



TOURISM RESEARCH SEMINAR

*Advancing Tourism Growth and Development through
Research: Phase of Recovery and Building Resilience*



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



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1. INTRODUCTION

The 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 it plays in guiding planning and decision making. The strategy highlights the need to build partnerships and encourage collaboration. This helps to reinforce the context, use and dissemination of research findings in order to inform policy, planning and decision making. It is on this premise that the Department of Tourism strives to collaborate with institutions of higher learning and research institutions to conduct tourism research.

Since 2012, the Department has been collaborating with universities to undertake research aligned to the NTSS themes and informed by the university's expertise. This collaboration has produced quality research outputs which assisted to inform planning, policy, programmes and decision making to grow and develop the sector. In addition to research reports, several research initiatives and frameworks were developed, with workshops hosted to capacitate sector stakeholders on how to apply these outputs. All the research outputs were subjected to peer review and quality assurance by the Research Policy Expert Forum, appointed by the Minister of Tourism to ensure that the outputs are of high quality and meet the standard required by the Department.

In the 2019/2020 financial year, the Department developed the Research Collaboration and Funding Framework which aims to improve and guide the Department's collaboration with public universities and research institutions on research matters. This resulted in

the Department adopting a new approach to conducting research by appointing a panel of public higher education and research institutions for a period of three years (2021/22 to 2023/24 financial years). The Memoranda of Agreement (MoAs), which also make provision for financial support to students pursuing tourism-related studies, were signed with University of Pretoria (UP), University of Johannesburg (UJ), University of KwaZulu-Natal (UKZN), University of Venda (UNIVEN), North-West University (NWU) and the Council for Scientific and Industrial Research (CSIR) to conduct tourism research projects covering the following priority themes:

- Transformation and Tourism Value Chain
- Revolutionising Domestic Tourism
- Tourism Sector Demand and Supply.

The Department recognises that the research seminar is an important platform for communication as it provides an opportunity to present and discuss research findings and recommendations. In this context, the Department hosts these seminars annually to disseminate and debate research findings of the studies conducted by the panel of public higher education and research institutions, thereby ensuring continued engagement on research matters with a wider tourism audience. This year's seminar brings various researchers with different skills and expertise from four institutions to discuss findings of research studies on the recovery of the tourism sector under the theme: ***"Advancing Tourism Growth and Development through Research: Phase of Recovery and Building Resilience"***.

The following sections outline the programme; presenter profiles; study abstracts as well as previously completed studies.

2. PROGRAMME

TOURISM RESEARCH SEMINAR

"Advancing Tourism Growth and Development through Research: Phase of Recovery and Building Resilience"

DATE: 24 March 2023 | **TIME:** 08:30 – 14:00 | **VENUE:** Manhattan Hotel, Pretoria

Chairperson: Ms Anemé Malan

Deputy Director-General: Tourism Research, Policy & International Relations (TRPIR), Department of Tourism

TIME	ITEM	LED BY
08:30 – 09:30	Registration	Department of Tourism
09:30 – 10:00	Welcoming and Opening Remarks	Ms Anemé Malan: Department of Tourism
	Introduction of Presenters	Dr Kholadi Tlabela: Department of Tourism
10:00 – 10:30	The piloting and refining of the domestic tourism remodelling model	Prof. Karen Harris: University of Pretoria
10:30 – 11:00	The piloting and refinement of the domestic tourism recovery framework	Prof. Urmilla Bob: University of KwaZulu-Natal
11:00 – 11:45	Question & Answer Session	Ms Anemé Malan: Department of Tourism
11:45 – 12:10	Tea Break	All
12:10 – 12:40	Socio-economic and environmental impacts of COVID-19 on domestic tourism in South Africa: Challenges and opportunities to transition to a more sustainable and resilient sector	Mr Dino Gounden: University of KwaZulu-Natal
12:40 – 13:20	The piloting and refinement of the tourism resilience model	Prof. Elmarie Slabbert: North-West University Dr Gift Dafuleya: University of Venda
13:20 – 13:45	Question & Answer Session	Ms Anemé Malan: Department of Tourism
13:45 – 14:00	Closing Remarks	Ms Nonkqubela Silulwane: Department of Tourism
14:00 – 16:00	Lunch	All



3. PROFILES OF PRESENTERS

3.1 Prof. Urmilla Bob, University of KwaZulu-Natal (UKZN)



Prof. Bob is a Full Professor of Geography in the School of Agriculture, Earth and Environmental Sciences and University Dean of Research at the University of KwaZulu-Natal, South Africa. She has a Masters and PhD in Geography from West Virginia University, USA and a Masters in Tertiary Education Management from the University of Melbourne, Australia.

She conducts research on a range of developmental and environmental issues, including tourism aspects as a researcher for the Department of Tourism. She has published in these fields in both nationally and internationally recognised academic books and journals, as well as being involved in consultancy-based projects. Prof. Bob has supervised to completion more than 70 Masters and PhD students in the above-mentioned areas of research.

