



# TOURISM RESEARCH SEMINAR

*Advancing Tourism Growth,  
Development and Sustainability  
through Evidence-Based Research*



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

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## TABLE OF CONTENTS

1. Introduction .....	2
2. Programme .....	4
3. Presenters' Profiles .....	6
4. Abstracts of Research Studies .....	12
5. Post-Graduate Poster Exhibition and Innovation Hub .....	17
6. List of Completed Research Studies: 2012 to 2024 .....	18
7. Concluding Remarks .....	21



# 1. INTRODUCTION

Tourism is one of the key economic sectors that have a significant impact on job creation, generation of income and boosts local economies. The sector is widely considered to be viable for sustainable socio-economic development due to the integrative nature of its value chain as well as the economic multiplier effect (Tourism Sector Master Plan, 2023). Moreover, the sector has made a significant contribution to the South African economy over the years. According to Stats SA (2024), the sector supported over 730 000 jobs directly in 2022, representing 4,7% of total employment. However, for the sector to expand further, research is necessary to foster evidence-based planning policy development and programme implementation, thereby aiding informed decision-making.

Over the years, research in tourism has provided insights into areas such as management, tourists' behaviour, planning, marketing, destination development and product development. Research in tourism assists, amongst others, to produce evidence-based and timely high-quality information and knowledge to inform policy, planning, interventions and decision making. Evidence-based research is emphasised in several national frameworks and strategies: the National Development Plan (2030), Medium Term Development Framework (2024-2029), National Research and Development Strategy (2002); National Tourism Sector Strategy (2016-2026); Economic Reconstruction and Recovery Plan (2021); Tourism White Paper (2024); Tourism Sector Master Plan (2023) and Tourism Sector Recovery Plan (2021).

These strategic documents identify research as a critical area to inform the development, growth, recovery and sustainability of the tourism sector. Moreover, President Ramaphosa emphasised the Government of National Unity's (GNU) commitment to promoting "evidence-based policy and decision-making" at the appointment of Members of the National Executive on 30 June 2024. The Department of Science, Technology and Innovation further indicates that evidence-based policy making helps policy makers

and tourism practitioners make better decisions and achieve better outcomes by drawing upon the best available research evidence. Without reliable, evidence-based information and knowledge about the economic and social environment, making sensible choices that produce positive outcomes and meet the needs and expectations of different stakeholders is impossible.

Despite the important role that research plays in tourism, several limitations in the availability and quality of tourism data and information remain evident. A major challenge has been the general lack of co-operation and collaboration between different stakeholders in respect of tourism research, resulting in resource wastage and duplication of effort. This is despite the emphasis placed by the NTSS on the importance of building partnerships and collaboration to strengthen the context, use and dissemination of research findings to inform policy, planning, interventions and decision-making. Furthermore, the existing research is not always useful in addressing the needs of key stakeholders. Similarly, relevant tourism research capacity and knowledge is limited in the public sector which often leads to inconsistent and poor-quality information.

It is on this basis that the Department of Tourism has been collaborating with several public institutions of higher learning and research to conduct applied policy-related research in order to translate knowledge generation into practical application. Provision has also been made to offer financial support to tourism postgraduate students. Since the 2012/13 financial year, the Department has partnered with the following public universities and research institutions to enhance research capacity and skills development in the realm of tourism research: the University of Johannesburg (UJ), Cape Peninsula University of Technology (CPUT), University of Venda (UNIVEN), University of Zululand (UNIZULU), University of KwaZulu-Natal (UKZN), University of Pretoria (UP), North-West University (NWU), Tshwane University of Technology (TUT) and Council for Scientific and Industrial Research (CSIR). During the 2024/25 financial year, the department signed Memoranda of Agreement (MoAs) with a panel of six (6) public institutions of higher learning

and one (1) research council for a period of three years, with a view to foster collaboration and strengthen capacity in the realm of tourism research and skills development. This Tourism Research Panel constitutes the following institutions: UJ, UP, UNIVEN, UKZN, TUT, NWU and the CSIR.

One of the significant contributions made by collaborative research with these institutions is the generation of evidence-based knowledge which translates into policy and practice. In addition to the research reports generated, several research frameworks and models were produced for implementation by tourism stakeholders. All research outputs were subjected to external independent peer review and quality assurance to ensure their credibility. The outputs can be accessed from the Departmental Research Repository, at the following link: <https://tkp.tourism.gov.za/ResearchRepo>.

The value of research, however, is not fully realised until the research findings and recommendations are disseminated to a wider audience. In this way, research outputs are best utilised when they are accessible to sector stakeholders, who may consider the research outputs, and apply them to maximise the usefulness and utility of research outcomes, thus translating research into practice. Although the dissemination of research findings and outcomes is often regarded as the final stage of the research process, it also marks the first step towards translating knowledge into practice.

Thus, the research outputs produced through collaborative research are disseminated through various platforms, including the Tourism Research Seminar, Tourism Research Repository, workshops and conferences.

The Tourism Research Seminar is a platform hosted by the department to disseminate research findings and recommendations to different stakeholders to enhance planning, policy, interventions and decision-making within the tourism sector. The 2025 Tourism Research Seminar builds on the success of the previous information dissemination session and further expands the reach of stakeholders to include regional and international stakeholders such as ATLAS Africa, ATLAS International, embassies and academics from all over the world. This is achieved through hosting the seminar in a strategic partnership with UP and TUT. The seminar aims to afford various researchers in the departmental Tourism Research Panel a platform to present findings and outcomes of the research studies completed in the 2024/25 – 2025/26 financial years as well as for postgraduate students to exhibit research posters and innovation projects under the theme: ***“Advancing Tourism Growth, Development and Sustainability through Evidence-Based Research”***.

The next sections outline the programme; presenters' profiles; abstracts of studies to be presented, as well as information about previously completed studies.







