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| **Department** | | | Department of Applied Management | |
| **Discipline** | | | Tourism Management | |
| **Research Focus Area** | | | Gender in Tourism (focusing on women in tourism) | |
| **Total capacity for 2025** | | | 2 (2 masters or 2 PhDs) | |
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| **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, business events, women in tourism, training, mentoring and education. | | | Up to 1 Master’s / Doctoral student |
| **Dr Dorothy Queiros**  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. In this research focus area, she is interested in supervising studies relating to the role of women or youth in: community-based tourism, conservation and tourism, protected area tourism and rural tourism. Dr Queiros favours qualitative studies. | | | Up to 1 Master’s / Doctoral 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 academics 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 the selection procedure. | | | |
| **Research scope** | The United Nations Sustainable Development Goals (UN, 2015), together with the Global Report on Women in Tourism (UNTWO, 2019) and the World Economic Forum (WEF) Global Gender Gap (WEF, 2019) promote other women entrepreneurship together with the provision of education and training. Goal 5.5 of the United Nations Sustainable Development Goals emphasises the participation of women leaders at all levels of economic and political decision-making (UN, 2015). These reports focus on the technical, vocational and tertiary education of women, and appear to be silent on capacitating women through executive entrepreneurship education. Entrepreneurship to empower women in tourism through education is an emerging research theme. The education or entrepreneurship of women in tourism forms the focus of this research focus area, but it is also open to new research paradigms and feminist theories that provide a broader scope to equality, equity and the empowerment of marginalised groups. | | | |
| **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:**   * Swart, M.P., Cai, W, Yang, E.C.L., & Kimbu, A.N. (eds.) (2024). Routledge Handbook on Gender in Tourism: Views on Teaching, Research and Praxis. London, Taylor and Francis Group. * Cai, W., Kimbu, A.N., Swart, M.P., & Yang, E.C.L. (2024). Unveiling the Gender Lens in Tourism. In Swart, M.P., Cai, W, Yang, E.C.L., & Kimbu, A.N. (Eds.). Routledge Handbook on Gender in Tourism: Views on Teaching, Research and Praxis. London, Taylor and Francis Group. * Yang, E.C.L., Kimbu, A.N., Cai, W., & Swart, M.P. (2024). We are breaking the Glass Ceiling, but Can we Shatter the Concrete Roof: What Is Next for Gender Studies in Tourism? In In Swart, M.P., Cai, W, Yang, E.C.L., & Kimbu, A.N. (Eds.). Routledge Handbook on Gender in Tourism: Views on Teaching, Research and Praxis. London, Taylor and Francis Group. * Swart, M.P., Bernauer, V.S. & Thirumaran, K. (2023). Women's education in tourism entrepreneurship. In Morrison A.M. & Buhalis, D. Routledge Handbook of Trends and Issues in Tourism Sustainability, Planning and Development, Management, and Technology. London, Routledge, (eISBN: 9781003291763) * Tisaker, N., & Swart, M.P. (2023) Does It Matter? The Influence of Leadership, Motivation And Empowerment On The Career Progression Of Women In Tourism – A South Africa Case. Tourism, Travel, and Hospitality in a Smart and Sustainable World - 9th International Conference, IACuDiT Conference proceedings, held in Syros, Greece, 2022. Springer Proceedings in Business and Economics. * 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). * 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. * 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 * 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. * Abou-Shouk, M. A., Mannaa, M. T., & Elbaz, A. M. (2021). Women's empowerment and tourism development: A cross-country study. Tourism Management Perspectives, 37, 100782. doi: 10.1016/j.tmp.2020.100782. * Adelaar, T. (2015). Agency, social capital, and mixed embeddedness among Akha ethnic minority street vendors in Thailand’s tourist areas. Sojourn, 30(3), 780-818. doi: 10.1355/sj30-3f * Albors-Garrigos, J., Signes, A. P., Segarra-Oña, M., & Garcia-Segovia, P. (2021). Breaking the glass ceiling in haute cuisine: The role of entrepreneurship on the career expectations of female chefs. Tourism and Hospitality Management, 27(3), 605-628. doi: 10.20867/thm.27.3.8 * Ali, R. S. (2018). Determinants of female entrepreneurs' growth intentions: A case of female-owned small businesses in Ghana’s tourism sector. Journal of Small Business and Enterprise Development, 25(3), 387-404. doi: 10.1108/jsbed-02-2017-0057 * Amrein, T. (2013). Looking back at the parcours Arianna in the Val d'Anniviers: Critical commentaries on a development programme destined for the women of the swiss alpine valley. Revue de Geographie Alpine, 101(1). doi: 10.4000/rga.1980 * Arbarini, M., Desmawati, L., & Budiartati, E. (2019). Gender equality and women's participation in the development of the tourism village in the era of industrial revolution 4.0. International Journal of Innovation, Creativity and Change, 5(5), 311-323. * Ashrafi, A., & Hadi, F. (2019). The impact of tourism on developing Shiraz rural women entrepreneurship. Revista Universidad Y Sociedad, 11(4), 72-76. http://rus.ucf.edu.cu/index.php/rus * Ayala, J. C., & Manzano, G. (2014). The resilience of the entrepreneur. Influence on the success of the business. A longitudinal analysis. Journal of Economic Psychology, 42, 126-135. doi: 10.1016/j.joep.2014.02.004 * Bakas, F. E. (2017). Community resilience through entrepreneurship: the role of gender. Journal of Enterprising Communities, 11(1), 61-77. doi: 10.1108/jec-01-2015-0008 * Bensemann, J., & Hall, C. M. (2010). Copreneurship in rural tourism: exploring women's experiences. International Journal of Gender and Entrepreneurship, 2(3), 228-244. doi: 10.1108/17566261011079224 * Bernhard, I., & Olsson, A. K. (2020). Network collaboration for local and regional development - The case of Swedish women entrepreneurs. International Journal of Entrepreneurship and Small Business, 41(4), 539-561. doi: 10.1504/ijesb.2020.111578 * Brinerer, R. B., & Denyer, D. (2012). Systematic review and evidence synthesis as a practice and scholarship tool. Oxford University Press. * Calás, M. B., Smircich, L., & Bourne, K. A. (2009). Extending the boundaries: Reframing "entrepreneurship as social change" through feminist perspectives. Academy of Management Review, 34(3), 552-569. http://www.jstor.org/stable/27760019 * Carvalho, I., Costa, C., Lykke, N., & Torres, A. (2018). Agency, structures and women managers’ views of their careers in tourism. Women's Studies International Forum, 71, 1-11. doi: 10.1016/j.wsif.2018.08.010 * Cassel, S. H., & Pettersson, K. (2015). Performing gender and rurality in Swedish farm tourism. Scandinavian Journal of Hospitality and Tourism, 15(1-2), 138-151. doi: 10.1080/15022250.2015.1005333 * Chong, A., & Velez, I. (2020). Business training for women entrepreneurs in the Kyrgyz Republic: evidence from a randomised controlled trial. Journal of Development Effectiveness, 12(2), 151-163. doi: 10.1080/19439342.2020.1758750 * Çiçek, D., Zencir, E., & Kozak, N. (2017). Women in Turkish tourism. Journal of Hospitality and Tourism Management, 31, 228-234. doi: 10.1016/j.jhtm.2017.03.006 * Cikic, J., Jovanovic, T., & Nedeljkovic, M. (2018). Business