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| **Department** | | | Department of Applied Management | |
| **Discipline** | | | Tourism Management | |
| **Research Focus Area** | | | Hospitality and Attractions Management | |
| **Total capacity for 2025** | | | 2 master’s | |
|  | | | | |
| **Supervision Team details:** | **Academic Profile** | | | **Capacity** |
| **Prof Nellie Swart, CMP**  **[[1]](#footnote-1)(Contact person for this focus area)**  Email: swartmp@unisa.ac.za  ORCID: <https://orcid.org/0000-0002-8414-2289> | Prof Nellie Swart is an Associate Professor in Tourism Management and conducted her doctoral research within a strategic service excellence context. Prof Swart has supervised several postgraduate research projects and favours quantitative studies with a focus on strategic service management models, capacity building, training, mentoring and education. | | | Up to 1 Master’s student |
| **Mr Sello Nthebe**  Email: [Enthebss@unisa.ac.za](mailto:Enthebss@unisa.ac.za)  ORCID:  https://orcid.org/0000-0002-7819-6342 | Mr. Sello Nthebe is a lecturer in Tourism Management and completed his Master’s degree (*Cum Laude*) in Tourism Management in 2016. Mr. Nthebe has presented his research, form his dissertation, at national and international research conferences. His research focuses on hotel front office services relating tourist attractions. | | | Co-supervisor of up to 1 Master’s student. |
| **Dr Lombuso Shabalala**  E-mail: [shabalp@unisa.ac.za](mailto:shabalp@unisa.ac.za)  ORCID: <https://orcid.org/0000-0001-8415-9980> | Dr Lombuso Precious Shabalala is a lecturer in Tourism Management. Her doctoral research focused on how local communities and heritage custodians’ can benefit from cultural heritage tourism in heritage sites. Dr Shabalala successfully completed the 6years New Generation of Academics Programme. She also presented her research at national and international platforms, including local traditional leaders. | | | Co-supervise 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** | The sectors of Hospitality and Attractions within the tourism system form the core of the tourism product. Without attractions and hospitality, there would be no need for tourism services. Research opportunities exist in both the accommodation as well as the food and beverage sectors. With the vital importance of attractions in the tourism industry as the main motivators of travel, research into this in South Africa is essential. The growth in the supply of attractions has created real concerns regarding the long-term ability of the tourism industry to keep up with this growth. This raises the need for research in these areas. The National Tourism Sector Strategy (NTSS) provides a good frame of reference for research gaps in terms of service excellence, guest satisfaction as well as on the human resource development. | | | |
| **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:**   * Tendani, E., Swart, M.P., & van Zyl, C. (2022). The Road To A Tourist’s Heart Is Through Their Stomach: Exploring Culinary Tourist Motivation In Zimbabwe. IACuDiT Conference proceedings. * Tendani, E., Swart, M.P., & van Zyl, C. (2022). The proof is in the pudding! A Culinary Tourist Value Scorecard to inform tourist behaviour in Zimbabwe. 2021 ICE Conference Proceedings, p 223- 242 (ISBN: 978-0-620-98104-0). * Tisaker, N., & Swart, M.P. (2022). Investigating barriers to career advancement for women in the western cape business tourism industry. 2021 ICE Conference Proceedings, p 386 - 398 (ISBN: 978-0-620-98104-0). * Seoe, N., & Swart, M.P. (2022). A conceptual tourism investment framework: the case of stokvels. 