4

TOURISM RESEARCH SEMINAR

## 2. PROGRAMME

<p>Chairperson: Ms Anemé Malan Deputy Director-General: Tourism Research, Policy and International Relations Department of Tourism</p>		
TIME	ITEM	LED BY
08:00 – 09:00	Registration and Arrival Tea Promotional Videos <b>STUDENT POSTER EXHIBITION AND INNOVATION HUB</b> <i>Theme: NextGen Tourism Innovation: Student-Driven Hub for Sustainable Development and Transformation</i>	All
09:00 – 09:15	Welcome and Opening Remarks	<b>Ms Anemé Malan</b> Department of Tourism
	Purpose of the Seminar	<b>Dr Kholadi Tlabela</b> Department of Tourism
09:15 – 09:35	Message of Support	<b>Prof. Zitha Mokomane</b> University of Pretoria  ATLAS International
09:35 – 09:45	Message of Support	<b>Dr Vathiswa Papu</b> Tshwane University of Technology
09:45 – 12:00	<b>SESSION I: TRAVEL FACILITATION, DIGITAL INNOVATIONS AND TOURISM SUPPLY CHAINS</b>	<b>Prof. Karen Leigh Harris</b> University of Pretoria
	Assessing the Impact of Visa Requirements on Travel and Tourism Demand	<ul style="list-style-type: none"> <li>• <b>Prof. Elmarie Slabbert</b></li> <li>• <b>Dr Tafadzwa Matiza</b></li> </ul> North-West University
	Tourism SMME Digital Technology Adoption in South Africa: Pathways for Innovation, Growth and Sustainability	<ul style="list-style-type: none"> <li>• <b>Prof. Vyasha Harilal</b></li> <li>• <b>Dr Refiloe Julia Lekgau</b></li> <li>• <b>Dr Mavis Mpotaringa</b></li> </ul> University of Johannesburg

TIME	ITEM	LED BY
	Exploring the Digital Technology Adoption Landscape of Niche Tourism SMMEs in South Africa	<ul style="list-style-type: none"> <li>• Dr Portia Sifolo</li> <li>• Dr Lisa Welthagen</li> <li>• Dr Rosa-Anne Naudé-Potgieter</li> <li>• Mr Mukhethwa Londani</li> </ul> Tshwane University of Technology
	An Assessment of the Tourism Supply Value Chains to Inform Government Interventions	<b>Dr Lorren Haywood</b> Council for Scientific and Industrial Research
	Question and Answer Session	All
12:00 – 13:00	<b>STUDENT POSTER EXHIBITION AND INNOVATION HUB</b>	All
	<b>Tea Break</b>	
13:00 – 14:45	<b>SESSION II: STATE-OWNED TOURISM ASSETS AND COMMUNITY-BASED TOURISM</b>	<b>Dr Pascal Tauoatsoala</b> Tshwane University of Technology
	Assessing the Management, Maintenance and Sustainability of State-Owned Tourism Assets in South Africa	<ul style="list-style-type: none"> <li>• Prof. Joram Ndlovu</li> <li>• Prof. Oliver Mtapuri</li> <li>• Dr Mabuyi Gumede</li> <li>• Dr Taemane Phoofolo</li> </ul> University of KwaZulu-Natal
	Factors Determining the Success of Community-Based Tourism in South Africa	<ul style="list-style-type: none"> <li>• Prof Gift Dafuleya</li> <li>• Dr Tondani Nethengwe</li> </ul> University of Venda
	Optimising Sustainable Community-Based Tourism: South African Scenarios and Solutions	<ul style="list-style-type: none"> <li>• Prof. Karen Leigh Harris</li> <li>• Mr Christoffel Botha</li> </ul> University of Pretoria
	Question and Answer Session	
14:45 – 15:00	Closing Remarks	<b>Ms Nonkqubela Silulwane</b> Department of Tourism
15:00	<b>Lunch and Networking</b> <b>STUDENT POSTER EXHIBITION AND INNOVATION HUB</b>	All



## 3. PRESENTERS' PROFILES

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



Prof Slabbert is the Director of TREES (Tourism Research Economics, Environs and Society), the tourism research unit at North-West University. This research unit has received several accolades in the last six years, and the team is moving research boundaries in the tourism industry. In her own capacity, Prof Slabbert has authored and co-authored 77 peer-reviewed articles and 10 accredited conference proceedings. Since 2005, 82 post-graduate students have completed their studies successfully under her guidance. At an international level, she has presented more than 60 papers at international conferences. This led to the development of various international network opportunities and international cooperation agreements with countries such as Germany and France. Prof. Slabbert is privileged to lead research projects for the Department of Tourism, the Culture, Art, Tourism, Hospitality, and Sport Sector Education and Training Authority (CATHSSETA) and several private organisations. She served on the Research Forum of the Minister of Tourism for eight years (2012-2020). She is a C1-rated researcher for the National Research Foundation (NRF). Her voice can be heard over the radio, where she shares her knowledge to take the industry forward.

### 3.2. Dr Tafadzwa Matiza, North-West University (NWU)



Dr Matiza is a Senior Researcher specialising in tourism studies at TREES, NWU's research unit. He holds a PhD in Commerce with a focus on International Marketing. His current research focuses on consumer behaviour in tourism, destination branding and marketing strategies for tourism. Recognised as an emerging scholar by the NRF, Dr Matiza has published numerous

papers on key tourism issues, especially from an African perspective. His recent research includes the modelling of tourists' travel behaviour, brand equity in sustainable hospitality practices, and the influence of nation branding on tourist decision making, aiming to enhance tourism marketing strategies in African tourism.

### 3.3. Prof Vyasha Harilal, University of Johannesburg (UJ)



Prof Harilal is an Associate Professor in the School of Tourism and Hospitality, College of Business and Economics, University of Johannesburg. Prof Harilal holds a PhD in Tourism and Hospitality from UJ. As an active researcher, Prof. Harilal focuses on issues related to domestic tourism, as well as eco-tourism and policy-related issues in Africa. She has authored various academic publications.

### 3.4. Dr Refiloe Julia Lekgau, University of Johannesburg (UJ)



Dr Lekgau is a Senior Lecturer in the School of Tourism and Hospitality: College of Business and Economics at UJ. She holds a PhD in Tourism and Hospitality from UJ. Dr Lekgau lectures a number of modules in the tourism and events discipline and supervises postgraduate research, including Honours and Masters. Her research interests lie in a range of developmental issues linked to Meetings, Incentives, Conferences and Exhibitions (MICE) tourism, tourism and resilience, wildlife tourism and communities.



### 3.5. Dr Mavis Mpotaringa, University of Johannesburg (UJ)



Dr Mpotaringa is a Postdoctoral Research Fellow at the School of Tourism and Hospitality, UJ. She holds a PhD, Masters and BCom (Hons) degree in Tourism and Hospitality, as well as a Postgraduate Certificate in Education (PGCE). She is a multidisciplinary researcher who contributes to research in tourism digital transformation, tourism marketing, consumer behaviour and sustainable tourism development, particularly within African contexts. She has authored and co-authored several journal articles and book chapters and supervises postgraduate research.

