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| **Department** | | | Department of Applied Management | |
| **Discipline** | | | Tourism Management | |
| **Research Focus Area** | | | Marketing of Tourism Destinations and Tourism Businesses | |
| **Total capacity for 2025** | | | 2 Doctoral and 3 Master’s students | |
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| **Supervision Team details:** | **Academic Profile** | | | **Capacity** |
| **Prof C van Zyl**  **[[1]](#footnote-1)(Contact person for this focus area)**  **Email:** [**vzylc@unisa.ac.za**](mailto:vzylc@unisa.ac.za)  **ORCID**  [**https://orcid.org/0000-0002-9302-6677**](https://orcid.org/0000-0002-9302-6677?lang=en) | DCom in Tourism Management, research expertise in the broader field of tourism marketing and management. | | | Up to 1 Doctoral student and up to 1 master’s student |
| **Dr N Conradie**  **Email: conran@unisa.ac.za**  **ORCID:**  [**https://orcid.org/0000-0003-0569-2643**](https://orcid.org/0000-0003-0569-2643) | PhD in Tourism Management, research expertise in the broader field of tourism marketing and destinations. | | | Up to 1 Doctoral student and up to 1 master’s student |
| **Mrs Nandipha David**  **Email: davidn@unisa.ac.za**  **ORCID:**  [**https://orcid.org/0000-0002-3796-1484**](https://orcid.org/0000-0002-3796-1484?lang=en) | Mrs Nandipha David is a lecturer in the Department of Applied Management. She completed her master’s degree in the field of ecotourism with a focus on sustainable tourism, destination competitiveness, tourism infrastructure and accessibility in ecotourism destinations. Since then she has presented her paper and its findings in conference proceedings. | | | Up to 1 master’s student |
| **Model of supervision** | Candidates will be allocated to a supervisor but will be required to work independently within the requirements of higher degree studies. Additionally, the candidate will have to present his/her work to a panel of academic at colloquia or the candidate should submit his/her work to be reviewed by a blind peer review process. | | | |
| **Selection criteria: Master’s/Doctorate** | Refer to the qualification website for selection criteria. | | | |
| **Selection Procedure** | Refer to the qualification website for selection procedure. | | | |
| **Research scope** | Marketing is defined as “the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large in a way that preserves or enhances the customers’ and the society’s well-being” (American Marketing Association, 2007; Kotler, 1991: 26). Tourism marketing is not a separate discipline but an adaptation of basic principles that have been developed and practised for many decades across a wide spectrum of consumer products, and more recently developed for the public sector and for services provided by not-for-profit organizations.  The essential focus is on the customer or user. The nature and speed of development of the Internet, Web 2.0 and e-marketing has delivered a seismic shift in the exchange process that has tilted the balance of power to the customer/user and away from the producer.  Within this context and business environment, tourism marketing research is interested in analysing, exploring and gaining insights on all main issues, aspects and parties involved in designing, creating and communicating services and experiences for tourist consumers in all stages of the experience service encounter: before, during and after. | | | |
| **Reading:**  **Subject Field** | **This is a selection of articles and/or recent books in this research focus area. ‎Further reading over and above these is essential:**   * Bignè Alcaniz, E., Sànchez Garcìa, I., and Sanz Blas, S. (2009) ‘The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis’, *Tourism Management*, 30, pp. 715-723. * Blain, C., Levy, S.E., and Brent Ritchie, J.R. (2005) ‘Destination branding: insights and practices from destination management organizations’, *Journal of Travel Research*, 43(4), pp. 328-338. * Brassington, F., and Pettitt, S. (2006) *Principles of Marketing* (4th ed.). Harlow: Financial Times & Prentice-Hall. * Chen, C.