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| **Department** | | Department of Applied Management  (& Department of Environmental Science) | |
| **Discipline** | | Sustainable Tourism Management (environment, economic & social) | |
| **Research Focus Area** | | Sustainable Tourism | |
| **Capacity for 2025** | | Three students in total (Masters or PhD) | |
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| **Supervision Team details:** | **Academic Profile** | | **Capacity** |
| **Dr Dorothy Queiros**  **[[1]](#footnote-1)(Contact person for this focus area)**  Office: Anton Lembede 5- 37  Email: queirdr@unisa.ac.za  ORCID: <https://orcid.org/0000-0002-6988-5818> | Dr Dorothy Queiros is a senior lecturer in the Department of Applied Management. Her research foci are sustainable tourism, community-based tourism, community involvement in conservation and tourism, tourism and protected areas, and sustainable marine tourism. Her master’s degree was in the field of ecotourism implementation. She holds a PhD in environmental management, which focused on pro-conservation attitudes and behaviour of rural communities living around protected areas. | | 1 Masters or 1 PhD student (Qualitative studies only) |
| **Dr Elricke Botha**  Office: Anton Lembede 5-31  Email: vlogge@unisa.ac.za  ORCID: <http://orcid.org/0000-0003-1761-8264> | Dr Elricke Botha is a senior lecturer in the Department of Applied Management. Her PhD degree was in the field of ecotourism with specific focus on interpretation (i.e. communication and education of conservation practices). Since then, she has published in sub-fields of sustainable tourism (see ORCID) with a focus on the tourist’s experience (quantitative or qualitative research designs.) | | 1 Masters or 1 PhD student |
| **Dr Nicolene Conradie**  Office: Anton Lembede 5-17  Email: conran@unisa.ac.za  ORCID:  <https://orcid.org/0000-0003-0569-2643> | Dr Nicolene Conradie is a senior lecturer in the Department of Applied Management. She completed her master’s degree in the field of sustainable tourism, with specific focus in avi-tourism (birding-tourism). Her PhD in Tourism Management focussed on the sustainability of avi-tourism, based on environmental and education conservation. She has published in the sub-fields of tourism management, ecotourism, avi-tourism and education. | | 1 Masters or 1 PhD student |
| **Mrs Nandipha David**  Office: Anton Lembede 5-40  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 work in conference proceedings. | | 2 Masters students |
| **Model of supervision** | Candidates will be allocated to a supervisor with relevant expertise on the topic. However, the candidate will be required to work independently within the requirements of higher degree studies. | | |
| **Selection criteria: Master’s/Doctorate** | Refer to the qualification website for selection criteria. | | |
| **Selection Procedure** | Students’ applications will be reviewed in accordance with the Procedures for Master’s and Doctorate Degrees (sections 3.1 to 3.3). Note that the selection panel is not obliged to accept prospective students who meet the minimum criteria as there are other factors (see below) that will be considered (Section 3.1):   * Meeting the minimum requirements as set out online * Academic record * Academic background (i.e. within Tourism Management and a background in sustainable development or equivalent context) * Language competency * The topic the student wishes to research * The topic’s alignment with the preferred research focus area * Capacity and expertise to supervise student * Limitations imposed by enrolment planning   The selection panel will review the pool of applications per the research focus area against the criteria stipulated above. Thereafter all the applicants will be ranked in accordance to how best the applications fit the above criteria. Only the best applicants will be selected in accordance with supervisory capacity. | | |
| **Research scope** | Tourism has become an increasingly popular mechanism through which to integrate conservation, environmental sustainability, and socio-economic development. Sustainable tourism is important, as natural resources are under pressure, local communities seek to be involved and benefit, tourists are seeking more meaningful and responsible experiences, and sections of the tourism industry seek to follow a wiser approach while still being economically successful. The three pillars of sustainable tourism, also known as the triple bottom line, are environmental, societal, and economic sustainability. Within this triple bottom line, there are sub-fields that require further research to broaden our understanding and application of successful sustainable tourism (see research focus sub-areas at the end of the document). | | |