She has been involved in collaborative research with national and international academic organisations and Non-Governmental Organisations (NGOs), attending several conferences and workshops worldwide. She has training expertise in quantitative and qualitative methodologies and techniques, monitoring and evaluation, development of indicators, social and environmental impact assessments, gender analytical methodologies, research planning, and the development of academics and postgraduate students.

She is responsible for overseeing research ethics and monitoring of research outputs institutionally. She is currently a member of the KwaZulu-Natal Provincial Planning Commission and serves on the Board of the International Evaluation Academy.

3.2 Mr Dino Gounden, University of KwaZulu-Natal (UKZN)



Mr Dinolen Gounden is a Masters graduate and is currently a PhD student in the Geography and Environmental Science discipline (College of Agriculture, Engineering and Science, University of KwaZulu-Natal). He has published two academic articles thus far. His doctoral research focuses on the socio-economic and environmental impacts of COVID-19 on domestic tourism in South Africa, examining challenges and opportunities to transition to a more sustainable and resilient sector. The research

is underpinned by the understanding that domestic tourism in South Africa presents opportunities to develop a more comprehensive and inclusive sector that supports growth and job creation in a sustainable manner. A sustainability and resiliency focus is important to ensure that growth and recovery will continue over the long term and that the sector is better positioned to deal with future disruptions, including continued climate change aspects. The study utilises a mixed methods approach; specifically, desktop research, survey-based quantitative data (drawing from the primary survey data collected as part of the larger study supported by the Department of Tourism), as well as key informant interview qualitative findings.

3.3 Prof. Karen Leigh Harris, University of Pretoria (UP)



Prof. Harris is the Head of the Department of Historical and Heritage Studies at the University of Pretoria and Director of the University Archives. She holds a DLitt et Phil in History and lectures both undergraduate and postgraduate students in history as well as in heritage and cultural tourism. She is regarded as a pioneer in the teaching on heritage and cultural tourism at tertiary level in South Africa. She has also been the principal

investigator for research projects conducted for the Department of Tourism for more than a decade. She is an accredited Provincial Culture Tourist Guide (Gauteng) and holds a higher education diploma. She is the coordinator of the Association for Tourism and Leisure Education and Research (ATLAS) Africa chapter and has been a guest speaker on a number of platforms including the World Federation of Tourist Guide Associations (WFTGA), the Department and ATLAS. Prof. Harris is the recipient of the Chancellor's Award for Teaching and Learning, the Faculty Teaching Excellence Award as well as Faculty Supervisors' Award.

3.4 Prof. Elmarie Slabbert, North-West University (NWU)



Prof. Slabbert is currently the Director of TREES (Tourism Research in Economics, Environs and Society), the tourism research unit at North-West University. She holds a PhD in Tourism Management with a research focus on tourism marketing, travel behaviour, and destination branding. She serves on the editorial boards of a number of national and international journals. She has authored and co-authored 60 peer-reviewed articles and 10 accredited conference proceedings. Since 2005, 55

Masters students and 26 Doctorate students completed their studies with success under her guidance. At international level she has presented more than 50 papers at international conferences. This led to the development of various global network opportunities and cooperation agreements with countries such as Germany and France. Prof. Slabbert has also presented 18 papers at national conferences, co-authored five books, 15 chapters in books, 64 research reports, six in-service training manuals and served as external examiner for 32 post-graduate studies.

She is currently privileged to lead research projects for the Department of Tourism, the Culture, Art, Tourism, Hospitality, and Sport Sector Education and Training Authority (CATHSSETA) and a number of private organisations. She served on the Research Forum of the Minister of Tourism for eight years (2012-2020). In 2010 she received the best paper award at the International Tourism Conference on Sustainable Tourism. Together with colleagues, she received the award for the best environmental abstract at the 2013 International Conference on Events. In 2013, she was the second runner-up for the Women in Science Award by the Department of Science and Technology.

She is a rated researcher for the National Research Foundation (2019- C3). Her voice can be heard over the radio and on television from time to time where she shares her knowledge aimed at taking the industry forward. Prof. Slabbert is currently the chairperson of the Southern African Institute for Management Scientists and the immediate past chairperson of Tourism Educators of South Africa. She is referee for the National Research Foundation (NRF) and various accredited journals.

3.5 Dr Gift Dafuleya, University of Venda (UNIVEN)



Dr Dafuleya is a development economist based at the University of Venda. He has led commissioned research for numerous international organisations and government departments in Southern Africa. He has published his research in journals such as the Review of Household Economics, Tourism Economics as well as in book chapters and policy briefs.





