



tourism

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

**SECTOR  
RESEARCH AGENDA**

**MARCH 2019**

## TABLE OF CONTENTS

1. OVERVIEW .....	2
2. THE SECTOR RESEARCH AGENDA .....	3
2.1 PROPOSED RESEARCH STUDIES .....	3
2.2 COMPLETED RESEARCH STUDIES .....	12

## 1. OVERVIEW

The Sector Research Agenda was developed with the intention to serve as a framework to guide both current and future tourism research priorities in order to inform policy, planning and decision-making in the tourism sector. The Research Agenda consist of a list of research studies or needs which were received from various stakeholders in the tourism sector and provides a vision of where research can contribute to critical areas geared to grow and develop the tourism sector. This document is by no means comprehensive or exclusive, but should be viewed as a strategic document that will be reviewed and updated on regular basis in order to respond to new developments and priorities within the Department and the tourism sector.

The Research Agenda therefore seeks to:

- identify existing knowledge and gaps in the area of tourism research;
- prioritise research themes and focus areas to guide tourism research;
- align research efforts from various tourism stakeholders;
- create an opportunity for future research collaboration between various tourism stakeholders; and
- enhance research capacity within the tourism sector.

Various stakeholders within and outside the tourism sector, including, institutions of higher learning, government departments (national and provincial), tourism authorities and associations, and research institutions participated in the development of the Research Agenda. The National Tourism Sector Strategy (NTSS) identifies research as a critical area for the development and growth, and encourages building collaborative partnerships to advance tourism research for the sector. The Strategy further points out that tourism is a cross functional sector which requires collaboration and cooperation with other stakeholders.

As part of the annual review and updating of the Sector Research Agenda, stakeholders were requested to submit:

- research needs and priorities; and
- completed tourism or tourism related research studies conducted in their organisations.

All the information received from the stakeholders was reviewed and used to update the Sector Research Agenda.

## 2. THE SECTOR RESEARCH AGENDA

### 2.1 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> <li>✓ Development of a framework to assess the economic impact of coastal and marine tourism in South Africa – Phase (3) – <b>in progress</b></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 – <b>in progress</b></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>✓ Universal accessibility and affordability within the tourism sector</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>✓ Examining where the money goes in the various tourism sub-sectors</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> <li>✓ An analysis of socio-economic opportunities in the tourism value chain – <b>in progress</b></li> <li>✓ Leveraging State-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of state owned parks, lodges and attractions – <b>in progress</b></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>✓ An assessment of the impact of mega trends in the tourism sector – <b>in progress</b></li> <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>✓ Cross-Border themed tourism routes in the Southern Africa region – practice and potential – <b>in progress</b></li> <li>✓ Indigenous Story Tellers (ISTs): Northern Cape as a case study – <b>in progress</b></li> <li>✓ Growing tourism through the entertainment industry (film, casinos etc.)</li> </ul>

Research Theme	Research Focus Area	Proposed Research Topics
		<ul style="list-style-type: none"> <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> <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> </ul>