| **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. Google Scholar is an excellent resource and many articles are free to access within this resource.**   * Sustainable tourism * Allendorf, T.D., Aung, M., Swe, K.K. & Songer, M. 2017. Pathways to improve park-people relationships: Gendered attitude changes in Chatthin Wildlife Sanctuary, Myanmar. *Biological Conservation*. 216:78–85. * Eagles, P.F.J. 2014. [Research priorities in park tourism](https://www.researchgate.net/publication/271669841_Research_priorities_in_park_tourism). *Journal of Sustainable Tourism*, 22(4):528-549. * Eyisi, A., Lee, D. & Trees, K. 2023. Developing responsible tourism in emerging economies: the case of Nigeria. *Journal of Tourism and Cultural Change*, 21(1): 94-109. * Fennell, D.A. & Cooper, C. 2020. Sustainable tourism: Principles, concepts and practices. Bristol, UK: Blue Ridge Summit, PA: Channel View Publications. * Obradović, S., Stojanović, V., Milić, D. The Importance of Understanding Local Community Attitudes and Perceptions Regarding Nature Conservation. *Wetlands* 2023, 43, 2. * Queiros, D.R. 2022. People Parks Win-Win Framework: Integrating components that can influence people-parks relationships. KOEDOE, 64(1):1-16. Available at: https://koedoe.co.za/index.php/koedoe/article/view/1723 * Saufi, A., O’Brien, D., & Wilkins, H. 2014. Inhibitors to host community participation in sustainable ‎tourism development in developing countries. *Journal of Sustainable Tourism*, 22(5):801-820.‎ * Samani, D. Bosak, K., Halvorson, S.J. 2023. Community-centered sustainable ecotourism planning in the Bossou Forest Reserve, Guinea, West Africa. *Sustainability* 2023, 15, 4615. * Stronza, A.L., Hunt, C.A. & Fitzgerald, L.A. 2019. Ecotourism for conservation? *Annual Review of Environment and Resources*, 44: 229-254. Available at https://www.annualreviews.org/doi/full/10.1146/annurev-environ-101718-033046#\_i3 * Ward, C., Holmes, G. & Stringer, L. 2018. Perceived barriers to and drivers of community participation in protected-area governance. *Conservation Biology.* 32(2):437–446. * Interpretation * Huang, Z., Weng, L. & Bao, J. 2022. How do visitors respond to sustainable tourism interpretation? A further investigation into content and media format. *Tourism Management,* 92:104535. * Moscardo, G. 2014. Interpretation and tourism: holy grail or emperor’s robes? International Journal of Culture, Tourism and Hospitality Research, 8(4):462-476. * Moscardo, G. & Hughes, K. 2023. Rethinking interpretation to support sustainable tourist experiences in protected natural areas. *Journal of Interpretation Research,* 28(1):76-94. * Tölkes, C. 2018. Sustainability communication in tourism – literature review. *Tourism Management Perspectives,* 27:10-21. | | |
| **Reading:**  **Research Methodology** | **This is a selection of books on methodology. Further reading over and above these is essential:**   * Blaikie, N. & Priest, J. 2019. Designing Social Research: The Logic of Anticipation. 3rd ed. Cambridge: Polity Press. ISBN: 39781509517442. * Cohen, L., Manion, L. & Morrison, K. 2018. *Research Methods in Education*. 8th ed. New York: Routledge. ISBN: 9781138209886 * Cooper, D.R. & Schindler, P.S. 2018. Business Research Methods. 13th ed. New York: McGraw-Hill Companies Inc. * Creswell, J.W. 2018. Research Design: Qualitative, Quantitative and Mixed Methods approaches. 5th ed. Los Angeles: Sage. ISBN: 978150638670. * Creswell, J.W. & Poth, C.N. 2018. Qualitative Enquiry and Research Design: Choosing Among Five Approaches. 4th ed. Los Angeles: Sage. ISBN: 9781506361178. * Hair, J., Babin, B.J., Anderson, R.E. & Black W.C. 2018. Multivariate Data Analysis. 8th ed. UK: Cengage Learning. ISBN: 9781473756540. * Hussain, M.A., Elyas, T. & Nasseef, O.A. 2013. Research paradigms: A slippery slope for fresh researchers. Life Science Journal, 10(4): 2374–2381. * Kumar, R. 2019. Research Methodology: A Step-by-Step Guide for Beginners. 5th ed. SAGE: Los Angeles. ISBN: 9781526449900. * Moser, A. & Korstjens, I. 2017. Series: Practical guidance to qualitative research. Part 1: Introduction. European Journal of General Practice, 23(1):271-273, DOI: 10.1080/13814788.2017.1375093. Available at: https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375093?needAccess=true * Korstjens, I. & Moser, A. 2017. Series: Practical guidance to qualitative research. Part 2: Context, research questions and designs, European Journal of General Practice, 23(1):274-279, DOI: 10.1080/13814788.2017.1375090. Available at: https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375090 * Moser, A. & Korstjens, I. 2018. Series: Practical guidance to qualitative research. Part 3: Sampling, data collection and analysis. European Journal of General Practice. 