### 3.6. Dr Portia Pearl Siyanda Sifolo, Tshwane University of Technology (TUT)



Dr Sifolo has over 20 years of experience and extensive expertise in business and strategic management in the tourism sector. She is the Director for the Centre for Sustainable Tourism and Innovation and a Senior Lecturer in the Department of Tourism Management at TUT. She is a Y2-rated NRF researcher and was a candidate in the Future Professors Program by the Department of Higher Education & Training (2021-23). Her Doctorate studies focused on the nexus between supply chain management and stakeholder management for the balanced and optimal development for the tourism sector, while her Masters research project focused on marketing strategies for major economic regional players in Africa (Algeria, Egypt, Kenya, Nigeria, Ghana, and South Africa). Dr Sifolo's career in tourism began at Tourism KwaZulu-Natal (TKZN) in 2003, and later she worked as a Tourism Information Officer at the Local and Economic Development Office at Newcastle Municipality. She served as a

TUT Future Leaders Challenge mentor for students participating in the 2025 G20 Tourism Hackathon. She worked on the project for the British Council's Innovation for African Universities - Accelerating Youth Entrepreneurship and Innovation in Tourism program from 2021 to 2023. Her research centres on strategic frameworks for entrepreneurial sustainability, with a focus on the inclusion of Small, Medium and Micro Enterprises (SMMEs) in tourism supply chains across Africa. Her work advances stakeholder engagement and supply chain integration, aiming to drive inclusive economic development, innovation, and resilience in tourism ecosystems through strategic and policy-aligned research. Dr Sifolo has authored and co-authored 24 peer-reviewed articles, 19 book chapters, and 20 conference proceedings. She has also supervised 17 Masters and doctoral students to completion.

### 3.7. Dr. Lisa Welthagen, Tshwane University of Technology (TUT)



Dr Welthagen is a Senior Lecturer and Subject Head for Event Management at TUT. She holds a PhD in Tourism Management and has more than 26 years of professional experience in the tourism and events sector. Her academic portfolio includes leading curriculum development, supervising Master's and Doctoral research, and contributing to teaching and learning excellence. Dr Welthagen has played an integral role in shaping industry-focused initiatives. She was instrumental in the development of the SACIA Young Professionals Forum, which empowers and mentors emerging leaders in the sector. In addition, she actively contributes to the Council of Event Professionals Africa (CEPA) and the Event Safety Council, where she supports the advancement of professional standards, sustainable practices, and safety protocols in events.

She further serves as an Executive Member of the Centre of Sustainable Tourism and Innovation (CSTI) at TUT, where she champions research



and innovation in sustainable tourism. She also contributes nationally through her role on the SABS Technical Committee for SANSI0366. Dr Welthagen continues to advocate for academic innovation, industry collaboration, and professional development in the tourism and events management fields.

### 3.8. Dr Rosa-Anne Naudé-Potgieter, Tshwane University of Technology (TUT)



Dr Naudé-Potgieter holds a PhD in Tourism Management from NWU and an MBA from Henley Business School. She is a Lecturer and Section Head for Teaching and Learning in the Tourism Department at TUT. She has over a decade of experience in the casino industry, spanning operations, marketing and business intelligence.

Dr Naudé-Potgieter brings a unique blend of academic expertise and industry insight to her work.

Her research interests include tourism management, casino management, labour relations, quality of work life, eSports events, and family travel.

### 3.9. Mr Mukhethwa Londani, Tshwane University of Technology (TUT)



Mr Londani is a Statistical Analyst at TUT. He holds a BSc degree in Statistics and Mathematics from the University of Venda, an Honours degree in Statistics and a Masters degree in Financial Mathematics from the University of the Western Cape (UWC). He has been a member of the Young African Statisticians since 2011 and is currently registered for a PhD at Walter Sisulu University (WSU). His doctoral study, titled

"Statistical Modelling of Tobacco Use and Behaviour among Adolescents and Young Adults in South Africa", examines the prevalence of tobacco use

and second-hand smoke exposure among South African adolescents and young people using statistical models.

Mr Londani is a dynamic and innovative Information Manager with expertise in study planning, data mining, data management, statistical analysis, predictive modelling, and reporting. His areas of specialisation include biostatistics, clinical trials, research methodology, monitoring and evaluation, proposal development, and data weighting. He has successfully led national research projects, overseeing research design, questionnaire development, staffing, budgeting, and data management, in collaboration with multidisciplinary teams. Additionally, he has authored and co-authored several peer-reviewed publications. He brings strong skills in leadership, presentation, report writing, data analysis, strategic decision-making, coordination, internal auditing, organisation, planning, problem-solving, and team management.

### 3.10. Dr Lorren Haywood, Council for Scientific and Industrial Research (CSIR)



Dr Haywood is a Senior Researcher at the CSIR. She has specialist expertise in strategic environmental management, sustainability assessment and reporting, risk management, renewable energy and the circular economy; particularly with regard to guidance, practices, policies and legislation, strategies, tools and initiatives, and indicator development. Her research not only illuminates the path toward environmental

stewardship but also bridges the gap between theory and practical implementation. Her collaboration with the Department of Tourism on projects like "Sustainability of Rural Tourism Products in South Africa: A Case Study of Selected Tourism Products (2017/2018)" and "Transformation of the South African Tourism Value Chain Towards Sustainable and Resource Efficient and Inclusive Growth Post COVID-19 (2021/2022)" reflects her commitment to leveraging tourism as a vehicle for sustainable growth and social equity.

### 3.11. Prof Joram Ndlovu University of KwaZulu-Natal (UKZN)



Prof Ndlovu is an Associate Professor and Academic Leader for Research in the School of Social Sciences at the University of KwaZulu-Natal. He holds a PhD in Tourism Management and has over 30 years of teaching and research experience across universities in Southern Africa. He has conducted several local and international research projects that reflect his commitment to bridging academic research with practical applications in the field. His interdisciplinary work covers community-based tourism, digitalisation, destination branding, cultural and heritage tourism and social well-being. Prof. Ndlovu has researched extensively on environmental governance, sustainable development, climate change, the dynamics of cultural and heritage tourism, and the challenges faced by rural communities in diversifying their livelihoods through tourism initiatives. His research interest lies in exploring the intersection of livelihoods, climate change, and indigenous knowledge. He seeks to develop best practices on how indigenous communities adapt to environmental challenges and leverage traditional knowledge to sustain their livelihoods. Through this work, he seeks to develop more effective strategies for climate resilience and community empowerment. Prof. Ndlovu continues to influence the discourse on tourism and community development, making significant contributions to both academic literature and practical initiatives aimed at fostering sustainable practices in the SADC region.