-F. and Tsai, DC. (2007) ‘How destination image and evaluative factors affect behavioral intentions?’, *Tourism Management* 28(4), pp. 1115–1122. * Echtner, C.M. and Brent Ritchie, J.R. (2003) ‘The meaning and measurement of destination image’, *The Journal of Tourism Studies*, 14(1), pp. 37-48. * Gallarza, M.G., Saura, I.G. and Calderón Garcıá, H. (2002) ‘Destination image; towards a conceptual framework’, *Annals of Tourism Research,* 29(1), pp. 56-78. * Gross, M.J. and Brown, G. (2006) ‘Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment’, *Journal of Business Research*, 59(3), pp. 696–700. * Gursoy, D., Saayman, M. and Sotiriadis, M. (eds) (2015) *Collaboration in Tourism Businesses and Destinations: A Handbook*. Bingley, UK: Emerald Publishing * Hu, T., Marchiori, E., Kalbaska, N. and Cantoni, L. (2014) ‘Online representation of Switzerland as a tourism destination: an exploratory research on a Chinese microblogging platform’, *Studies in Communication Sciences*, 14, pp. 136-143. * Jalilvand, M.R., Samiei, N., Dini, B and Yaghoubi Manzari, P. (2012) ‘Examining the structural relationships of electronic word-of-mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach’, *Journal of Destination Marketing & Management*, 1(1), pp. 134-143. * Kim, J.-H. (2014) ‘The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences’, *Tourism Management*, 44(1), pp. 34-45. * Kim, W.G., Park, Y., Gazzoli, G. and Sheng, E. (2011) ‘Benefit segmentation of international travellers to Macau, China’, *Journal of Quality Assurance in Hospitality & Tourism*, 12(1), pp. 28-57. * Kotler, P. and Armstrong, G. (2010) Principles of Marketing (13th Global ed.). Upper Saddle River, NJ: Pearson Education Inc. * Kotler, P., Bowen, J. and Makens, J. (2010) Marketing for Hospitality and Tourism (5th ed.). Upper Saddle River, NJ: Pearson Education Inc. * Mill, R.C. and Morrison, A.M. (2012) The Tourism System, 7th edn. Dubuque, IA: Kendall Hunt Publishing. * McCabe, S. (2009) Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases. London: Taylor and Francis. * Middleton, V.T., Fyall, A., Morgan, M. and Ranchhod, A. (2009), Marketing in Travel and Tourism. Oxford, UK: Butterworth-Heinemann. * Morrison, A.M. (2013) Marketing and Managing Tourism Destinations. New York, NY: Routledge. * Pike, S. (2008) Destination Marketing: An Integrated Marketing Communications Approach. Oxford, UK: Butterwort-Heinemann. * Pine, B.J. and Gilmore, J.H. (1999) The Experience Economy: Work is Theatre and every Business a Stage. Boston, MASS: Harvard Business School Press. * Prayag, G. (2009) ‘Tourists’ evaluation of destination image, satisfaction and future behavioral intentions- the case of Mauritius’, Journal of Travel and Tourism Marketing, 26(8), pp. 836–853. * Prayag, G. (2010), ‘Images as pull factors of a tourist destination: a factor-cluster segmentation analysis’, Tourism Analysis, 15(1), pp. 1–14. * Reid, R.D. and Bojanic, D.C. (2009) Hospitality marketing management (5th ed.). New York, NY: John Wiley & Sons. * Sotiriadis, M. (2012) ‘Tourism destination marketing: approaches improving effectiveness and efficiency’, Journal of Hospitality and Tourism Technology, 3(2), pp. 107-120. * Sotiriadis, M. and Van Zyl, C. (2013) ‘Electronic word-of-mouth and online reviews in tourism services: the use of twitter by tourists’, Electronic Commerce Research Journal, 13(1), pp. 103-124. * Sotiriadis, M. and Snyman AJ (2013) ‘Tourism property acquisition in South Africa: a destination marketing analysis’, Journal TOURISMOS an international, multi-disciplinary journal of tourism, 8(3), pp. 39-57. * Walls, A.R., Okumus, F., Wang, Y(R). and Kwun, D.J.-W. (2011) ‘An epistemological view of consumer experiences’, International Journal of Hospitality Management, 30(1), pp. 10-21. * Zeithaml, V.A. and Bitner, M.J. (2007). Services Marketing, 7th ed. New York, NY: McGraw-Hill. | | | |
| **Reading:**  **Research Methodology** | **This is a selection books on methodology. Further reading over and above these is essential:**   * Babbie, E. (2009) The Basics of Social Research (12th ed.). Belmont, USA: Thomson Wadsworth. * Coles, T., Duval, D.T. and Shaw, G. (2013) Student’s Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. New York, NY: Routledge. * Cooper, D.R. and Schindler, P.S. (2011) Business research methods. (11th ed.). New York, NY: McGraw-Hill. * Creswell, J.W. (2009) Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Los Angeles, CA: Sage. * De Vos, A.S. (ed.) (2005) Research at Grass Roots: for the Social Sciences and Human Service Professions. Pretoria: Van Schaik. * Hair, J.F., et al., 2010. Multivariate Data Analysis: A Global Perspective (7th ed.). New York, NY: Pearson. * Henning, E. (2005) Finding your Way in Qualitative Research (2nd ed.). Pretoria: Van Schaik * Hofstee, E. (2006) Constructing a Good Dissertation: A Practical Guide to Finishing a Masters, MBA or PhD on Schedule. South Africa: EPE Publishers. * Maree, K. (ed.) (2007) First Steps in Research. Pretoria, SA: Van Schaik Publishers. * Mouton, J. (2001) How to Succeed in your Master’s and Doctoral Studies: a South African Guide and Resource