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

## 2.2 COMPLETED RESEARCH STUDIES

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
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>Market analysis</li> <li>Destination competitiveness</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 products</li> <li>Tourism products pricing</li> </ul>	Tourism and recreation needs of high school learners in Potchefstroom.	2006	North-West University: Tourism Research in Economics, Environs and Society (NWU-TREES)	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		The determinants of the international demand for tourism to South Africa.	2006		
		Analysis of the Family Recreation Cluster – Limpopo Province.	2006		
		A marketing analysis of visitors to: Addo Elephant National Park; Karoo National Park; Tsitsikamma National Park; Mountain Zebra National Park; Kruger National Park; Wilderness and Tsitsikamma National Parks; Kgalagadi Transfrontier Park & Augrabies Falls National Park; West Coast National Park; Mapungubwe National Park; Marakele National Park; Golden Gate National Park.	2006 2007 2008 2009 2010 2011 2012 2013		
		Marketing Analysis of: Aardklop National Arts Festival; Innibos Arts Festival; Oppi Koppi Arts Festival.	2006		
		Executive summary of research profiles of selected National Parks in South Africa.	2007		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		Branding of South African National Parks.	2007	NWU-TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A marketing analysis: Pretoria National Zoo.	2007		
		Marketing profile, entrepreneurial profile and economic impact of Aardklop National Arts festival.	2007 2009		
		Visitor segmentation of arts festivals: a comparative study of three events.	2007		
		A marketing analysis of overnight visitors to Plettenberg Bay.	2008		
		The visitor profile of Ushaka Marine World	2008		
		Travel Behaviour of People Living in the City of Beijing, China.	2008		
		Branding of Kruger National Park.	2008		
		A Marketing Strategy for the Northern Free State Wine Route.	2008		
		A marketing analysis and economic impact of the North West International Air show.	2009		
		A marketing analysis of visitors to the Pro20 cricket match held in Potchefstroom.	2009		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		Market Segmentation of Visitors to the Aardklop National Arts Festival: A Comparison of Two Methods.	2009	NWU-TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Travel Motivations to Selected National Parks in South Africa: Karoo, Tsitsikamma and Kgalagadi Transfrontier National Parks.	2009		
		Die markprofiel van KykNET kykers aan die Aardklop Nasionale Kunstefees	2010 2011		
		Marketing profile, entrepreneurial profile and economic impact of Aardklop National Arts Festival.	2010		
		Profile, social and economic impact of Innibos Arts Festival 2010.	2010		
		A marketing analysis of participants and economic impact of the Midmar Mile 2010.	2010		
		Profiling Participants in the Cape Argus Cycle Tour.	2010		
		Market Segmentation of Visitors to Selected National Parks during the Flower Season.	2010		
		Tourist Perceptions of Klein Karoo National Arts Festival's Corporate Brand.	2010		
		Travel Behaviour of Visitors to ATKV-Natalia Resort.	2010		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		The Influence of Marketing Practices on Tourists' Quality of Life: The Case of ATKV Holiday Resorts.	2010	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A Critical Evaluation of Market Segmentation at National Arts Festivals in South Africa.	2010		
		A marketing analysis and economic impact of the following events: Script tour in Cape Town and Johannesburg; Huisgenoot/You Skouspel; Kirstenbosch Botanical Summer Sunset Concert.	2011		
		Bemarkings- and entrepreneurskaps profiel van besoekers aan die Aardklop Nasionale Kunstefees.	2011		
		Travel motives of tourists to selected national parks in South Africa	2011		
		A marketing analysis of participants/ attendees/ spectators to: Midmar Mile, Old Mutual Summer Sunset Hugh Masekela Concert, Phantom of the Opera, Old Mutual Summer Sunset Cape Philharmonic Orchestra Concert, Wedding Expo	2012		
		The critical success factors for managing the visitor experience at major musical event.	2012		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		Brand loyalty to arts festivals: case of KKNK	2012	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Key success factors in managing the visitor experience at the Cape Town International Jazz Festival	2012		
		Travel motivations of tourists to selected marine national parks	2012		
		Critical success factors for managing the visitor experience at the Kruger National Park.	2012		
		Travel motives of adventure tourists: a case study of Magoebaskloof Adventure.	2012		
		A marketing analysis of the HuntEx attendees, Clover Aardklop attendees	2013		
		An evaluation of 4x4 overnight trails in South African National Parks	2014		
		A marketing analysis of overnights visitors to Tankwa Karoo National Park; Richtersveld National Park; Tsitsikamma National Park; Mokala National Park; Namaqua National Park, Kruger National Park, Addo Elephant National Park	2014		
		An analysis of the Kimberley Diamond Cup: Attendees, local business owners & community members.	2014		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		The influence of Blue Flag status on tourist decision-making in South Africa.	2014	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Factors influencing visitor loyalty at an agri-festival in South Africa.	2014		
		A Marketing Analysis of the One Republic Concerts 2015.	2015		
