultative workshops with leaders in the tourism sector. The Framework represents a process through which the sector can respond to the impact of megatrends, central to which would be some form of institutional structure that drives this process from the highest level. The process begins with the identification of megatrends based on “warning signals” or observed indicators and then constructs future scenarios based on these trends. This future view allows for the setting of an agenda of priority issues depending on the perceived magnitude of emerging megatrends. The next step in the process is building the policy menu based on the list of priority



issues derived in the agenda-setting stage an assessment of costs and benefits of implementing policies in preparation of the impact of the megatrends is necessary as well as the identification of strategic partners relevant to the policy. Then the policies and the strategies that sit beside them need to be evaluated against possible future conditions reflected in the scenarios and adjustments made where necessary.

The engagement of public and private stakeholders in the planning exercise is considered as the driving force towards a shared 'ground' of future developments. This ensures credibility and transparency in the decision-making process and the necessary "buy-in" from all stakeholders. The outcome of the analysis of the scenarios should lead to decision-making on policies that will achieve a best-case scenario for the tourism sector in South Africa. These policies will have been prioritised, aligned to the common vision for the sector,

assessed in terms of current and future resources and capabilities, costs and benefits and what initiatives and actions will be required, both immediately and in the longer term, also taking the strengths and weaknesses of the sector into account. Based on this process decisions are made and actions identified that need to be executed, either immediately and/or in the future. Continuous monitoring of policy implementation and execution and regular policy evaluation once policies have been implemented for a period of time are crucial to the success of the process. Communication is fundamental to the process with effective multi-sector collaboration being dependent on the quality of communication between all parties. Continual monitoring and evaluation of the process is essential to issues of accountability of the institutional structure. The Strategic Framework is founded on the principles of sustainable tourism development which has economic, social and environmental benefits.

6. POST-GRADUATE STUDENTS RESEARCH POSTER EXHIBITION

No.	STUDENT NAME & SURNAME	UNIVERSITY	LEVEL OF STUDY	RESEARCH TOPIC
1.	Mrs Eunice Hlungwani	University of Venda	Masters	The effects of civil unrest on tourism businesses in the Vhembe region
2.	Mr Munei Nengovhela		Masters	The influence of Smart Tourism on tourist destination choice: A Case of City of Tshwane, South Africa
3.	Ms Tiffany Morolong	University of Pretoria –	Masters	Tourism in Education: place and case?
4.	Ms Helen Nel	Department of Historical and Heritage studies	Masters	Shining a light on South African coastal tourism
5.	Ms Monic Venter	University of Pretoria - Department of marketing management	Masters	Understanding compliance with corporate travel policies in organisations: An integrated model based on social bond theory and organisational commitment theory
6.	Ms Chanel Barnard		Masters	Data challenges in constructing a regional tourism satellite account in an emerging destination context
7.	Mr Devin Harmer	University of Johannesburg	PhD	Music Festivals in South Africa: Organisation, socio-economic linkages and environmental impacts



No.	STUDENT NAME & SURNAME	UNIVERSITY	LEVEL OF STUDY	RESEARCH TOPIC
8.	Ms Hlelolwenkosi Fanelesibonge Ndwandwe	Cape Peninsula University of Technology	Masters	Towards a typology of LGBT travellers: a motivation-based segmentation study
9.	Ms Zimasa Ndaba		Masters	Key success factors for managing a cultural festival: a case of the royal reed dance ceremony in Kwanongoma KwaZulu-Natal, South Africa
10.	Ms Monwabisi Silwana		Masters	An evaluation of tourism development policies in O.R Tambo district municipality (ORTDM)
11.	Ms Keano Lyle Hill		Masters	Critical success factors for a guided tour experience: a demand vs supply analysis
12.		University of KwaZulu-Natal		
13.				

7. COMPLETED RESEARCH STUDIES: 2012 TO 2018/19

The table below highlights the research studies that were previously conducted and completed in collaboration with the universities between 2012/13 and 2018/19.