4. ABSTRACTS OF RESEARCH STUDIES

4.1 University of KwaZulu-Natal (UKZN): The piloting and refinement of the domestic tourism recovery framework

The Department of Tourism is prioritising domestic tourism's recovery. This is linked to the consensus that promoting domestic tourism is crucial to ensure that the sector recovers from the pandemic impacts on a pathway to sustainability and resilience to deal with future disruptions. The rationale and purpose of the research, the piloting and refinement of the proposed Domestic Tourism Recovery Framework are critical to guide interventions and buy-in. The Framework includes awareness and communication, training and skills development, and monitoring and evaluation components to support effective implementation and achieve intended impacts. The framework draws from wide-ranging consultations with key stakeholders and includes setting goals and identifying stakeholder roles, setting out guiding principles, identifying and understanding audiences, message design, targeting stakeholders using appropriate communication mediums, and identifying communication barriers and mitigation measures. In terms of skills development and training, the development of a responsive and agile training and education system is advocated. It is proposed that the conceptualisation and implementation of domestic tourism and skills development should commence with a national skills audit to identify training needs, priorities and training capacity. Various barriers to effective training were identified, including funding/financial constraints, quality of training, logistical challenges and awareness of training opportunities that need to be addressed. Finally, the monitoring and evaluation indicator framework is presented, linked to the Theory of Change. The key components of this framework are championing (with the Department of Tourism identified as the main champion), communication, institutionalisation, embedding and actioning (which includes the identification of interventions and related indicators).

4.2 University of Pretoria (UP): The piloting and refining of the domestic tourism remodelling model

This research report appraised the novel tool, the Domestic Tourism Remodelling Model (DTRM), devised by the Department of Historical and Heritage Studies (DHHS) to facilitate the reignition of local domestic tourism. The premise underscored by this research was that within the tourism domain, the focus on the enhancement of the "supply" side of the tourism value chain, would ultimately stimulate an increase in the "demand" side. The model comprised four essential elements with which to revitalise, stimulate and strengthen the domestic product. These elements are the "iconic"; the "un-iconic"; "multi-culturalism" and the "five senses". The effectiveness and suitability of the DTRM was illustrated by piloting it through a series of practical applications with diverse groupings of stakeholder participants in the Z.F. Mgcawu District Municipality in the Northern Cape. Narrative-induced workshops were conducted and the rich and varied responses were evidence of the new dynamic that the DTRM could contribute to the domestic tourism domain.

4.3 North-West University (NWU) and University of Venda (UNIVEN): The piloting and refinement of the tourism resilience model

The COVID-19 pandemic highlighted the susceptibility of the global tourism industry to the negative impact of health-related crises on international mobility and tourism demand. Moreover, in the 'proverbial' post-COVID-19 era, South Africa's tourism industry is prone to the effects of various internal and external shocks. These include the conflict in Ukraine - and the subsequent energy and financial crises in South Africa's major European tourist source markets, the global financial constraints associated with recovery from the COVID-19 pandemic, and more pertinently localised crises such as floods in various provinces, the ongoing energy crisis, and increasing safety and security concerns. As part of the Department of Tourism's research panel, NWU's tourism research unit, TREES, and the University of Venda conducted a research study to develop a reflexive demand-oriented tourism resilience model. The model does two things, and thus it can be seen as a two-phased model. Firstly, it uses tourism expenditure data before and immediately after the COVID-19 pandemic to assess if the tourism economy is bouncing back in ways demonstrating resilience. Secondly, it monitors domestic tourists' responsive travel behaviour and choices during and post-crises. The second phase investigates tourists' travel behaviour for the international and domestic markets, leading to the International - Tourism Resilience Model (I-TRM) and the Domestic - Tourism Resilience Model (D-TRM). Possibly the first of their kind, the models monitor and evaluate tourism indicators and their impact on travel behaviour, highlighting tourists' travel preferences, risk-responsive behaviour, response to the crisis and post-crisis marketing communications, as well as profiling aspects such as spending patterns – critical information to rebuilding and future-proofing the industry to become more resilient. This research and the models will enable the South African tourism industry to better understand domestic and international tourists amid crises and aid in tourism product development, as well as services and marketing innovation that sustainably boost inbound and local travel.



5. COMPLETED RESEARCH STUDIES: 2012/13 TO 2021/22

The table below highlights the research studies that were previously conducted and completed in collaboration with the universities between 2012/13 and 2021/22.

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)	FY 2019/20 (research project title)	FY 2020/21 (research project title)	FY 2021/22
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 (phase one)	An assessment of the impact of mega trends in the tourism sector (phase two)	Impact of COVID-19 on tourism-transport interface	
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 Cross-border themed tourism routes in the Southern Africa region – practice and potential			Re-modelling the local domestic tourism market in South Africa within a COVID-19 environment

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)	FY 2019/20 (research project title)	FY 2020/21 (research project title)	FY 2021/22
University of Venda	The 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	An analysis of the public sector expenditure in the tourism value chain: identifying socio-economic opportunities for black-owned enterprises in South Africa		Tourism resilience model for sustainable sector demand and supply
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 (phase one)	Leveraging State-owned tourism assets for black Small, Medium and Micro Enterprises development: a case of State-owned parks, lodges and attractions (phase two)	Impact of COVID-19 on tourism sector demand and supply	Stimulating sector demand and supply through niche tourism development



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)	FY 2019/20 (research project title)	FY 2020/21 (research project title)	FY 2021/22
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 present)	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	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa – phase three			Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment.
North-West University										Tourism Resilience Model for sustainable sector demand and supply
Council for Scientific and Industrial Research										Transformation of South African tourism value chain towards sustainable and resource efficient, and inclusive growth path post COVID-19



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