

The National Tourism Research Agenda

The National Tourism 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 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.

The Department encourages stakeholders to collaborate when implementing and conducting tourism research as this could assist to strengthen the capacity with the required areas of expertise, and in turn limiting research duplications and wastage of resources. Students who are enrolled for post-graduate studies are also encouraged to consult the Research Agenda when conceptualising their research topics. This approach will assist students to make meaningful contribution to the sector.

As part of the annual review and updating of the Research Agenda, stakeholders are requested to submit their research needs and priorities to the Department. Moreover, stakeholders interested in undertaking the research studies in the Research Agenda are requested to indicate their area of interest as this will assist the Department to keep track of the studies being conducted. For information sharing purposes, stakeholders are also requested to provide the Department with a list of completed tourism or tourism related research studies conducted in their organisations. This information and any matters related to the Research Agenda should be sent to: Ms Harriet Mukwevho at hmukwevho@tourism.gov.za.

The Research Agenda will be available on the Department's website at:

<https://tkp.tourism.gov.za/Pages/Home.aspx>

Table 1: National Tourism Research Agenda

Research theme	Research Focus Area	Research studies
1. Coastal and Marine Tourism	<ul style="list-style-type: none"> • Coastal and marine tourism from a global perspective • Coastal and marine tourism's economic valuation and analysis • Coastal and marine tourism and the environment • Coastal and marine tourism policy developments and guidelines • Coastal and Marine Tourism and tourism development/performance • Coastal and Marine Tourism and Innovation • Coastal and Marine Tourism governance and coordination 	<ul style="list-style-type: none"> ✓ Marine and coastal tourism: Lessons learned from other countries ✓ The economic value of coastal and marine tourism ✓ The governance and coordination involved in Coastal and Marine Tourism: challenges and opportunities ✓ Development of a framework to assess the economic impact of coastal and marine tourism in South Africa-Phase two (2) ✓ Development of a framework to assess the economic impact of coastal and marine tourism in South Africa-Phase three (3) ✓ The contribution of coastal and marine tourism in SMME development within the tourism sector ✓ The impact of coastal and marine tourism on the environment ✓ Security risks and measures necessary for the coastal and marine tourism ✓ The role of infrastructure improvement and enhancement along coastlines for coastal and marine tourism development ✓ Using coastal and marine tourism initiatives/programmes to stimulate and create jobs in the sector ✓ Exploring different innovative platforms for increasing experiences in coastal and marine tourism ✓ The governance and coordination factors involved in coastal and marine tourism

Research theme	Research Focus Area	Research studies
		<ul style="list-style-type: none"> ✓ The involvement and benefits accrued to coastal communities ✓ Achieving sustainable tourism through the promotion of ecotourism in coastal and marine protected areas
2. Employment and Decent work	<ul style="list-style-type: none"> • Measurements and models for employment and decent work • Employment patterns in the tourism sector • Employment dynamics • Skills development • Transformation • Human resource development in travel and tourism sector in South Africa 	<ul style="list-style-type: none"> ✓ Factors underlying employment generation in the tourism and hospitality sector ✓ Measuring the quality of work and effects on local communities ✓ Conditions of work in the tourism and hospitality sector ✓ Work identity and staff retention in the hospitality industry ✓ Work integrated learning and tourism in higher education ✓ Human resource development in the hospitality industry in South Africa ✓ Training needs of professional tourist guides ✓ Assessment of the training programme for professional tourist guides ✓ Tourism skills supply and the needs of the private sector ✓ Tourism graduates status/whereabouts post tertiary education