24(1):9–18. Available at: https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375091 * Korstjens, J. & Moser, A. 2018. Series: Practical guidance to qualitative research. Part 4: Trustworthiness and publishing, European Journal of General Practice, 24(1):120-124, DOI: 10.1080/13814788.2017.1375092. Available at: https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375092?needAccess=true * Krejcie, R.B. & Morgan, D.W. 1970. Determining sample size for research activities. Educational and Psychological Measurement, 30(3):607-610. * Myers, M.D. 2020. Qualitative Research in Business and Management. 3rd ed. London: SAGE Publications. ISBN:9781473912335. * Mouton, J. 2022. How to Succeed in Your Master’s and Doctoral Studies: A South African Guide and Resource Book. Pretoria: Van Schaik Publishers. ISBN: 9780627034923. * Pallant, J. 2020. SPSS Survival Manual. 7th ed. Routledge. ISBN: 9781760875534. * Quinlan, C., Babin, B., Carr, J., Griffin, M. & Zikmund, W. 2019. Business research methods. 2nd ed. UK: Cengage Learning. * Wahyuni, D. 2012. The research design maze: Understanding paradigms, cases, methods and methodologies. JAMAR. 10(1):69–80. * Yin, R.K. 2018. Case Study Research and Applications. 6th ed. Los Angeles: SAGE. ISBN: 9781506336169. | | |
| **Resources: Scholar community** | * Global Sustainable Tourism Criteria, 2012. Available at: <https://www.gstcouncil.org/gstc-criteria/>. ‎ * Responsible Travel.com. Available at <http://www.responsibletravel.com> * National Rural Tourism Strategy 2012. Available at <https://www.tourism.gov.za/AboutNDT/Branches1/domestic/Documents/National%20Rural%20Tourism%20Strategy.pdf> * South African Government’s goals for conservation and biodiversity. Various documents available at <https://www.environment.gov.za/documents/strategicdocuments#biodiversity> * Spenceley, A., Relly, P., Keyser, H., Warmeant, P., McKenzie, M., Mataboge, A., Norton, P., Mahlangu, S., & Seif, J. 2002. Responsible Tourism Manual for South Africa, Department of Environmental Affairs and Tourism. Available at <https://www.tourism.gov.za/CurrentProjects/ResponsibleTourism/Responsible%20Tourism/Responsible%20Tourism%20Manual.pdf>. * The International Ecotourism Society (TIES): Available at <http://www.ecotourism.org>. ‎ * United Nations Development Programme (UNDP): Sustainable development goals. Available at: https://sdgs.un.org/goals * UNWTO. 2011. Global code of ethics for tourism. Available at: <https://www.unwto.org/global-code-of-ethics-for-tourism> * UNWTO. 2020. Tourism and the sustainable development goals – journey to 2030. Available at: <https://www.undp.org/content/dam/undp/library/Sustainable%20Development/UNWTO_UNDP_Tourism%20and%20the%20SDGs.pdf> ‎ * WESSA (the Wildlife and Environment Society of South Africa): Available at <http://wessa.org.za/> * Responsible Tourism – Requirements (SABS, SANS 1162:2011). Available at: <https://www.tourism.gov.za/CurrentProjects/ResponsibleTourism/Responsible%20Tourism/Responsible%20Tourism%20Publications.pdf> | | |
| **Resources: Theories used in research**  **(PhD students need to incorporate a theory into their outline)** | * See Changing Minds for a list of theory clusters (not all are relevant to tourism): <https://changingminds.org/explanations/theories/a_clusters.htm> * Bricker, K. & Donohoe, H. 2015. Demystifying theories in tourism research. CABI Digital Library. | | |
| **Structure of the outline** | | | |
| Prospective students can make use of the research sub-areas listed at the end as **a guideline from which to identify their own specific topic.** Students are encouraged to **clearly indicate the unit of analysis** (i.e. who or what will be researched) since most of the suggested research sub-areas below focus on the triple bottom line and/or an overlap between the triple bottom line aspects.  **The structure below must be followed. Please ensure that when you submit your research outline, you have included all of the sections requested in the outline below. Research outlines done in another format will not be considered.