		A Marketing Analysis and Economic Impact of the Samsung Rage Festival 2014.	2015		
		A Marketing Analysis of Overnight Visitors to Camdeboo National Park and Mountain Zebra National Park: March 2015.	2015		
		A Marketing Analysis and Economic Impact of the Michael Bubl� Concerts 2015.	2015		
		A Marketing Analysis of the Kenny Rogers Concert 2015.	2015		
		A Marketing Analysis and Economic Impact of the Kimberley Diamond Cup 2014: Attendees, Local Businesses Owners & Community Members.	2015		
		A Marketing Analysis of the Global Softech Sixes Tournament Spectators 2014.	2015		
		An Analysis of the Tourism Labour Market in the North West Province.	2015		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		A Marketing Analysis of the Visitors to the Salute to the Sockeye Festival 2014.	2015	NWU-TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A Marketing Analysis and Economic Impact of the John Legend Concerts 2014.	2015		
		A Marketing Analysis of Visitors of the Good Food and Wine Show in Cape Town.	2015		
		A Marketing Analysis and Economic Impact of the 2015 Innibos Lowveld National Arts Festival.	2015		
		A Marketing Analysis and Economic Impact of the Cape Town International Jazz Festival.	2015		
		A Marketing Analysis and Economic Impact of the 2015 KykNET and Robertson Wine Valley's Wacky Wine Weekend.	2015		
		A Marketing Analysis of Overnight Visitors to the Karoo National Park.	2015		
		A Marketing Analysis and Economic Impact of the 2015 Cape Argus and Pick 'N Pay Cycle Tour.	2015		
		A critical assessment of the key success factors of social media as a marketing tool in South Africa	2015		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		A marketing analysis of: The DStv delicious Festival; Wedding Expo; South African Bike Festival; Surfers at Muizenberg beach; Herman's Whale Festival	2016	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		The Jeffrey's Bay Winter fest 2016. A marketing analysis of the spectators and perceptions of local residents	2016		
		The social media behaviour of Scuba divers to Portofino MPA	2016		
		Profiling scuba divers' behaviour and marketing preferences to Portofino MPA	2016		
		Product plan for Schoemansdrift	2006		
		The Assessment of a Potential Node Manager Host for the Arid Region.	2006		
		Key success factors for managing special events: The case of wedding tourism.	2006		
		Key success factors for managing conference venues.	2006		
		Internal communication audit: Karoo National Park.	2007		
		Vredefort Dome Tourism Plan.	2007		
		A tourism analysis of the Hex River Valley – Western Cape.	2007		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		The effects of Forever Resorts services on tourists' quality of life: The case of Forever Resorts Warmbaths	2008	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A Strategic Management Plan for the Sustainable Development of Geo-Tourism in South Africa.	2009		
		Critical success factors in managing hotels in South Africa.	2010		
		A Pricing Framework for the Accommodation Sector in South Africa.	2010		
		Key Success Factors of Managing a Wine Festival	2010		
		An analysis of SANParks' restaurants and shops: a visitor's perspective.	2011		
		Pricing framework for the accommodation sector in South Africa: A focus on supply.	2011		
		Venue selection behaviour of prospective brides and relationship quality between exhibitors	2012		
		Modelling tourism demand elasticities for South Africa using demand systems.	2012		
		Key success factors in managing the visitors' experience at the Klein Karoo National Arts Festival.	2012		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		An exploration of possible activity developments at Marakele National Park, Golden Gate Highlands National Park	2013	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Towards a brand value model for the Southern Africa Tourism Services Association.	2013		
		An exploration of possible activity developments at Mapungubwe National Park, Table Mountain National Park, Garden Route National Park and Golden Gate Highlands National Park	2014		
		The development of a strategic framework for the promotion of local cuisine in Botswana	2015		
		A critical assessment of sport consumption at endurance events in South Africa	2015		
		Western Cape Tourism Tax Survey			
		Determinants of foreign direct investment in tourism: the case of Malawi	2012		
		Visitor perceptions regarding a hydroelectric power station at Augrabies Falls National Park	2013		
		A conceptual instrument to measure the success of branding in the tourism industry	2015		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		The economic impact of visitors to the Klein Karoo National Arts Festival	2006	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		The socio-economic impact of visitors to ABSA KKNK.	2007		
		The socio-economic impact of visitors to Grahamstown National Arts Festival.	2007		
		Profile and economic impact of the Innibos Arts Festival.	2007 2011		
		The economic impact of Cape Argus Cycle Tour.	2008		
		Profile and economic impact of visitors to: Grahamstown National Arts Festival; Aardklop; Innibos; Oppikoppi; Volksblad;	2008		
		Socio-economic impact study: Free State hunting industry.	2008		
		Foreign Direct Investment for the South African Tourism Industry	2008		
		Spending Behaviour of Tourists Visiting KKNK.	2008		
		Socio-Economic Impact of Karoo National Park.	2007 2008		
		Expenditure-Based Market Segmentation of Tourists to Kruger National Park.	2008		
		The Relationship between Tourism and Trade in South Africa.	2008		