### 3.12. Prof Oliver Mtapuri, University of KwaZulu-Natal (UKZN)



Prof Mtapuri is a Full Professor in Development Studies at the School of Science, in the College of Humanities at UKZN. He holds a PhD in Development Studies, and a NRF rated researcher. He is also a former interim South African Research Chairs Initiative (SARChI) Chair in Applied Poverty Reduction Assessment, funded by the NRF and the Department of Science and Innovation (Grant no. 71220).

Prof Mtapuri has supervised more than 120 Masters and PhD students to completion and has authored and co-authored over 130 journal articles in peer-reviewed journals. His research interests include poverty and inequality, community-based tourism, research methodologies, and project management.

### 3.13. Dr Mabuyi Gumede, University of KwaZulu-Natal (UKZN)



Dr Gumede is a Senior Lecturer in the Programme of Cultural and Heritage Tourism at UKZN. She holds a PhD in Cultural and Heritage Tourism specialising in Coastal and Marine Tourism Management, a Masters degree in Recreation and Tourism, a BA (Hons) degree in Education and a BA in Pedagogics and Sociology from the University of Zululand, and a Teachers Diploma from Eshowe College of Education.

Dr Gumede attended training in Integrated Development Planning and Community Leadership at NWU, and Gender Mainstreaming in Local Government; an initiative by the Swedish International Development Agency (SIDA) in collaboration with the South African Local Government Association





(SALGA), in Sweden. Her research interests are marine tourism governance, tourism management, culture and heritage tourism, sustainable development, land reform and restitution, gender inequalities, social stratification, migration, mobility and refugee studies and environmental studies, with special reference to climate change and associated challenges. She has served as the Academic Leader of Community Engagement at UKZN: School of Social Sciences and is presently the Cluster Leader for History Cluster in the School of Arts. She is actively involved in various community projects internationally, continentally, nationally and locally. She serves in various committees within the university.

### 3.14. Dr Taemane Phoofolo, University of KwaZulu-Natal (UKZN)



Dr Phoofolo is currently employed as a Permanent Lecturer at UKZN's Howard College campus. He obtained a PhD in Cultural and Heritage Tourism from UKZN in 2020 and has more than 36 years of progressive and successful teaching and lecturing experience. He offers modules at undergraduate and postgraduate levels, from first-year through to Honours. He has successfully supervised several Masters students in Culture and Heritage Tourism and Public Policy. He is currently supervising five Masters students and co-supervising two PhD candidates.

Dr Phoofolo has attended national and international conferences to present papers, keep abreast of modern developments in the research and publication arena, network with other research experts, and publish papers. One of the highlights of his career was to serve on the UKZN research team commissioned by the Department of Tourism to conduct research in KZN from 2016 to 2018. This resulted in the publication of several papers. His areas of research interest include tourism disasters and risks affecting the tourism industry, tourists' travelling patterns, cultural tourism, sustainable tourism and Artificial Intelligence (AI) and its applications in tourism.

### 3.15. Prof Gift Dafuleya, University of Venda (UNIVEN)



Prof Dafuleya is a Professor of Economics at UNIVEN, whose research is predominantly on state and non-state social protection and tourism economics, and occasionally on migration and informality. He has served as a Visiting Professor at the Jagiellonian University in Poland and a Guest Course Director for Social Investments in Africa at the United Nations African Institute of Development and Economic Planning. He has led research for numerous international organisations and government departments in Southern Africa and is currently involved in "Sacred Travels for Growth"; a research project funded by the European Commission. Prof. Dafuleya has published his research in international journals, book chapters and policy briefs.

### 3.16. Dr Tondani Nethengwe, University of Johannesburg



Dr Nethengwe holds a PhD in Tourism and serves as Senior Lecturer and Head of the Department of Tourism and Hospitality Management at UNIVEN. She has over a decade of experience in researching tourism issues at the intersection of economics and development, with a particular focus on the impact of pilgrimage on local economic development, tourism value chains, the sustainability of rural tourism products, and economic modelling of tourism trends before and after COVID-19.

Since 2012, Dr Nethengwe has coordinated several projects funded by the Department of Tourism, strengthening the link between research and practice in community-based and rural tourism development. She has also served as project coordinator for a UNDP-funded initiative that involved

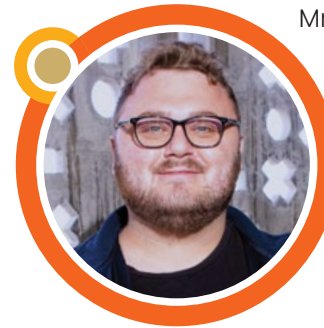
hosting and managing UNIVEN's "Social Assistance in Africa" database. In addition, she contributed as a researcher UNIVEN's Rural Development Institute through the "Innovation Champions for Local Economic Development" (IC4LED) project in the Vhembe District. Her research and project leadership continue to inform sustainable tourism development strategies in South Africa and beyond.

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



Prof Harris is an Emeritus Professor and Head of the Department of Historical and Heritage Studies at University of Pretoria. 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. Prof. Harris is regarded as a pioneer in the teaching of the field of heritage and cultural tourism at tertiary level in South Africa and has introduced a number of award-winning educational initiatives in her teaching, most recently for her work-integrated learning and tourism business incubator, UP Campus Tours (UPCT). She has also been the principal investigator in over a dozen research projects conducted for the Department of Tourism since the inception of this research collaboration. Prof. Harris is an accredited Provincial Culture Tourist Guide (Gauteng) and holds a Higher Education Diploma. She serves as a board member and coordinator of the Association for Tourism and Leisure Education and Research (ATLAS) Africa Chapter alongside Christoffel Botha and has been a keynote and guest speaker on a number of platforms, including the World Federation of Tourist Guide Associations (WFTGA), the South African Cultural Observatory as well as ATLAS. Prof. Harris is the recipient of the UP Chancellor's Award for Teaching and Learning, the Faculty Teaching Excellence Award as well as Faculty Supervisors' Award.