**   |  | | --- | | **Structure of the research outline with included fictious example**   * Select a research focus sub-area (see from the list below) (e.g. Avi-tourism – we have used this as an example below) * Structure of the research outline: * **Page 1:** * Proposed topic: Test your proposed topic against the SMART principles: Is it specific, measurable, attainable, relevant, and timely? (e.g. The relationship between avi-tourism and pro-environmental behaviour in South Africa) * Your name and surname * Master’s/Doctorate * Student number * **Rest of the document:** * **1. Background to the proposed study/Introduction**   (e.g. Your background or introduction will cover literature [from credible, recent resources] that explain that ecotourists have pro-environmental behaviour. You might then move over to explain that avi-tourism is a special niche of ecotourism.)   * **2. Literature**: In this section you will discuss the literature that you have read to arrive at your topic. What do other authors say about this area of research? Cite all sources /references within the sentences where they are used.   (e.g. Linking with the previous heading, you will focus on avi-tourism literature in this section. You might indicate that avi-tourism is growing rapidly. You might highlight several authors who have researched avi-tourism and what their topics focussed on.)   * **3. Problem statement:** Lay out the research problem or research gap. This should come from literature and should make it clear why your proposed research is needed. **If you are a Doctoral candidate, please make sure to highlight the possible contribution this study will make as this is a key outcome of the thesis. Doctoral candidates are strongly advised to also include a theory that would guide the proposed study as this too is a key outcome expected at NQF level 10.**   (e.g. Linking with the previous headings, you might highlight the fact that there is a gap in research on avi-tourist and their behaviour. You can then support this claim with several authors who have indicated that research is required in this field and further support it with reasons why it is necessary. Perhaps there is research that indicates that, due to the growing nature of avi-tourism, some authors have found higher negative impacts on the environment or communities in specific contexts. Thus, contradicting the pro-environmental behaviour of ecotourists, of which avi-tourism is a special niche. You might have found that the National Tourism Sector Strategy [NTSS] of South Africa specifically focusses on avi-tourism and, that if South African avi-tourists also portray similar behaviour as in the previously mentioned studies, that would counteract the strategy of South Africa. You can then explain that research on this topic may assist the South African government to employ specific tactics to achieve their goals.)   * **4. Research aim and objectives** * **4.1 Aim of the study**: This basically reflects the topic of the study.   (e.g. The aim of this study is to determine the relationship between avi-tourism and pro-environmental behaviour in South Africa.)   * **4.2 Objectives of the study**: These are smaller steps (approximately three to five) which you will take to achieve the above-mentioned aim of the study.   (e.g. i. To determine the profile of avi-tourists in South Africa; ii. To determine whether avi-tourists in South Africa’s portray pro-environmental behaviour; iii. To recommend initiatives to improve avi-tourists’ pro-environmental behaviour.)   * **5. Proposed methodology** * **5.1 Research method**: Will this study be quantitative, qualitative or mixed- methodology? Make sure to justify the reasons for your choice by citing sources on methodology. Make sure the method is fit for the purpose of the study. **We discourage mixed-methods studies for Masters students. PhD students should include the paradigm in which they will be working.**   (e.g. You will explain that this study will follow a quantitative research method since similar studies on the topic [include your evidence] have followed a similar approach. To research South Africa’s avi-tourists this approach is also better suited to generalise the findings of the sample to the population.)   * **5.2 Population**: Who will be the population for this study? Will you have access to them?   (e.g. Birdlife South Africa has a database with contact details of South Africa’s avi-tourists. This database can be accessed by means of permission from Birdlife South Africa.)   * **5.3 Sampling**: In this section you should indicate the sampling technique that will be used and justify the technique by citing sources on methodology.   (e.g. This study will make use of a probability sampling technique by means of convenience sampling. Then you provide a definition of this sampling technique and indicate why this is the best approach for your study.)   * **5.4 Research instrument and data collection**: This section should link with section 5.1. If a qualitative method will be followed, you might make use of interviews or focus groups for data collection purposes. If a quantitative method will be followed, you might make use of questionnaires to collect data. Also keep the maximum number of years to complete the qualification in mind. You will not be able to conduct longitudinal research studies for a Masters or Doctoral study.   (e.g. This study will make use of a self-designed electronic questionnaire that can be distributed via Birdlife South Africa’s membership database. Members will receive an email with the link of the questionnaire and can complete the questionnaire electronically. Section A of the questionnaire will contain demographic profile questions and Section B will contain Likert scale type questions pertaining to pro-environmental behaviour.)   * **6. Conclusion** * **7. Reference list**: Include all references cited in the research outline. The College of Economic and Management Sciences follows the Augmented Harvard Referencing technique. Ensure that at least over half of your sources cited in the text and referenced in Section 7 are from newer sources, **less than five years old.** Google Scholar is an excellent resource and many articles are free to access within this resource. (<https://libguides.unisa.ac.za/CEMSHarvard>) |   In addition to the selection criteria set out previously, applicants should be aware that the selection panel will review each applicant’s research outline in accordance with the Higher Education Qualifications Standard Framework (HEQSF). In other words, the panel will consider whether the student will be able to conduct research at the required NQF level. Students’ research outlines will therefore be reviewed in terms of:   * how well the topic is defined; * whether there is a research problem based on credible resources; * the feasibility to conduct the research (i.e. is it possible to accomplish and can it be done within the prescribed time frame?); * the context of the study [i.e. the case study and/or unit of analysis (i.e. who/what will be researched)]; and * the scholarliness of the 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 is essential. | | | |

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| **Research focus sub-areas** |
| * Application of sustainable tourism indicators * Township tourism as a form of urban sustainable tourism * Fair Trade tourism as a means of achieving sustainable tourism * Pursuing community development and environmental protection * Tourism as a form of community based natural resource management * Sustainable community-based tourism * Local ownership and control in sustainable tourism management * Empowering culture within sustainable tourism * Marine sustainability (coastal tourism, marine parks, marine activities) * Ecotourism in the urban environment * Urban Park and recreation tourism * Sense of place (tourists or community) and the contribution to/impact on sustainability * Avi-tourism * Conditions that encourage pro-conservation attitudes and behaviour amongst **communities** surrounding protected areas * Conditions that encourage pro-conservation attitudes and behaviour amongst **tourists** in protected areas * Management of interpretation for the tourist. Various sub-topics can be researched such as: * Effective communication techniques for interpretation (the use of messages, mediums and contexts) * Learning theories and interpretation * Effectiveness of interpretation (to persuade responsible behaviour; satisfying tourist needs) * Marketing and interpretation * Interpretation for children * Technology and Innovation for sustainable tourism development * The impact of the 4IR on sustainable tourism development * Technology for sustainable tourism development in emerging economies. * Technology and Innovation for promoting sustainable tourism behaviour * Technology and innovation for mitigating the negative impact of tourism on the environment and local communities in emerging economies * Smart Rural Destinations   Context specific topics:   * Biosphere reserves (Potential for voluntourism; Indigenous knowledge for tourism; Strategic packaging of avi-tourism; citizen science for tourism) * National Parks |

Topics we do not have expertise in: governance, policies, local economic development, hunting, economic impacts.

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)