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| **Department** | | | Department of Applied Management | |
| **Discipline** | | | Tourism Management | |
| **Research Focus Area** | | | Business & Leisure Tourism and Events | |
| **Total Capacity for 2025** | | | 1 Doctoral student and 1 Master’s student | |
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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, festival and events tourism. | | | Up to 1 Doctorate student |
| **Prof Nellie Swart, CMP**  Email: swartmp@unisa.ac.za  ORCID: <https://orcid.org/0000-0002-8414-2289> | Prof Nellie Swart is an associated professor in Tourism Management and developed a service quality scorecard to predict business tourist retention for her doctoral studies. Prof Swart has supervised several postgraduate research projects and favours quantitative studies with a focus on strategic business tourist management models. Her research focus include Business Tourism and Events. | | | 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** | Business tourism is a relatively new research area in tourism. Many people travel for work related purposes, allowing the opportunity to investigate their behaviour and service quality requirements. The general service quality requirements of business tourists are known, however, the specific needs in different working sectors are unknown. Longitudinal investigations on business tourist behaviour are another potential research area. The application of different sampling techniques for data collection amongst these tourists provides numerous opportunities. The events domain includes a variety of areas, such as festivals, meetings, conference and exhibitions. Leisure tourism is the main motivator when attending festivals and one-day sport events. | | | |
| **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:**   * Louw, L., Esterhuyzen, E., & Swart, M.P. (2022). Towards the development of a sustainable events risk management framework for the South African events industry. 2021 ICE Conference Proceedings, p316- 334 (ISBN: 978-0-620-98104-0). * Swart, M.P., & Roodt, G. (2020). Mapping the constructs of a business tourist service quality scorecard causal model. Journal of Convention & Event Tourism. 10.1080/15470148.2020.1719947 * Swart, M.P., Engelbreght, W, & Sotiriadis, M (2019). Investigating the intentions of tourism providers and trade exhibition visitors to use technology: A technology acceptance model approach. Acta Commercii, 19(1): a693 * Swart, M.P. (2019). Making conferences a success: Perspectives of a meetings professional. In Delivering Tourism Intelligence; From Analysis to Action (Bridging Tourism Theory And Practice, Vol. 11), Emerald Publishing Limited, pp. 281 – 298. * Swart, M.P. & Engelbrecht, W.H. (2017). Expo market segmentation variables as moderators of expo technology acceptance. African Journal for Physical Activity and Health Sciences, June (Supplement), 170-183. (ISSN: 2411-6939). * Yuan, J., Cai, L.A., Morrison, A.M. & Linton, S. An analysis of wine festival attendees' motivations: a synergy of wine, travel and special events? Journal of Vacation Marketing, 2005.11(1):41. * Swart, MP & Roodt, G. 2015. Market segmentation variables as moderators in the prediction of business tourist retention. *Service Business*, 9(3): 491-513. * Van Zyl, C. 2008. A conjoint analysis of festival attributes for successful positioning of selected arts festivals in South Africa. *Southern African Business Review* 12(3):128-155. * Van Zyl, C. 2012. Tourism marketing: a game theory tool for application in arts festivals. *Tourism Economics,* 18(1). * Van Zyl, C. 2017. Positioning maps: a conjoint analysis tool for festival or event application. *International Journal of Tourism Cities*,, 3(4). | | | |
| **Reading:**  **Research Methodology** | **This is a selection books on methodology. Further reading over and above these is essential:**   * Cooper, D.R. and P.S. Schindler, Business Research Methods. 12th ed 2022, New York, NY: McGraw-Hill Companies Inc. * Mouton, J., How to succeed in your masters and doctoral studies, a South African perspective2001, Pretoria: Van Schaik Publishers. * Zikmund, W.G., et al., Business Research Methods. 9th ed 2022, Mason, OH: South-Western. * Pallant, J., SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS for Windows. 7th edition2020, London, Routledge. * Hair, J.F., et al., Multivariate data analysis: A global perspective 8th ed 2018, New York: Cengage Learning EMEA. * Frazier, P.A., K.E. Barron, and P.T. Andrew, Testing moderator and mediator effects in counselling psychology research. Journal of Counselling Psychology, 2004. 51(1): p. 115-134. | | | |
| **Resources: Scholar community** | * Annals of Tourism Research * Annals of Tourism Economics * Current Issues in Tourism * Cornell Hospitality Quarterly * Event Management * Hospitality Management * International Journal of Tourism Cities * International Journal of Event and Festival Management * Journal of Business Research * Journal of Convention and Event Tourism * Journal of Policy Research in Tourism, Leisure and Events * Journal of Hospitality & Tourism Research * Journal of Operations Management * Managing Service Quality * Service Quality Management in Hospitality, Tourism & Leisure * Service Business * Tourism & Hospitality Management * Tourism Management | | | |
| **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 Business & Leisure Tourism and Events. 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** | | |
| **Business or/Leisure Tourist Service Excellence and Satisfaction** | | * Applying different service management models to specific business / leisure tourism segments * Investigating the different service excellence requirements amongst business / leisure tourists in different management levels in organisations * Apply the SQSC in different business / leisure tourism segments * Development of a service excellence model for different business / leisure tourist segments * Investigate mediators and moderator variables in service excellence models within a business / leisure tourism context * Investigate business / leisure tourist satisfaction within specific tourism segments | | |
| **Event Management** | | * Development of strategic event management principles for developing economies * Investigate event attendee satisfaction variables and motivational factors for attendance * Investigate event retention strategies in a developing economy * Investigate event tendering success factors in a developing economy * Investigate motivations and situational inhibitors of festivals OR events * Investigate marketing strategies of domestic or international festivals OR events * Investigate human resources in business events * Design of online and hybrid events | | |

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)