### 3.18. Mr Christoffel Botha, University of Pretoria (UP)



Mr Christoffel Botha is a Lecturer, Supervisor and Researcher in the Department of Historical and Heritage Studies in the Faculty of Humanities at the University of Pretoria, South Africa. In this Department he also serves as the Postgraduate Coordinator for all honours, masters and doctoral programmes in History as well as Heritage and Cultural Tourism. Mr Botha teaches at both an undergraduate and postgraduate level in modules such as community-based tourism and tourism entrepreneurship, and is also involved in the work-integrated learning tourism incubator known as UP Campus Tours. Additionally, he serves as an Executive Board Member and Chapter Coordinator for Africa, with Professor K.L. Harris, for the international Association for Tourism and Leisure Education and Research (ATLAS). He is a registered culture tourist guide for Gauteng, and is a member of a number of academic and professional societies and organisations, locally and globally. His current research interests revolve around: tourist guiding; tourism modelling; community-based tourism; tourism policies and sustainable tourism development in South Africa, and the global South more broadly. He has been involved in a number of research projects commissioned by the National Department of Tourism since 2017.







## 4. ABSTRACTS OF RESEARCH STUDIES

### 4.1. North-West University (NWU): Assessing the impact of visa requirements on travel and tourism demand

In an increasingly interconnected world, visa policies serve as critical determinants of destination choice, influencing accessibility, affordability, perceived hospitality, and length of stay. Understanding these dynamics is central to South Africa's tourism growth strategy, particularly in attracting high-volume source markets and emerging segments such as digital nomads. Therefore, this study aimed to investigate the impact of South Africa's visa regimes and requirements on inbound travel and tourism demand, with a particular focus on enhancing the country's global competitiveness as a premier tourism destination.

The research adopted an inductive, quantitative, demand-oriented approach supported by econometric modelling to examine the influence of visa policies on tourism demand. Data were collected through three structured surveys. Firstly, a tourism segment-specific survey focusing on digital nomads was conducted across the five major global source markets (The United States, the United Kingdom, Russia, Canada, and Germany), drawing on 700 digital nomads as respondents. Secondly, a three-country visa-focused survey targeted priority markets still subject to visa requirements: China (n=436), India (n=440), and Nigeria (n=440). Finally, global econometric modelling assessed the effect of visa regimes on tourism flows across 194 origin and 163 destination countries between 2016 and 2021. Statistical analyses using SPSS and SmartPLS4 provided insights into relationships between visa accessibility, demand patterns, and travel intentions.

Key findings reveal that visa regimes substantially shape travel behaviour and demand. A consistent trend emerged across all surveyed markets showing that simplified, technology-enabled, and liberal visa policies increase tourist demand and arrivals, while restrictive and complex visa processes suppress demand. Importantly, the shift towards e-visa systems, visa-on-arrival options, and visa exemptions globally underscores the competitive disadvantage

faced by destinations with cumbersome visa processes. In South Africa's context, perceived barriers included long processing times, inconsistencies in requirements, and limited access to advanced digital application systems. Conversely, respondents from the surveyed markets (China, India, and Nigeria) indicated that streamlined online applications, reduced costs, and predictable turnaround times would significantly increase their likelihood of choosing South Africa as a travel destination and recommending it to others.

The study also explored the implications of emerging trends, notably the digital nomad market, which has expanded rapidly in response to ICT advancements and changing work patterns. While awareness of South Africa's newly introduced Digital Nomad Visa (DNV) was limited (32%), findings suggest that efficient application systems, clear renewal processes, and strong safety assurances would enhance South Africa's attractiveness to this growing segment. Additionally, respondents highlighted the importance of non-visa factors such as perceived safety, scenic beauty, cost of living, and governance quality, which further influence travel intentions and intrinsic motivations.

The research concludes that South Africa's ability to modernise and liberalise visa regimes, through expanded e-visa coverage, simplified Trusted Tour Operator Schemes, regional travel agreements, and targeted policies for niche markets, will be pivotal to strengthening its position in the global tourism landscape. These findings provide actionable insights for policymakers, tourism authorities, and industry stakeholders to implement data-driven, technologically advanced, and traveller-friendly visa policies that maximise inbound tourism demand while balancing security, diplomacy, and economic growth imperatives.

### 4.2. University of Johannesburg (UJ): Tourism SMME digital technology adoption in South Africa: Pathways for innovation, growth and sustainability

Technological advancement and digitalisation within the tourism economy have emerged as increasingly vital cornerstones for the continued

development and growth of the sector. However, despite the growing recognition of the significance of digitisation for SMMEs in tourism, these enterprises continue to encounter obstacles in effectively implementing and leveraging digital technologies to enhance their competitiveness and sustainability. This has resulted in suboptimal operations in terms of serving tourists' interests of tourists, thereby hindering the overall competitiveness of destinations.

This study investigates the tourism SMME digital technology adoption landscape in South Africa and explores potential innovation opportunities to enhance their development, growth, and sustainability. The research adopted a quantitative-dominant mixed-method research design, utilising a three-stage approach to ensure a comprehensive understanding of the research phenomenon, thereby providing multiple perspectives on the digital landscapes of tourism SMMEs in South Africa, as well as strategies for fostering the digital transformation of these enterprises for sustained and resilient growth.

Firstly, a systematic literature review was conducted to elucidate the technology adoption landscape of tourism SMMEs. Secondly, a quantitative approach, employing surveys, was utilised to gather data from registered tourism SMMEs in South Africa, specifically targeting the owners of tourism SMMEs across the Free State, Gauteng, North-West, Northern Cape, and Western Cape provinces. These SMMEs were selected from the primary tourism sub-sectors, including accommodation, attractions and activities, travel services, food and beverage services, and meetings, exhibitions, and special events. Lastly, a qualitative approach was employed, involving semi-structured interviews with relevant government departments responsible for the development and support of tourism SMMEs. Multiple sampling techniques (stratified, purposive, and snowballing) were employed for both the quantitative and qualitative approaches.

Findings from the systematic literature review revealed a growth in studies related to tourism SMMEs in terms of articles published and cited from 2005 to 2024, with the evolution of themes centred around digital transformation,

innovation, digital marketing, and developing countries from 2015 to 2024. Survey results indicated that tourism SMMEs are predominantly micro-enterprises and that many have been operating for more than 10 years, suggesting a prevalence of long-established businesses. Additionally, the study suggests that technological adoption offers several advantages for enhancing business operations, while a clear distinction between financial and non-financial challenges emerged. Highly rated innovation opportunities were noted for digital marketing, mobile applications, and immersive technologies. The findings further indicated a willingness among tourism SMMEs to engage in peer networks and mentorship programmes, as well as to form partnerships and collaborations with government entities and other private sectors, such as digital technology service providers. The study's findings were augmented by qualitative insights, which underscored the importance of partnerships. This research provides valuable theoretical, practical, and policy implications to support the growth, resilience, and sustainability of tourism SMMEs in South Africa.