University	FY 2012/13 (research project title)	FY 2013/14 (research project title)	FY 2014/15 (research project title)	FY 2015/16 (research project title)	FY 2016/17 (research project title)	FY 2017/18 (research project title)	FY 2018/19 (research project title)
University of Pretoria - Department of Tourism management	Analysis of the supply of tourism products for the five key domestic market segments	A model to measure South Africa's tourism competitiveness (phase one)	A model to measure South Africa's tourism competitiveness (phase two)	Regional competitiveness: an emerging domestic market segment perspective	Destination development through understanding tourists' expectations and memorable tourist experiences at major tourist attractions	Demand and supply market analysis for destination development	An assessment of the impact of mega trends in the tourism sector
University of Pretoria - Department of Historical and Heritage studies	Understanding the concept of cross-border guiding in Southern Africa	Harmonisation of tourist guiding training regulations and standards in Southern Africa (phase one)	Harmonisation of tourist guiding training standards in Southern Africa (phase two)	Harmonised tourist guiding in Southern Africa	The potential of the creative industry for destination development in South Africa-film tourism as a case study	A policy review of the tourist guiding sector in South Africa	Indigenous Story Tellers: Northern Cape as a case study; and Cross-Border themed tourism routes in the Southern Africa region – practice and potential



University	FY 2012/13 (research project title)	FY 2013/14 (research project title)	FY 2014/15 (research project title)	FY 2015/16 (research project title)	FY 2016/17 (research project title)	FY 2017/18 (research project title)	FY 2018/19 (research project title)
University of Venda	Socio-economic impact of sporting events on rural communities: a case study	The socio-economic impact of religious tourism on rural communities in Limpopo: a case study (phase one)	The socio-economic impact of religious tourism on local communities in Limpopo: a case study (phase two)	Local economic development: the case of tourism events	Interventions and incentives needed to improve the number of enterprises, including state-owned tourism attractions that embrace responsible tourism management practices	Sustainability of rural tourism products in South Africa: A case study of selected tourism products	An analysis of socio-economic opportunities in the tourism value chain
University of Johannesburg	Customer service satisfaction levels of domestic tourists at accommodation establishments in South Africa	Customer service satisfaction levels at tourist attractions in South Africa (phase one)	customer service satisfaction levels at tourist attractions in South Africa (phase two)	customer service satisfaction index for the accommodation sub-sector in South Africa	Tourism value chain and opportunities for transformation in South Africa		Leveraging State-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of state owned parks, lodges and attractions

University	FY 2012/13 (research project title)	FY 2013/14 (research project title)	FY 2014/15 (research project title)	FY 2015/16 (research project title)	FY 2016/17 (research project title)	FY 2017/18 (research project title)	FY 2018/19 (research project title)
Cape Peninsula University of Technology	Governance and regulation of subvention funds study	Development of a framework to measure the impact of events (phase one)	Development of a framework to measure the impact of events (phase two)	Development of a framework to measure the impact of events (phase three)	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa (phase one)	Understanding the Employment Profiles within the Tourism Hospitality Sub-sector	
University of Zululand (from 2012/13 to 2013/14) University of KwaZulu-Natal (from 2015/16 to 2016/17)	Socio-economic impact of rural tourism routes on adjacent communities: a case study	The planning, development and management of tourism resource facilities and activities in municipalities in three provinces		The impact of community-based tourism projects on local communities in KwaZulu-Natal	The governance and coordination involved in coastal and marine tourism: challenges and opportunities	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa – Phase two (2)	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa – Phase 3

8. ORGANISING TEAM

CHIEF DIRECTORATE: RESEARCH AND KNOWLEDGE MANAGEMENT

Ms Nonkqubela Silulwane – project overseer

DIRECTORATE RESEARCH

Ms Kholadi Tlabela - project manager

Ms Maria Mogane – project leader

Ms Harriet Mukwevho – project team member

Mr Bernard Ripinga – project team member

Mr Oriel Ndlovu – project team member

Ms Tsakani Baloyi – project team member

Ms Hulisani Mulaudzi – project team member



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