



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

# LIST OF RESEARCH TOPICS

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

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

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

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

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

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

Research Theme	Research Focus Area	Proposed Research Topics
		<ul style="list-style-type: none"> <li>• Integration of the supply chain principles to create and communicate a common tourism vision</li> <li>• Impact of events on tourism performance and the economy</li> <li>• Value of the exhibition industry and its contribution towards tourism performance</li> <li>• Assessment of South Africa's potential to host new international events</li> <li>• Assessment of return on investment from event infrastructure development and sustainability analysis</li> <li>• Market segmentation and visitor satisfaction of small scale specialised events</li> <li>• The impact of national, provincial and local trade shows on tourism business performance</li> <li>• Aviation capacity in South Africa and future demand to meet tourism growth</li> <li>• Development of land transport to meet tourism growth</li> <li>• Ecotourism in urban environment and management of multi tourism activities</li> <li>• Impact of urban dilapidation on tourism performance and growth</li> <li>• Accessibility of domestic tourism</li> <li>• Assessing product and information communication systems in the tourism sector</li> <li>• Product development and packaging through strategic partnerships</li> <li>• The nature and roles played by various travel intermediaries in different markets to improve tourism performance</li> </ul>



Research Theme	Research Focus Area	Proposed Research Topics
		<ul style="list-style-type: none"> <li>• Understanding the target market for cultural heritage tourism in national parks</li> <li>• Evaluation of heritage tourism products in national parks</li> <li>• Development of new culture and heritage tourism products in national parks</li> <li>• Best practice for visitor management in open parks</li> <li>• Understanding the halaal market: opportunities and challenges in South Africa</li> <li>• Assessment of return on investment for tourism facilities implementing universal accessibility in infrastructure development</li> <li>• The impact of air transport on the tourism sector: an economic aspect</li> <li>• Tools to improve marketing efficiency and effectiveness in tourism at different tourist destinations</li> <li>• Optimising “White elephants”- how local businesses can utilise the tourism products</li> <li>• Cultural heritage products and contribution to tourism development</li> </ul>

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

Research Theme	Research Focus Area	Proposed Research Topics
		<ul style="list-style-type: none"><li>• The level of innovation in tourism for South Africa to compete globally</li></ul>