### **4.3. Tshwane University of Technology (TUT): Exploring the digital technology adoption landscape of niche tourism SMMEs in South Africa**

Many SMMEs face barriers such as limited resources, inadequate infrastructure, and low digital literacy, particularly in less urbanised provinces. This gap hinders their ability to leverage digital tools for marketing, customer engagement, and operational efficiency, necessitating targeted research to identify challenges and opportunities. The niche tourism SMMEs in South Africa contribute towards driving the sector's economic significance; hence, the need to bridge digital transformation gaps. This study explores the digital technology adoption landscape among niche tourism SMMEs in South Africa, focusing on their integration of digital tools to enhance competitiveness, operational efficiency, and market reach. Employing a mixed-methods approach, the research combines qualitative and quantitative data collection across nine provinces. Purposive intensity sampling was conducted through semi-structured interviews with 29 event organisers and 36 representatives from the Limited Pay-out Machines





(LPMs) market under Casinos and Gaming Services in South Africa. Additionally, 127 questionnaires were administered to niche tourism SMMEs nationwide, supplemented by a structured data collection approach of 685 websites to assess the online level of digital technology adoption among niche tourism SMMEs. The data analysed and interpreted spans all provinces in South Africa, reflecting the country's diverse tourism offerings and differing levels of digital infrastructure. Findings reveal varying levels of adoption influenced by provincial disparities, resource constraints, and sector-specific challenges. The insights provide a foundation for policy interventions aimed at accelerating digital transformation within South Africa's niche tourism ecosystem.

#### **4.4. Council for Scientific and Industrial Research (CSIR): An assessment of the tourism supply value chains to inform government interventions**

Tourism is a key driver of economic growth, employment, and social development in South Africa; yet its potential is constrained by structural challenges, fragmentation, inefficiencies, and inadequate infrastructure along the tourism supply value chain. This study, forming the foundation of an evolving research project, maps the value-creating sub-sectors of the tourism supply chain, identifies tourism products associated with each sub-sector, highlights supporting services, and identifies stakeholders that enable and sustain tourism in South Africa. Grounded in systems thinking, the study provides a theoretical lens for understanding the dynamic, non-linear relationships that underpin value creation across the tourism industry in South Africa. Findings reveal that South African tourism functions as a complex adaptive system, where value emerges from three sets of relationships: firstly, between tourism products and their supply chains; secondly, among sub-sectors; and thirdly, between sub-sectors and factors influencing tourists' decisions to travel to and within the country. Each sub-sector, particularly core sectors, plays a dual role of dependency and support, forming a web of interdependencies essential for the sustainability and growth of the tourism industry. These relationships generate reinforcing feedback loops, where progress in one sub-sector triggers positive spillover

effects across others, enhancing economic benefits and destination attractiveness. Negative influences, such as crime or climate risks, can undermine competitiveness and affect all the sub-sectors unless managed effectively. By mapping these interactions, the study provides an evidence base for decision-makers to strengthen positive interdependencies, mitigate risks, and foster resilience. The outcomes highlight the need for integrated, coordinated strategies and investments that leverage tourism's systemic nature to achieve sustainable, inclusive, and competitive growth.

#### **4.5. University of KwaZulu-Natal (UKZN): Assessing the management, maintenance and sustainability of State-owned tourism assets in South Africa**

Tourism is a vital economic sector in South Africa, as it has the potential to create job opportunities and offer long-term prospects for accelerating GDP growth and fostering an inclusive economy. Tourism assets can be natural, cultural, or any resource that attracts tourists or is a tourism product in a potential site or existing destination. Tourism assets refer to the existing tourism resources within the knowledge of the community. The country has at its disposal several state-owned assets that play a significant role in the economy. Natural and cultural tourism is based on the management and operation of goods as heritage tourism. The need for positive outcomes has generated a growing emphasis on identifying key success factors. The main objective of this study was to examine the management, maintenance and sustainability of state-owned tourism assets in South Africa. The study utilised a mixed methods approach as a research strategy to combine and integrate both quantitative (numerical) and qualitative (descriptive) data within a single study to provide a more complete understanding of a complex research problem than either approach alone could offer. This methodology is rooted in pragmatism, allowing researchers flexibility to address diverse aspects of a research question by leveraging the strengths of both data types for a broader and deeper perspective. In-depth interviews and focus group discussions were conducted with stakeholders concerning the management, maintenance and sustainability of state-owned tourism assets. The questionnaires were

researcher-administered targeting to tourists to ensure a high return rate. The results show that the management and maintenance of state assets must address the need for continuous improvement as well as an interdisciplinary and strategic business perspective. The research findings indicate that some local governments have a poor track record in directing the use of local assets to support tourism growth. However, most local governments are now trying to manage tourism assets optimally to achieve local economic development. Hence, some are considering various options for investing in Public-Private Partnerships or leasing these parks to private investors. Maintaining state assets is framed as critical for leveraging them to attract visitors and maximise tourism revenue. Degradation or neglect of facilities undermines perceived quality of the tourism product, potentially deterring visitors and investment. Monitoring and evaluation of the assets entails establishing metrics to track visitor numbers, repeat visitation, dwelling times at each site, and achieved economic impacts on adjacent communities. Some Local Governments face a crisis in finances and budgets, resulting in inconsistent maintenance of facilities. Thus, budgetary constraints and funding gaps emerged as the primary drivers of ageing and inadequate infrastructure across camps and lodges. A large portion of the assets provides little or no direct community benefit from tourism revenues, which signals weak social license and equity, with a risk of community distrust and conflict over the use of resources. Protected areas remain essential to conservation and sustainability, but their future hinges on the ability to adapt to rising pressures from tourism, social change, and human-wildlife conflict. To compound the maintenance problem, major maintenance was missed post-COVID-19, while ongoing maintenance funding shortfalls are hindering timely repairs. Walkways and trails within the different parks and organisations require urgent attention. The current financial allocations for maintenance are insufficient to sustain safe and accessible routes. Overall, some of the infrastructure is in bad shape and would benefit from a sustained, focused maintenance program, which is supported by adequate budgeting. The study concludes that traditional carrying capacity models fall short in capturing the complexity of these dynamics. While some efforts are in place, there is an acknowledgement that funds are insufficient to fully maintain all facilities. Therefore, the study

proposes an Integrated Management and Sustainability Model (IMSM) of state-owned tourism assets in South Africa to ensure an integrated quality management, financial-economic control, visitor segmentation, quality standards measurements, performance monitoring and evaluation, and organisational responses and actions.