Book. Pretoria, SA: Van Schaik Publishers. * Nachmais, C.F. and Nachmais, D. (2008) Research Methods in the Social Sciences (7th ed.). New York, NY: Worth Publishers. * Pallant, J. (2007) SPSS Survival Sanual: A Step by Step Guide to Data Analysis using SPSS for Windows (3rd ed.). Berkshire, UK: McGraw-Hill & Open University Press. * Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2010) Business Research Methods (8th Ed.). Mason, OH: South-Western. * Vital, R. and Jansen, J. (2010) Designing your First Research Proposal: A Manual for Researchers in Education and the Social Sciences. Rev ed. Lansdowne: Juta. * Welman, J.C. and Kruger, S.J. (2007) Research Methodology. Cape Town, SA: Oxford. | | | |
| **Resources: Scholar community** | * Anatolia: An International Journal of Tourism and Hospitality Research * Annals of Tourism Research * Cornell Hospitality Quarterly * Current Issues in Tourism * Electronic Commerce Research and Applications * Electronic Commerce Research Journal * International Journal of Contemporary Hospitality Management * International Journal of Hospitality Management * International Journal of Hospitality and Tourism Administration * International Journal of Tourism Research * Journal of Business Research * Journal of Destination Marketing & Management * Journal of Hospitality and Tourism Research * Journal of Hospitality and Tourism Technology * Journal of Hospitality Marketing & Management * Journal of Service Theory and Practice (former Managing Service Quality) * Journal of Quality Assurance in Hospitality & Tourism * Journal Service Business * Journal of Travel & Tourism Marketing * Journal of Travel Research * Journal of Vacation Marketing * Tourism: an international interdisciplinary journal * Tourismos: an interdisciplinary journal * Tourism & Hospitality Management * Tourism Economics * Tourism Management * Tourism Review (Revue de Tourisme) | | | |
| **Potential M&D research focus areas or research projects** | | | | |
| Prospective students can make use of the topics listed below or propose their own topic within Marketing of Tourism Destinations and Tourism Businesses. Students’ research outlines will be reviewed in terms of topic, the identified problem, feasibility to conduct the research, the context of the study and the scholarliness of presented outline (i.e. academic writing skills, referencing, argumentative skills, golden thread and resources consulted). Consulting and referencing additional resources other than those presented in this document are essential. | | | | |
| **Unit of Analysis** | | **Research Focus** | | |
| **Tourist Consumer and Experience** | | * Understanding the consumer: tourism motivations and buying behaviour * Factors influencing demand for tourism * Market segmentation for tourism and travel markets * Marketing mix for tourism services * Information and communication technologies and their influence on tourists * Social Media and User-Generated Content in tourism * Tourists’ experiences * Post-behavioural intentions in a selected tourism context * Tourism experiences within various tourism contexts and setting | | |
| **Tourism Business (Hospitality, Travel and Visitor Attractions)** | | * E-marketing in tourism: the effective use of ICT * Approaches and uses of social media in the tourism industry * Distribution channels in travel and tourism * Intermediaries in tourism and travel markets * Promotional and communication tools in tourism * Marketing approaches, tools and techniques in the tourism context * Collaboration in tourism business marketing * Competitive strategies within the tourism industry * Developing offerings / tourism experiences * Locating the tourism offering * Pricing the tourism offering / services * Communication in tourism: approaches, tools and methods * Physical environment (environmental psychology) (in the tourism context) * Service processes in tourism * Tourism service encounter: customer and contact employees * Quality audit and customer satisfaction in travel | | |
| **Tourism Destinations** | | * Tourism marketing research * Tourism marketing planning * Planning marketing strategy * Destination image * Destination positioning * Destination branding * Planning tourism marketing campaigns * Evaluating tourism marketing performance * Approaches and tools to improve marketing efficiency and effectiveness in tourism | | |

1. Please note that consulting the research focus area leader is no assurance that your application will be approved. If, however, your application is approved, it is also not a guarantee that he/she will be allocated as your supervisor. [↑](#footnote-ref-1)