Research theme	Research Focus Area	Research studies
3. Responsible Tourism	<ul style="list-style-type: none"> • Responsible tourism practices • Tourism performance and the environment • Universal accessibility and affordability within the tourism sector • Community-based tourism • Sustainable tourism practices 	<ul style="list-style-type: none"> ✓ Factors affecting the implementation of the responsible tourism management practices ✓ Interventions needed to improve the number of enterprises that embrace responsible tourism management practices ✓ The attitudes and perceptions towards responsible tourism practices within SANParks and its tourists, concessionaires and service providers ✓ The effect of climate change on South Africa as tourism destination ✓ The implementation of tourism projects within local communities ✓ Constraints and opportunities for community participation and development management ✓ Local empowerment and capacity building for beneficiaries ✓ Evaluation of tourism business models that generate more economic benefits for local communities ✓ Tourism marketing to travellers with disabilities ✓ Universal accessibility within the tourism sector ✓ The synergies created with sustainable tourism practices and ecotourism (ecological preservation)

Research theme	Research Focus Area	Research studies
4. Enterprise Development	<ul style="list-style-type: none"> • SMME development and transformation of the tourism sector • SMME development and support programmes in the tourism sector • Entrepreneurship and enterprise development • Tourism value chain and enterprise development • Competitiveness of tourism enterprises • Sustainability of tourism enterprises 	<ul style="list-style-type: none"> ✓ SMME development and transformation of the tourism sector ✓ Entrepreneurship in the creative industry (arts and craft, curio shop etc.) ✓ The role of private, public partnership on SMME development ✓ Why are private investors (banks, venture capitalists & angel investors) wary of investing in SMMEs in tourism; what needs to be done to change that. ✓ Getting to the root causes of business failure in tourism and proposals of proven solutions from other case studies ✓ Unravelling the tourism markets, identifying growth opportunities offered by markets and by large and SMMEs in tourism ✓ Unpacking the business linkages for SMMEs in the global tourism value chains and networks ✓ Facing the real service quality and standards adherence by black owned SMMEs, practical solutions – making SMMEs more competitive – what needs to be done ✓ The curse of being a black owned SMME – competitiveness ✓ Examining where the money goes in the various tourism sub-sectors ✓ Business linkages and networks that exist between state owned parks and attractions and SMME

Research theme	Research Focus Area	Research studies
5. Policy, legislative and regulations	<ul style="list-style-type: none"> • Regulatory environment and strategic interventions • International accessibility and entry requirements • Safety and security and the tourism sector • Investment and regulatory reform 	<ul style="list-style-type: none"> ✓ Unintended consequences created by the introduction of the immigration regulations ✓ Immigration policies and tourism performance over time ✓ Determination of tourism performance and strategies for interventions ✓ Impact of outbreak of diseases, political and economic developments on tourism ✓ Assessment of entry requirements in other countries ✓ The role of South African embassies abroad on tourism performance ✓ Analyse the successes and failures of the incentive programmes ✓ Analysing the programme design flaws and contradictions in terms of the economic and fiscal policy of a country (tax and grant system), ✓ Innovative design in incentive programmes for tourism, ✓ The sustainability issues for new entrants into the tourism industry, ✓ The linkages of the incentive programmes with other programmes of a government, ✓ The application of tourism incentive programmes to other policy aspects targeted at the tourism industry, e.g. grading, universal accessibility, responsible tourism, adventure tourism, etc. ✓ A policy review of the tourist guiding sector in South Africa

Research theme	Research Focus Area	Research studies
6. Destination development	<ul style="list-style-type: none"> • Measuring tourism sector in South Africa • Product development and promotion • Tourism and socio-economic development • Tourism experience management • Tourist segmentation • • The Public Private Partnership and Tourism growth and development • Innovation and competitiveness of destinations • Tourism infrastructure, maintenance and development • Marketing and communication channels • Travel intermediaries and tourism performance • Urban regeneration and tourism performance • Emerging global trends • Niche tourism 	<ul style="list-style-type: none"> ✓ Model to measure the size of the tourism economy ✓ Consumer behaviour modelling ✓ Visitor profile and needs ✓ Econometric model for tourism demand in South Africa ✓ Ways to collect more timely, reliable and in-depth information on visitors, regions and local areas; usage of tourism research conducted ✓ Gap analysis on tourism product offerings, visitor experiences ✓ Identification of new tourism initiatives to develop tourism ✓ Residents attitudes and their support for tourism development ✓ The role of public private partnership in tourism development ✓ Sustainability of rural tourism products ✓ Opportunities for tourism in protected areas ✓ Political economy of tourism development in South Africa ✓ Tourist perceptions of trails, facilities and interpretive experiences in parks ✓ The role of the three spheres of government in tourism development and growth ✓ A market mapping of businesses involved in adventure tourism in South Africa ✓ An economic assessment of adventure tourism in South Africa ✓ Provincial analysis of niche tourism sectors ✓ Slow tourism as a marketing tool in developing destinations ✓ Sustainability of adventure tourism