#### **4.6. University of Venda (UNIVEN): Factors determining the success of Community-Based Tourism in South Africa**

Community-based tourism (CBT) emerged in the early 1980s as a response to the global agenda of sustainable development and local empowerment. In South Africa, policy frameworks such as the 1996 White Paper on the Development and Promotion of Tourism placed communities at the centre of tourism development. Yet, decades later, evidence suggests that community uptake and long-term ownership of CBT projects remain weak once external support is withdrawn. This paradox underscores the persistent gap between the transformative promise of CBT and its practical outcomes. It raises critical questions about the structural design of CBT initiatives, the conditions under which they thrive or fail, and the extent to which current models resonate with community needs, aspirations, and capabilities. This report draws on empirical findings from stakeholder workshops, key informant interviews, and focus group discussions to assess the performance of three prevailing CBT models: operator-led, community-led, and government-led. Each model offers unique pathways for local participation, yet all face systemic challenges that undermine sustainability. In operator-led CBT, benefit-sharing mechanisms are often ill-defined and opaque. Power asymmetries between private operators and local communities place decision-making, financial control, and market access firmly in the hands of operators, leaving communities full of mistrust. While operators typically prioritise economic sustainability and competitiveness, this orientation risks marginalising social and cultural objectives if not balanced with community-centred sustainability. Community-led and government-led models, though structurally similar, distribute responsibilities differently. Community-led CBTs rely on local initiative to commercialise tourism, whereas government-led CBTs are driven by the State's mandate to promote inclusive development,







conserve heritage, and alleviate poverty. However, both approaches have faced criticism for producing “white elephants”; projects situated in areas with weak tourism potential or pursued for clientelist gains rather than efficiency. Such projects often generate short-term employment and supply chain benefits during construction but fail to deliver sustainable returns, leaving behind underutilised infrastructure. Communities, in turn, sometimes extract residual benefits through informal appropriation of materials, rationalising this as compensation for long-standing marginalisation. This dynamic highlights the tension between redistributive intent and operational viability. To move beyond these recurring pitfalls, the study applies community needs assessments, SWOT analysis, and cost-benefit evaluations to identify seven key policy interventions and twelve (12) critical success factors for strengthening CBT in South Africa. The insights generated are intended to inform policymakers, practitioners, and community leaders seeking to reimagine CBT not as a symbolic gesture, but as a viable and enduring pathway for inclusive growth.

#### **4.7. University of Pretoria (UP): Optimizing sustainable community-based tourism: South African scenarios and solutions**

This study entitled “Optimizing sustainable CBT: South African scenarios and solutions” critically examines the current state of CBT in South Africa and proposes solutions to optimise it within a sustainable and inclusive manner. Originally introduced in the 1970s as a developmental tool for marginalized communities, CBT has since been promoted globally for its potential to support local empowerment, preserve cultural heritage, and advance the United Nations Sustainable Development Goals (SDGs), particularly SDG 1 (No Poverty) and SDG 8 (Decent Work and Economic Growth). However, despite decades of support, CBT has often fallen short of its promise due to implementation challenges, stakeholder misalignment, and evolving expectations within the tourism industry.

Employing a mixed-methods approach, this research synthesises global and local literature, analyses numerous international and South African CBT case studies, and includes qualitative fieldwork with key stakeholders (communities, government, and private sector). It critically reviews various operating models and policy frameworks, including South Africa’s key tourism strategies and white papers from 1996 to 2024. Findings reveal a persistent lack of integration between key stakeholders, with a top-down approach still dominating, and the private sector often excluded or only temporarily engaged. This has hindered the effective optimisation of CBT and limited its sustainability.

The study proposes three innovative, context-specific solutions. The “Community Carousel” encourages the application of a nuanced, inclusive understanding of “community,” recognising the diversity of identities, cultures, and socio-economic conditions within local populations. The “C-Based-T Integration” reimagines the “based” component of CBT, advocating for continuous and formalised roles for both government and private sector role players throughout the lifecycle of CBT projects, especially in funding, training, and oversight. The third solution, the “I-Factor”, introduces seven strategic elements – initiate, ideate, interest, interact, invest, incentivise, and insure – to ensure a dynamic and accountable relationship among stakeholders. These elements aim to forge a stronger, more sustainable symbiosis between communities, government, and private entities.

The study argues that these solutions can address underperformance in CBT and realign the sector with South Africa’s broader tourism development goals. This includes stimulating rural economies, fostering inclusive growth, and enhancing skills development. The proposed interventions also align with the GNU’s priorities on social cohesion and the G20 Presidency’s theme of “Solidarity, Equitability and Sustainability”. Ultimately, the research provides a strategic pathway for repositioning CBT as a viable and sustainable sector within South Africa’s tourism landscape.



## 5. POST-GRADUATE POSTER EXHIBITION AND INNOVATION HUB

The seminar encompasses postgraduate tourism student empowerment and capacity development initiatives. First, students from institutions in the Tourism Research Panel will participate in the poster exhibition by showcasing the research studies. The exhibition offers students an opportunity to interact and engage in meaningful discussion with the wider tourism sector stakeholders attending the seminar. Such interaction fosters a collaborative atmosphere of exchanging ideas and obtaining constructive feedback.

Second, the innovation hub serves as a collaborative, interactive platform where teams of students from institutions in the Tourism Research panel will showcase innovative projects and programmes, apply knowledge in practice, and engage directly with audiences through experiential demonstrations. It aims to provide a dynamic and student-driven showcase that highlights how universities are preparing graduates to contribute to sustainable and innovative futures in the tourism sector at a local, provincial and national level. It will similarly foster inter-university collaboration, promote industry linkages, and amplify student voices as change-makers. Henceforth, the hub presents an opportunity for teams of students from different institutions to come up with some innovative projects in the tourism space to enhance innovation and technological advancement in the sector.

