

# SHARING OF BEST PRACTICES WORKSHOP

## Collaboration between Government and Research Institutions in South Africa: a case of youth empowerment in tourism research

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broadening horizons



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



# Presentation Outline

Background

Government/University collaboration

Research Collaboration and Funding Framework

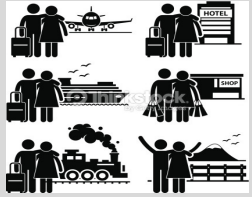
Areas of collaboration

Collaboration benefits

Conclusion and future plans



# Background



Tourism is a priority sector for economic growth and employment creation



Evidence-based and high-quality timely information to guide and inform economic growth and job creation



NTSS: important role that research plays to guide planning and decision making



Generation of evidence-based research requires multi-stakeholder collaboration



# Limitations

## Research intervention limitations:

- Lack of co-operation and collaboration between different stakeholders
- Resource wastage and duplication of efforts.
- Available research is not always useful to address the needs of key stakeholders.
- Relevant tourism research capacity is also limited,
- Generation of high quality, timely, consistent and evidence-based information and knowledge.

## Education and training limitations:

- Skills mismatch: inadequately skilled and trained youth
  - Respond to sector needs
  - Generate accurate, timeous and evidence-based information
  - Analyse information to inform interventions and decision-making
- Reduced employment opportunities.



# Government/University Collaboration

## Department of Tourism and DHET engagement

Discussions to enhance research capacity and evidence-based policies, plans and decision making.

2011

## Institutions

UP, UJ, UNIVEN, CPUT, UNIZULU, UKZN, NWU & CSIR

2012/13-2023/24

2012/13-2021/22

## MoUs with Universities

Foster collaboration and strengthen capacity in tourism research.

2021/22-2023/24

## Panel of research and higher education institutions

Competitive RFP process

# Research Collaboration and Funding Framework

## Criteria and conditions to guide collaboration

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graph TD; A[Criteria and conditions to guide collaboration] --> B[Does an institution have the skills and experience needed to accomplish a research study with a high degree of success in a timely and cost-effective manner?]; A --> C[Does an institution have a research track record and competitive advantage that distinguishes it to be a centre of research excellence in a particular field of tourism?]; A --> D[Does an institution have a skills transfer plan to empower postgraduate students and young researchers and ensure their involvement in research projects to gain requisite skills needed by the sector?];
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Does an institution have the skills and experience needed to accomplish a research study with a high degree of success in a timely and cost-effective manner?

Does an institution have a research track record and competitive advantage that distinguishes it to be a centre of research excellence in a particular field of tourism?

Does an institution have a skills transfer plan to empower postgraduate students and young researchers and ensure their involvement in research projects to gain requisite skills needed by the sector?

# Research Collaboration and Funding Framework

01

## Research Studies

- *Research Agenda: stakeholder input*
- *Panel of research institutions: RFP*
- *Priority research studies*