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		A socio-economic impact study of the Northern Cape Hunting industry.	2009	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A socio-economic impact of visitors to: Cultivaria Festival; Grahamstown National Arts Festival; Innibos Arts Festival; Cape Town International Jazz Festival; ABSA KKNK; Wacky Wine Festival	2009		
		National profile and economic impact of biltong hunters in South Africa	2010 2011 2015		
		The impact of the (2008/2009) recession on visitation to the Kruger National Park.	2010		
		Profile of visitors and economic impact of: the Cape Town International Jazz Festival; ABSA KKNK; Wacky Wine Festival.	2010		
		A marketing analysis and economic impact of the Old Mutual Two Oceans Marathon	2010		
		Socio-Economic Impact of an Urban Park: The Case of Wilderness National Park.	2010		
		The Socio-Economic Impact of the Tsitsikamma National Park	2010		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		Critical assessment of economic impact analysis at selected national festivals.	2011		Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A socio-economic impact study of the Limpopo Province hunting industry.	2011		
		Economic value of private and public protected areas within the North-West Province.	2011		
		A marketing analysis and examination of the economic impact of: the James Blunt concerts; Josh Groban concerts; the John Cleese: The Alimony tour; the Kings of Leon concerts; Neil Diamond concerts; RAIN – A tribute to the Beatles; Riverdance; The Roxette concerts; the U2 360 degree tour in Johannesburg; The Coldplay concerts.	2011		
		A marketing analysis and economic impact of WWE Smackdown.	2011		
		A marketing analysis and economic impact of the Cape Town International Jazz Festival; ABSA KKNK; Wacky Wine Festival; Innibos Arts Festival.	2011		
		A marketing analysis and economic impact of the Old Mutual Two Oceans Marathon; Comrades Marathon.	2011		

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		A socio-economic impact study of the Free State hunting industry.	2011	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A profile and economic analysis of the ZCC annual pilgrimage to the city of Zion, Moria.	2011		
		The Influence of the 2008/2009 Recession on Travel Behaviour of Visitors to the Kruger National Park.	2011		
		The economic impact of the Wacky Wine Festival.	2012		
		An economic impact analysis of: Big Concerts in Cape Town	2012		
		A marketing analysis and economic impact of: The Eagles, John Cleese, Cape Town International Jazz Festival, ABSA Cape Epic Event, Comrades Marathon Event; Old Mutual Two Oceans Marathon, Cape Argus Pic and Pay Cycle Tour, Wacky Wine Festival, Il Divo, KykNET – Mimi Coertse, Michael Bubl�, Moody Blues, Roxette, Steve Hofmeyr CD launch, Sting, Usher, ABSA Kirkwood Wildlife Festival, Innibos Arts Festival.	2012		
		Marketing profile and community profile and perceptions of Clover Aardklop National Arts Festival.	2012		