2021 ICE Conference Proceedings, p. 418 - 432 (ISBN: 978-0-620-98104-0). * S Tiwari, N Tomczewska-Popowycz, SK Gupta, MP Swart. (2021). Local Community Satisfaction toward Tourism Development in Pushkar Region of Rajasthan, India. Sustainability 13 (23), 13468 (20 pages). https://doi.org/10.3390/su132313468 (MDPI) * Tendani, E., Swart, M.P., & Van Zyl, C. (2021). Come dine with me! Exploring the behavioural involvement of culinary tourists in Zimbabwe. African Journal of Hospitality, Tourism and Leisure, 10(6):1655-1669. DOI: https://doi.org/10.46222/ajhtl.19770720-184. * Tendani, E., Swart, M.P., & van Zyl, C. (2021). The Road to A Tourist’s Heart Is Through Their Stomach: Exploring Culinary Tourist Motivation in Zimbabwe. IACuDiT Conference proceedings published in Springer. * Nthebe, S.S. & Swart, M.P. (2020). Shaping urban destinations. In Morrison, A.M. & Stefaniak, A. Routledge Handbook for Tourism Cities. p 319-332 https://doi.org/10.4324/9780429244605-21 * Nthebe, S.S., Swart, M.P., & Queiros, D.R. (2020). Front Office Staff’s Performance of Services Relating to Tourist Attractions: Understanding The Service Delivery of Hotel Concierges. Conference proceedings of the 8th ITSA Biennial conference held in Jakarta, Indonesia. The British Library, United Kingdom (ISSN: 2517 – 1488). * Swart, M.P. (2020). Future perspectives on entrepreneurial education for women in tourism. In Hasan, S.R., Nagpal, S., & Sahu, D.P., Recent Trends in Hospitality Operation. * Tracey, JB., & Swart, MP. (2020) Training and development research in tourism and hospitality: A perspective paper. Tourism Review, 75(1):256-259. https://doi.org/10.1108/TR-06-2019-0206 * Swart, M.P. (2018) Providing service quality and customer care in tourism businesses. In Sotiriadis, M. Handbook of entrepreneurship in tourism, travel and hospitality: skills for successful ventures. Emerald Publishing. ISBN: 978-1-78743-530-8 * Swart, M.P., & Taylor, A. (2018) Monitoring and assessing business performance in tourism business: the case of hospitality businesses. In Sotiriadis, M. Handbook of entrepreneurship in tourism, travel and hospitality: skills for successful ventures. Emerald Publishing. ISBN: 978-1-78743-530-8 * Tracey, J.B., Swart, M.P., & Murphy, J. (2018). Perceptions of MOOC utility: How expectations affect perceived outcomes of massive open online courses. Cornell Hospitality Report, 18(5),3-12. * Nthebe, S.S. & Swart, M.P. (2017). The mediating role of tourist attractions in the relationship between hotel employees and business tourists’ intentions to visit tourist attractions in Pretoria, South Africa. African Journal for Physical Activity and Health Sciences, June (Supplement), 133-145. (ISSN: 2411-6939). * Swart, MP. (2016). Re-inventing experiential value and satisfaction behaviour in business tourism experiences, In Sotiriadis, M & Gursoy, D (Ed.) Managing and marketing tourism experiences: issues, challenges and approaches, Emerald. (ISBN: 978-1-78635-290-3). | | | |
| **Reading:**  **Research Methodology** | **This is a selection books on methodology. Further reading over and above these is essential:**   * Cooper, D.R. and Schindler, P.S. 2022. **Business Research Methods**. 12th ed, New York, NY: McGraw-Hill Companies Inc. * Mouton, J., 2001. **How to succeed in your masters and doctoral studies, a South African perspective**, Pretoria: Van Schaik Publishers. * Zikmund, W.G., et al., 2022. **Business Research Methods.** 9th ed, Mason, OH: South-Western. * Pallant, J., 2020. **SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS for Windows**. 7th ed, London: Routledge. * Hair, J.F., et al., 2018. **Multivariate data analysis: A global perspective**, 8th ed, New York: Cengage Learning EMEA. * Baron, R.M. and Kenny, D.A. 1986. The moderator - mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. **Journal of Personality and Social Psychology,** 51(6): p. 1173-1182. * Frazier, P.A., Barron, K.E. and Andrew, P.T. 2004. Testing moderator and mediator effects in counselling psychology research. **Journal of Counselling Psychology**, 51(1): p. 115-134. | | | |
| **Resources: Scholar community** | * Advances in Culture, Tourism and Hospitality Research * Advances in Hospitality and Leisure * Advances in Hospitality and Tourism Research * African Journal of Hospitality, Tourism and Leisure * Annals of Tourism Research * Asia Pacific Journal of Tourism Research * Asia-Pacific Journal of Innovation in Hospitality and Tourism * Bridging Tourism Theory and Practice * Current Issues in Tourism * Enlightening Tourism * e-Review of Tourism Research * European Journal of Tourism Research * Geojournal of Tourism and Geosites * Information Technology and Tourism * International Journal of Culture, Tourism, and Hospitality Research * International Journal of Hospitality and Tourism Administration * International Journal of