Research theme	Research Focus Area	Research studies
		<ul style="list-style-type: none"> ✓ Economic viability of business, wine and cuisine tourism ✓ Development of township tourism ✓ Opportunities for tourism in protected areas ✓ Growing tourism through the entertainment industry (film, casinos etc.) ✓ Diaspora tourism: measurement of the scope and patterns of diaspora visits to friends and relatives in South Africa ✓ The role of the different entities in tourism value chain ✓ Nature and structure of the tourism supply and value chains ✓ Integration of the supply chain principles to create and communicate a common tourism vision ✓ Impact of events on tourism performance and the economy ✓ Value of the exhibition industry and its contribution towards tourism performance ✓ South Africa's potential to host new international events ✓ Return on investment from event infrastructure development and their sustainability ✓ Market segmentation and visitor satisfaction of small scale specialised events ✓ The impact of national, provincial and local trade shows on tourism business performance ✓ Aviation capacity in South Africa and future demand to meet tourism growth ✓ Development of land transport to meet tourism growth ✓ Ecotourism in urban environment and management of multi tourism activities ✓ Urban dilapidation and tourism performance

Research theme	Research Focus Area	Research studies
		<ul style="list-style-type: none"> ✓ Accessibility of domestic tourism ✓ Assessing product and information communication systems in the tourism sector ✓ Product development and packaging through strategic partnerships ✓ The nature and roles played by various travel intermediaries in different markets to improve tourism performance ✓ Understanding the target market for cultural heritage tourism in national parks ✓ Evaluation of current heritage tourism products in national parks ✓ Development of new culture heritage tourism products in national parks ✓ Best practice for visitor management in open parks ✓ Demand and supply market analysis for destination development ✓ Understand the halaal market, whether it currently exists in SA and what does it constitute

Research theme	Research Focus Area	Research studies
7. Service excellence	<ul style="list-style-type: none"> • Service quality in tourism sub-sectors • Service management in the tourism sector • Tourist experience at ports of entry • Tourist satisfaction and tourism infrastructure • Tourist satisfaction and sustainable tourism businesses • Perception of service quality and measures of business performance • Modes of transport and travel services in South Africa 	<ul style="list-style-type: none"> ✓ Development, testing and application of quality assessment tools relevant to tourism sub-sectors ✓ Development of a tourist satisfaction model to enhance sustainable tourism businesses ✓ The relationship between various aspects of customers' perception of service quality and measures of business performance ✓ Application of different service management models to specific business and leisure tourism segments ✓ Development of visitor experience model within the South African tourism context ✓ Customer satisfaction within hospitality sectors (restaurants, accommodation etc.) at ports of entry
8. Knowledge Economy	<ul style="list-style-type: none"> • Innovation and technology in the tourism Sector • Social Media platforms to promote and create awareness in the tourism sector • E-Marketing tools used to promote destinations • Information Communication Technology (ICT) and the tourism sector 	<ul style="list-style-type: none"> ✓ The use of social media and user-generated content in tourism at different destinations ✓ Approaches and uses of social media in the tourism sector ✓ Information search behaviours of visitors to South Africa ✓ The internet and virtual reality on visitor attraction needs ✓ Marketing of tourism destinations and tourism businesses via e-marketing, social media and user-generated content ✓ The effective use of ICT ✓ Tools to improve marketing efficiency and effectiveness in tourism at different tourist destinations ✓ The role of innovation on the competitiveness of destinations in South Africa ✓ The level of innovation in tourism for SA to compete globally