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		ABSA Kirkwood Wildsfees effects on residents' quality of life.	2012	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		The socio-economic impact of visitors to Vryfees in Bloemfontein.	2012		
		A marketing analysis and economic impact of the Adam Lambert Concerts, Celtic Woman Concerts; Lady Gaga Concerts; the Linkin Park Concerts, Cape Argus Pick 'n Pay Cycle Tour; Unlimited Dusi Canoe Marathon; the Red Hot Chili Peppers, Old Mutual Two Ocean Marathon; Harley Davidson Africa Bike Week; Wacky Wine Festival; Cape Argus Pick 'n Pay Cycle Tour; Unlimited Dusi Canoe Marathon; Spec-Savers Ironman South Africa, Justin Bieber concerts; Bon Jovi concerts; Innibos Lowveld National Arts Festival; Cirque du Soleil performances; Metallica concerts; Rodriguez concerts; World Wrestling Entertainment Live, biltong hunters in South Africa; Cape Town International Jazz Festival and Spring Fiesta	2013		
		The socio-economic impact of the Namaqua National Park, ABSA KKNK	2013		

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		Development of a tourism management framework for Mapungubwe National Park.	2013	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A marketing analysis and economic impact of the Innibos Lowveld International Festival, Spring Fiesta; Nitro Circus Live; Joss Stone concert; Bryan Adams concerts, KykNET & Robertson Wine Valley's Wacky Wine Weekend; Cape Argus Pick n Pay Momentum Cycle Challenge; Cape Town International Jazz Festival; Santana concerts; Bruce Springsteen; Nickelback concerts; Dave Mathews Band; Rihanna concerts	2014		
		An understanding of the economic impact of beef and venison sales	2014		
		A spending behaviour model for selected South African arts festivals.	2014		
		An Analysis and Economic Impact of the 2015 Comrades' Marathon. Participants, Spectators as well as Local Residents and Businesses.	2015		
		Developing a socio-economic driven business model for managing an urban national park	2015		

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		Economic value of the South African private lion sector.	2016	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A marketing analysis and economic impact of: The Innibos Lowveld National Arts Festival; H2O 2015; the Kimberley Diamond cup 2015; the Standard Bank Joy of Jazz Johannesburg 2015; Samsung Rage Festival 2015; the One Direction Concerts 2015; the Standard Bank Joy of Jazz Johannesburg 2015.	2015		
		A marketing analysis and economic impact of: the Robertson Wine Valley Wacky wine weekend 2016; of the Spring Fiesta 2016; the Lionel Richie Concerts 2016; the Mariah Carey Concerts 2016; the Cape Town International Jazz Festival 2016.	2016		
		Willingness to pay to dive in the Portofino MPA.	2016		
		Determining the willingness to pay for visiting Nelson Mandela's heritage sites.	2016		
		Social Impact of Aardklop National Arts Festival.	2006		
		The social impact of: Tsitsikamma National Park Wilderness National Park	2006		

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		The Social Impact of Arts Festivals: A Case Study of the Absa Klein Karoo National Arts Festival.	2008	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		The Role of the Host Community in Marketing Arts Festivals. M Com	2008		
		The effects of Forever Resorts' services on tourists' quality of life: the case of Forever Resort Plettenberg Bay 2008.	2009		
		The relationship between holiday destination choice and pharmacists' quality of life.	2009		
		Student travel in South Africa.	2009		
		An analysis of how green consumers are: A case of day visitors to Spier wine estate.	2011		
		Visitors' perceived contribution of South African arts festivals to the arts.	2012		
		The perceived value of scuba diving tourists at a marina destination.	2012		
		Motives and happiness of participants at the CANSA Relay for Life	2014		
		Developing a framework for the optimisation of the image of South Africa as a tourism destination	2015		
		Impacts on Tourism in the Karoo	2016		