02

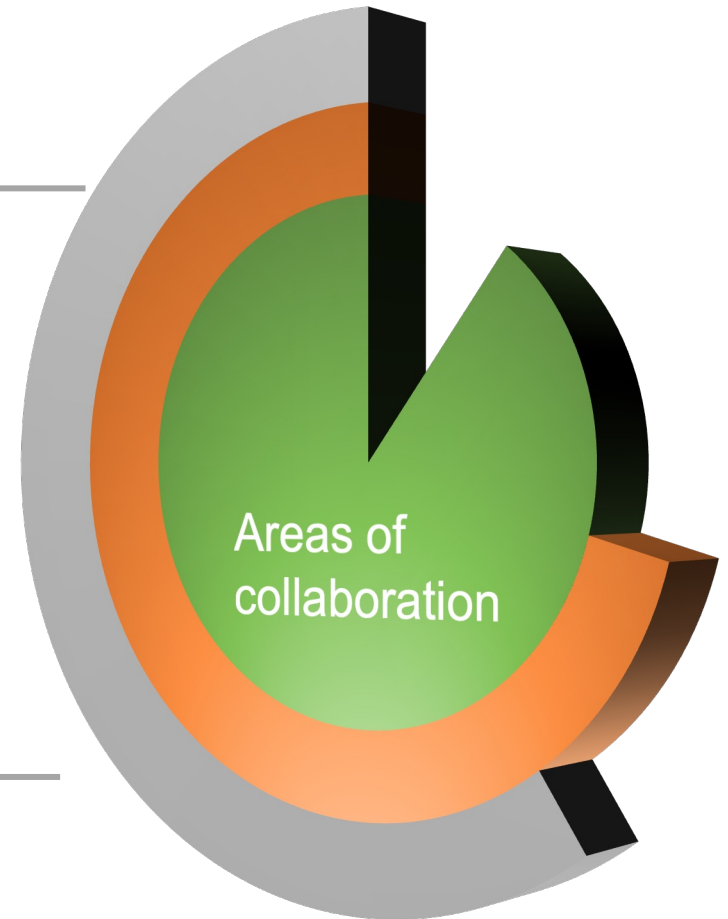
## Post Graduate Financial Support

- *PHD, Masters & Honours students*
- *Topics linked to research agenda*
- *Previously disadvantaged groups*

03

## Dissemination of research findings

- *Research seminar and repository*



# Priority Research Studies: 2023/24

Research studies	Institution
An assessment of the Tourism Accommodation Grading System in South Africa: A Demand and Supply Perspective	North-West University
Perceptions of the Influence and effectiveness of the Tourism Accommodation Grading System in South Africa	University of KwaZulu-Natal
Participation of previously disadvantaged groups in the Tourist Guiding Sub-Sector: Assessing Barriers and Opportunities	University of Johannesburg
Recognition and Integration of Indigenous Story Tellers in the Tourist Guiding Sub-Sector	University of Pretoria
The impact of electricity cuts on tourism businesses in South Africa: A Case of Accommodation Establishments	Council for Scientific and Industrial Research





# Research Studies: Student Empowerment

- ❑ Involvement in all phases of research: assistance with project coordination, field supervision; and data collation and analysis.
- ❑ Identification of existing data sources/information requirements.
- ❑ Desktop research: literature review and theoretical framework .
- ❑ Compilation of database of stakeholders.
- ❑ Development of research design, methodologies and data collection tools.
- ❑ Data cleaning, checks, generation and preliminary analysis.
- ❑ Data analysis, interpretation and report writing.

- ❑ Planning, organisation and time management.
- ❑ High attention to detail.
- ❑ Relate to people from different backgrounds.
- ❑ Strong work ethic.
- ❑ Effective communication: verbal, presentation and written skills.
- ❑ Critical situation analysis to draw meaningful conclusions.



# Postgraduate Student Financial Support

- Allocate funds annually until completion of studies.
- Criteria and obligations to award financial support:
  - *PHD, Masters & Honours students*
  - *Topics linked to research agenda*
  - *Contractual obligations*
- Transformation agenda – previously disadvantaged students.

- Identify qualifying students.
- Submit an annual status progress report.
- Recoup funds from students who discontinued studies or failed to meet the obligations specified for awarding of financial support.



# Dissemination of Research Findings

## Student Research Seminar

- Partnership with institutions
- Standing or poster presentations and exhibition
- Opportunity to engage and receive comments from sector stakeholders

## Research Repository

- Online platform to share and provide access to research outputs
- Student research corner: post-graduate students research outputs (dissertations, theses, journals articles, conference and workshop papers)

**Link:**

<https://tkp.tourism.gov.za/ResearchRepo>



## Research Seminar

- Annual research seminars: disseminate research findings and recommendations
- Standing or poster presentations and exhibition
- Opportunity to engage and receive comments from sector stakeholders

**Link**

<https://l1nq.com/FUAb6>

# Collaboration Benefits



- ❖ Enable students to gather skills that benefit them beyond their academic life
- ❖ Enhance practical exposure of students and increase their understanding of the work environment through working closely with experienced researchers
- ❖ Ensure that a balance is maintained between theory and practice
- ❖ Foster critical thinking and analytical skills through hands-on learning



# Conclusion and Future Plans

- Youth empowerment require a multi-stakeholder approach.
- Address skills mismatch and prepare youth for the world of work.
- Collaboration focuses on enhancing research capacity while ensuring that the needs of students and sector are also addressed.
- While the collaboration is working well, limitations still exist.
- Call on RFP to be part of a Research Panel: 2024/25 to 2026/27
- Research Agenda to guide research priority themes and studies
- Skills transfer and empowerment plan a critical element of the Panel



***RE A LEBOGA***

***THANK YOU***