The Table below highlights the postgraduate students who will participate in the poster exhibition and innovation:

Institutions	Name of students	
	Poster exhibition	Innovation initiative
UKZN	Mr Thobani Mbeje	Mr Kanyisile Ngcenge
	Ms Banele Mafasi Mhlabane	Ms Zinhle Mdletye
UP	Mr Kagiso Seichokelo	Ms Elmien Viktor
	Ms Sonali Vishnukumar	
	Ms Louisa Jordaan	
UJ	Ms Kamohelo Hoeane	Ms Inganathi Zamela
	Ms Prudence Hassen	Ms Teagon Spykerman
UNIVEN	Mrs Ndivhuho Ndlovu	
	Mr Gift Ndhlovu	
TUT	Mr Sbusiso Mbuyane	Ms Modiko Rebecca Mophosho
	Ms Palisa Silanda	Ms Alshanthe Smith
		Ms Kholofelo Molefe
NWU	Ms Mannscher Meyer	
	Ms Remofilwe Tumetsane	





## 6. COMPLETED RESEARCH STUDIES: 2012/13 TO 2023/24

The table below highlights the research studies that were previously conducted and completed between 2012/13 and 2024/25.

FINANCIAL YEAR	RESEARCH TITLE	INSTITUTION
2012/13	Analysis of the supply of tourism products for the five key domestic market segments	UP
	Understanding the concept of cross-border guiding in Southern Africa	UP
	Socio-economic impact of sporting events on rural communities: a case study	UNIVEN
	Customer service satisfaction levels of domestic tourist at accommodation establishments in South Africa	UJ
	Governance and regulation of subvention funds study	CPUT
	Socio-economic impact of rural tourism routes on adjacent communities: a case study	UNIZULU
2013/14	A model to measure South Africa's tourism competitiveness (phase one)	UP
	Harmonisation of tourist guiding training regulations and standards in Southern Africa (phase one)	UP
	The socio-economic impacts of religious tourism on rural communities in Limpopo: a case study (phase one)	UNIVEN
	Customer service satisfaction levels at tourist attractions in South Africa (phase one)	UJ
	Development of a framework to measure the impact of events (phase one)	CPUT
	The planning development and management of tourism resource facilities and activities in municipalities in three provinces	UNIZULU
2014/15	A model to measure South Africa's tourism competitiveness (phase two)	UP
	Harmonisation of tourist guiding training standards in Southern Africa (phase two)	UP
	The socio-economic impact of religious tourism on local communities in Limpopo: a case study (phase two)	UNIVEN
	Customer service satisfaction levels at tourist attractions in South Africa (phase two)	UJ
	Development of a framework to measure the impact of events (phase two)	CPUT

FINANCIAL YEAR	RESEARCH TITLE	INSTITUTION
2015/16	Regional competitiveness: an emerging domestic market segment perspective	UP
	Harmonised tourist guiding in Southern Africa	UP
	Local economic development: the case of tourism events	UNIVEN
	Customer service satisfaction index for the accommodation sub-sector in South Africa	UJ
	Development of a framework to measure the impact of events (phase three)	CPUT
	The impact of community-based tourism projects on local communities in KwaZulu-Natal	UKZN
2016/17	Destination development through understanding tourists' expectations and memorable tourist experiences at major tourist attractions	UP
	The potential of the creative industry for destination development in South Africa: film tourism as a case study	UP
	Interventions and incentives needed to improve the number of enterprises, including State-owned tourism attractions that embrace responsible tourism management practices	UNIVEN
	Tourism value chain and opportunities for transformation in South Africa	UJ
	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa (phase one)	CPUT
	The governance and coordination involved in a coastal and marine tourism: challenges and opportunities	UKZN
2017/18	Demand and supply market analysis for destination development	UP
	A policy review of the tourist guiding sector in South Africa	UP
	Sustainability of rural tourism products in South Africa: a case study of selected tourism products	UNIVEN
	Understanding the employment profiles within the tourism hospitality sub-sector	CPUT
	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa (phase two)	UKZN





20

TOURISM RESEARCH SEMINAR

FINANCIAL YEAR	RESEARCH TITLE	INSTITUTION
2018/19	An assessment of the impact of mega trends in the tourism sector (phase one)	UP
	IST: Northern Cape as a case study	UP
	Cross-border themed tourism routes in the Southern Africa region: practice and potential	
	An analysis of socio-economic opportunities in the tourism value chain	UNIVEN
	Leveraging State-owned tourism assets for black SMMEs development a case of State-owned parks, lodges and attractions (phase one)	UJ
	Development of a framework to assess the economic impact of coastal and marine tourism in South Africa (phase three)	UKZN
2019/20	An assessment of the impact of mega trends in the tourism sector	UP
	An analysis of the public sector expenditure in the tourism value chain: identifying socio-economic opportunities for black-owned enterprises in South Africa	UNIVEN
	Leveraging State-owned tourism assets for black SMMEs development: a case of State-owned parks, lodges and attractions	UJ
2020/21	Impact of COVID-19 on tourism-transport interface	UP
	Impact of COVID-19 on tourism sector demand and supply	UJ
2021/22	Re-modelling the local domestic tourism market in South Africa within a COVID-19 environment.	UP
	Re-examining perspectives on the recovery of South Africa's domestic tourism in a COVID-19 environment	UKZN
	Tourism resilience model for sustainable sector demand and supply	NWU UNIVEN
	Transformation of South African tourism value chain towards sustainable and resource efficient, and inclusive growth path post-COVID-19	CSIR
	Stimulating sector demand and supply through niche tourism development	UJ
2022/23	The piloting and refinement of the Domestic Tourism Remodelling Model	UP
	The piloting and refinement of the Domestic Tourism Recovery Framework	UKZN
	The piloting and refinement of the Tourism Resilience Model	NWU

FINANCIAL YEAR	RESEARCH TITLE	INSTITUTION
2023/24	An assessment of the Tourism Accommodation Grading System in South Africa: a demand and supply perspective	NWU
	Perceptions of the influence and effectiveness of the Tourism Accommodation Grading System in South Africa	UKZN
	The Impact of electricity cuts on tourism businesses in South Africa: a case of accommodation establishments	CSIR
	Recognition and integration of Indigenous Story Tellers (IST) in the tourist guiding sub-sector	UP
	Participation of previously disadvantaged groups in the tourist guiding sub-sector: assessing barriers and opportunities	UJ

## 7. CONCLUDING REMARKS

The Department of Tourism has over the years conducted and disseminated research outputs using various platforms such as the seminar and research repository among others. The research outputs have been utilised to inform policies, programmes, strategies as well as decision making in the tourism sector. The 2025 Tourism Research Seminar builds on the success of the previous information dissemination session and further expands the reach of stakeholders to include regional and international stakeholders such as Atlas Africa and Atlas International, embassies and academics from all over the world. This will support the utility of research outputs since the findings and recommendation of the studies presented are applicable to international stakeholders.







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