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		Capital Craft Beer Festival Experience study	2017 – ongoing	Tshwane University of Technology (TUT)	Contact Person: Dr Uwe P Hermann E-mail: <a href="mailto:hermannup@tut.ac.za">hermannup@tut.ac.za</a> Tel: 0123823528
		Barberton Makhonjwa Geotrail	2017		Contact Person: Mrs L Grobbelaar E-mail: <a href="mailto:grobelaar@tut.ac.za">grobelaar@tut.ac.za</a> Tel: 0137453511
		Supply analysis of tourism products for 5 key domestic market segments	2012	Department of Tourism	Contact Person: Tsakani Baloyi E-mail: <a href="mailto:tbaloyi@tourism.gov.za">tbaloyi@tourism.gov.za</a> Tel: 012 444 6311
		A model to measure South Africa's competitiveness (phase 1 and 2)	2013 2014		
		Regional competitiveness: an emerging domestic market segment perspective	2015		
		Destination development through understanding tourists' expectations at major tourist attractions	2016		
		Local economic development: The case study of tourism events	2016		
		The potential of the creative industry for destination development in South Africa-film tourism as a case study	2016		
		Demand and supply market analysis for destination development	2017		
		Development of a framework to measure the impact of events	2014		

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		Midmar Mile 2015: Economic Impact Assessment Tracking Survey	2016	Tourism KwaZulu-Natal	Contacts Wayne Tiffin Tel 031 366 7550 Email <a href="mailto:Wayne@zulu.org.za">Wayne@zulu.org.za</a>
		Dusi Canoe Marathon 2015: Economic Impact Assessment Tracking Survey	2016		
		Comrades Marathon: Economic Impact Assessment	2017		
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>	Analysis of the Hunting Cluster – Limpopo Province.	2006	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Tourism Plan for: Wilderness National Park; Karoo National Park; Tsitsikamma National Park; Bontebok National Park; Table Mountain National Park; Tankwa National Park; West Coast National Park; Marakele National Park; Kgalagadi National Park; Mapungubwe National Park; Golden Gate National Park; Ais-Ais Richtersveld National Park; Addo Elephant National Park; Mountain Zebra National Park; Camdeboo National Park; Namaqua National Park; Augrabies Falls National Park; Agulhas National Park.	2006		
		The Social Impact of the Klein Karoo National Arts Festival: A Comparison of White and Coloured Communities.	2008		
		Social impact of Kruger National Park.	2009		

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		The market profile and social impact of Table Mountain National Park.	2010	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		A Comparison of the Social Impacts of Two National Art Festivals.	2010		
		Measuring Community Perceptions: An Instrument for Sustaining Festivals.	2010		
		An ecotourism model for South African National parks.	2011		
		Die sosiale impak van Aardklop Nasionale Kunstefees.	2011		
		Social Determinants of the Community of the Absa KKNK.	2011		
		A social and environmental impact analysis of scuba diving activities at Sodwana Bay.	2012		
		The impact of tourism on the community of Clarens.	2012		
		Exploring the authenticity of the tourist experience in culture heritage tourism in South Africa.	2012		
		A model of perceived impacts of tourism on residents' quality of life in selected towns.	2012		

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		A critical assessment of the social impacts of tourism in selected South African communities.	2014	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Developing a new transformatory cultural tourism experience model.	2014		
		An evaluation of SANParks Wilderness Trails.	2014		
		Developing a sustainable community tourism strategy for townships: the case of Soshanguve.	2014		
		Development of a sustainable community-based tourism model: with special reference to Phokeng	2016		
		An evaluation of tourism impacts on the environment in South African National Parks.	2009		
		Tourists' Perceptions of Tourism Impacts on the Environment: The Case of South African National Parks.	2010		
		Attributes and Cultural Differences of Entrepreneurs at the Grahamstown National Arts Festival.	2010		
		The Relationship between Travel Motives, Service Levels and Satisfaction of Nature-Based Tourists.	2011		