Hospitality and Tourism Systems * International Journal of Religious Tourism and Pilgrimage * International Journal of Tourism Anthropology * International Journal of Tourism Cities * International Journal of Tourism Policy * International Journal of Tourism Research * Journal of China Tourism Research * Journal of Convention and Event Tourism * Journal of Ecotourism * Journal of Environmental Management and Tourism * Journal of Heritage Tourism * Journal of Hospitality and Tourism Education * Journal of Hospitality and Tourism Management * Journal of Hospitality and Tourism Research * Journal of Hospitality and Tourism Technology * Journal of Hospitality, Leisure, Sports and Tourism Education * Journal of Human Resources in Hospitality and Tourism * Journal of Outdoor Recreation and Tourism * Journal of Policy Research in Tourism, Leisure and Events * Journal of Quality Assurance in Hospitality and Tourism * Journal of Sport and Tourism * Journal of Sustainable Tourism * Journal of Teaching in Travel and Tourism * Journal of Tourism and Cultural Change * Journal of Tourism Futures * Journal of Tourism History * Journal of Travel and Tourism Marketing * Polish Journal of Sport and Tourism * Scandinavian Journal of Hospitality and Tourism * Tourism * Tourism Analysis * Tourism and Hospitality Management * Tourism and Hospitality Research * Tourism Economics * Tourism Geographies * Tourism in Marine Environments * Tourism Management * Tourism Management Perspectives * Tourism Planning and Development * Tourism Recreation Research * Tourism Review * Tourism Review International * Tourism Social Science Series * Tourism, Culture and Communication * Tourismos * Tourist Studies * Worldwide Hospitality and Tourism Themes * Hospitality and Society * Cornell Hospitality Quarterly * Hospitality Management * International Journal of Contemporary Hospitality Management * International Journal of Hospitality Management * Journal of Hospitality Financial Management * Journal of Hospitality Marketing and Management * Journal of Foodservice Business Research * Journal of Hospitality & Tourism Research * Journal of Operations Management * Managing Service Quality * Service Quality Management in Hospitality, Tourism & Leisure * Annals of Tourism Economics | | | |
| **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 Hospitality and Attractions Management. 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** | | |
| **Hospitality Service Excellence and Satisfaction** | | * Applying different service management models in the hospitality industry. * Investigating the different service excellence requirements at the different levels of star graded accommodation establishments. * Investigating the different service excellence requirements in the different types of accommodation establishments as identified by the Tourism Grading Council South Africa (TGCSA). * Investigating trends in culinary or gastronomy tourism. | | |
| **Human Resource Development & Training in the Hospitality Industry** | | * Investigate the notion of decent work in the hospitality industry * Investigate work identity in the hospitality industry * Investigate staff retention strategies in the hospitality industry * The development of online training initiatives for tourism, hospitality and attractions learners / employees. * Capacitating Women in Tourism | | |
| **Hospitality Operations** | | * Investigate the key success criteria related to different operational areas in a hospitality establishment | | |
| **The Development and Management of Visitor Attractions** | | * The role of visitor attractions in peripheral areas * Improving and sustaining museums as visitor attractions in Africa * Benchmarking best practice research in the museum sector OR heritage sector for application in the African context * Marketing and managing a visitor attraction to maximise the its life cycle * Marketing visitor attractions utilising hotel front office services. * Impact of the internet and virtual reality on visitor attractions and the marketing of these attractions * Meeting the needs of the ‘new’ tourist at visitor attractions * Developing world-class special interest attractions in South Africa | | |

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)