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		The Role of Taking a Holiday on South African Pharmacists' Overall Well-Being.	2011	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Effective Community Communication at Arts Festivals: A Case of the KKNK.	2011		
		A spending model for biltong hunters.	2011		
		Visitors' perceptions of the non-consumptive value of selected species and game-viewing experiences in South African National Parks.	2012		
		The influence of the hunting experience on quality of life.	2012		
		Profile of visitors to selected beaches and their perceptions concerning the Blue Flag programme.	2013		
		An analysis of adventure activity participation in the Tsitsikamma region	2014		
		An ecotourism rating system for South African National Parks.	2015		
		The development of a universal accessibility framework for national parks in South Africa and Zimbabwe	2015		
		An Evaluation of SANParks Unguided Overnight Trails.	2015		
		Profile and Motives of SANParks Honorary Rangers.	2015	University of Pretoria	Contact Person: CC Boonzaaier

Research Theme	Research Focus Area	Title of the Research Study	Year Completed	Organisation	Contact Person
		Adventure Activity Preferences of Current and Future South African National Park Markets.	2015	University of Pretoria: Department of Historical and Heritage Studies, (UP: DHHS)	E-mail: <a href="mailto:Chris.boonzaaier@up.ac.za">Chris.boonzaaier@up.ac.za</a> Tel: (012) 420 2597
		Sport and Leisure Preferences of Virgin Active Health Club Members.	2015		
		A brand loyalty model for arts festivals	2015		
		Status of the Tourism Plant in the North West Province.	2015		
		Developing Heritage and Cultural Tourism in Lesotho: the Case of Ha Kome Cave Village	2013		Contact Person: Tsepang Shano E-mail: <a href="mailto:stsepang@yahoo.co.uk">stsepang@yahoo.co.uk</a>
		Making Gaborone a stop and not a stop-over: A Heritage and Cultural Tourism Approach	2013		Contact Person: Jane Dewah E-mail: <a href="mailto:jtdewah@gmail.com">jtdewah@gmail.com</a>
		The socio-economic impact of sporting events on rural communities: case study	2017		Department of Tourism
		The socio-economic impact of religious tourism on local communities in Limpopo: A case study	2015		
		Sustainability of rural tourism products in South Africa: A hypothetical application	2017		
		The planning, development and management of tourism resources, facilities and activities in municipalities in two provinces in South Africa	2014		

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		The socio-economic impact of rural tourism routes on adjacent communities: the case of the three routes	2012	Department of Tourism	Contact Person: Tsakani Baloyi E-mail: <a href="mailto:tbaloyi@tourism.gov.za">tbaloyi@tourism.gov.za</a> Tel: 012 444 6311
		The Impact of community based tourism projects on local communities	2016		
Tourist Guiding	<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> <li>Cross-border tourist guiding</li> </ul>	Benefits beyond Boundaries: Cross-Border Tourism in Transfrontier Parks	2013	University of Pretoria	Contact Person: Richard Wyllie E-mail: <a href="mailto:richard@zulu.org.za">richard@zulu.org.za</a>
		A History of Zimbabwe Tourism: A Bumpy Road?	2014		Contact Person: Brenda Murowanidzwa E-mail: <a href="mailto:brenda.murowanidzwa@gmail.com">brenda.murowanidzwa@gmail.com</a>
		From 'logging capital' to 'tourism phenomenon': The impact of literary tourism on Forks, WA, United States of America.	2015		Contact Person: Charlene Herselman E-mail: <a href="mailto:charlene.herselman@up.ac.za">charlene.herselman@up.ac.za</a>
		Understanding the concept of cross-border guiding in Southern Africa	2012	Department of Tourism	Contact Person: Tsakani Baloyi E-mail: <a href="mailto:tbaloyi@tourism.gov.za">tbaloyi@tourism.gov.za</a> Tel: 012 444 6311
		Harmonisation of tourist guiding training and standards in Southern Africa (Phase I and II)	2013 2014		
		Harmonised tourist guiding in Southern Africa	2015		
		A policy review of the tourist guiding sector in South Africa	2017		

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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>• Tourist experience at ports of entry</li> <li>• Tourist satisfaction and tourism infrastructure</li> <li>• Tourist satisfaction and sustainable tourism businesses</li> <li>• Modes of transport and travel services in South Africa</li> <li>• Measuring service delivery</li> </ul>	Competitive Model for Tourism Products.	2008	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Communication Efficiency of South African National Parks: A Case Study of Karoo National Park.	2008		
		The impact of quality tourism service on tourists' satisfaction levels: A report of Badplaas.	2009		
		The impact of quality tourism services on tourists' satisfaction levels: a report of Swadini.	2009		
		The Influence of a Wine Festival on Tourists' Life Satisfaction.	2010		
		Perceived service delivery and productivity in the food and beverage sector in Potchefstroom.	2012		
		A concessionaire model for food and beverage operations in South African National Parks.	2012		
		The value of business tourism in the performance of an organisation.	2012		
		Service quality management in conference tourism: expectations versus delivery.	2015		

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		Happiness of Culinary Tourists Attending the Good Food and Wine Show in Johannesburg.	2015	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Towards a spectator loyalty model for soccer clubs in South Africa	2015		
		Developing a perceived value model for the cruise experience	2015		
		Developing a framework for the optimisation of the image of South Africa as a tourism destination	2015		
		Customer service satisfaction levels of domestic tourists at the accommodation establishments in South Africa	2012	Department of Tourism	Contact Person: Tsakani Baloyi E-mail: <a href="mailto:tbaloyi@tourism.gov.za">tbaloyi@tourism.gov.za</a> Tel: 012 444 6311
		Customer service satisfaction levels at tourist attractions in South Africa (phase 1 and 2)	2013 2014		
		Customer satisfaction index for the accommodation sub-sector	2015		
Coastal and Marine Tourism		Development of a framework to assess the economic impact of coastal and marine tourism in South Africa	2016		
		Development of a framework to assess the economic impact of coastal and marine tourism in South Africa: Phase 2	2017		
		The governance and coordination in marine and costal tourism: Challenges and opportunities	2016		

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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>	Quality of work life of front office employees in selected accommodation establishments.	2011	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Quality of work life based on need satisfaction and bottom-up spill-over theories: A case study of Front of House employees.	2009		
		A measure of quality of work life based on need satisfaction resulting in employee retention: A case study of field guides.	2010		
		Determining the contribution of tourism to poverty alleviation in Mozambique: case studies of Praia.	2014		
		An analysis of management skills within graded establishments in South Africa	2015		
		An analysis of skills expectations of learners versus employers: the case of culture, arts, tourism, hospitality and sport.	2012		
		The relationship between work life domains and quality of service delivery and productivity of food and beverage employees in Potchefstroom.	2012		
		Work perceptions and critical skills of employees: A case study of Forever Resorts	2012		

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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>	Analysis of entrepreneurs at the Grahamstown National Arts Festival 2008	2008	NWU - TREES	Contact Person: Mrs H Bortslap E-mail: <a href="mailto:12335770@nwu.ac.za">12335770@nwu.ac.za</a> Tel: (018) 2852331
		Social networks utilised by SMMEs within the tourist destinations of eastern Free State	2012		
		Tourism value chain and opportunities for transformation in South Africa	2017	Department of Tourism	Contact Person: Tsakani Baloyi E-mail: <a href="mailto:tbaloyi@tourism.gov.za">tbaloyi@tourism.gov.za</a> Tel: 012 444 6311
		Interventions and incentives needed to improve the number of enterprises, including state-owned tourism attractions, that embrace responsible tourism management practices	2016		
		Tourism supply chain management in Tshwane	2017 – ongoing	TUT	Contact Person: Dr PPS Sifolo E-mail: <a href="mailto:sifolops@tut.ac.za">sifolops@tut.ac.za</a> Tel: 0123825561