and/or pleasure - Gender (in)equalities in rural tourism in Vojvodina. Journal of Agricultural Science and Technology, 20(7), 1341-1352. * Costa, C., Breda, Z., Bakas, F. E., Durão, M., & Pinho, I. (2016). Through the gender looking-glass: Brazilian tourism entrepreneurs. International Journal of Gender and Entrepreneurship, 8(3), 282-306. doi: 10.1108/ijge-07-2015-0023 * Costa, J. C., Shah, H., & Korgaonkar, K. (2014). From grassroots to success: A case study of a successful Goan woman entrepreneur. Prabandhan: Indian Journal of Management, 7(2), 40-46. doi: 10.17010//2014/v7i2/59261 * Dannreuter, C. (2020). Foreword. In A. Örtenblad (Ed..), Against Entrepreneurship: A Critical Examination (pp. v–ix). Springer. * del Mar Alonso-Almeida, M. (2012). Water and waste management in the Moroccan tourism industry: The case of three women entrepreneurs. Women's Studies International Forum, 35(5), 343-353. doi: 10.1016/j.wsif.2012.06.002 * Dey, P., Gurtner, S., Risi, D., & Tokarski, K. O. (2023). Special Issue Call for Papers on: 'Intensifying research on the dark side of entrepreneurship'. International Journal of Entrepreneurial Venturing. * Ertac, M., & Tanova, C. (2020). Flourishing women through sustainable tourism entrepreneurship. Sustainability (Switzerland), 12(14), 17. doi: 10.3390/su12145643 * Favre, C. C. (2017). The small2mighty tourism academy: Growing business to grow women as a transformative strategy for emerging destinations. Worldwide Hospitality and Tourism Themes, 9(5), 555-563. doi: 10.1108/whatt-07-2017-0034 * Figueroa-Domecq, C., de Jong, A., & Williams, A. M. (2020a). Gender, tourism and entrepreneurship: A critical review. Annals of Tourism Research, 84. doi: 10.1016/j.annals.2020.102980 * Figueroa-Domecq, C. F., Williams, A., de Jong, A. D., & Alonso, A. (2020b). Technology is a woman's best friend: Entrepreneurship and management in tourism. e-Review of Tourism Research, 17(5), 777-792. https://journals.tdl.org/ertr/index.php/ertr/article/view/560 * García-Machado, J. J., Barbadilla Martín, E., & Gutiérrez Rengel, C. (2020). A PLS multigroup analysis of the role of businesswomen in the tourism sector in Andalusia. Forum Scientiae Oeconomia, 8(2), 37-57. doi: 10.23762/fSo\_V oL8\_no2\_3 * Gomez-Perez, M., & Jourde, C. (2021). Islamic entrepreneurship in Senegal: Women's trajectories in organizing the Hajj. Africa today, 67(2), 104-126. doi: 10.2979/africatoday.67.2\_3.06 * Halim, M. F., Barbieri, C., Morais, D. B., Jakes, S., & Seekamp, E. (2020). Beyond economic earnings: The holistic meaning of success for women in Agritourism. Sustainability (Switzerland), 12(12). doi: 10.3390/su12124907 * Hallak, R., Assaker, G., & Lee, C. (2015). Tourism entrepreneurship performance: The effects of place identity, self-efficacy, and gender. Journal of Travel Research, 54(1), 36-51. doi: 10.1177/0047287513513170 * Handaragama, S., & Kusakabe, K. (2021). Participation of women in business associations: A case of small-scale tourism enterprises in Sri Lanka. Heliyon, 7(11). doi: 10.1016/j.heliyon.2021.e08303 * Hikido, A. 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Environmental capital and women's entrepreneurship: A sustainable local development approach. Carpathian Journal of Earth and Environmental Sciences, 10(3), 133-146. * Panta, S. K., & Thapa, B. (2018). Entrepreneurship and women's empowerment in gateway communities of Bardia National Park, Nepal. Journal of Ecotourism, 17(1), 20-42. doi: 10.1080/14724049.2017.1299743 * Perez, K. T., & Bui, T. L. H. (2010). Closing doors and opening windows: opportunities for entrepreneurship in an emerging Asian Country for a seasoned woman professional. International Journal of Entrepreneurship, 14, 45-49. * Pettersson, K., & Cassel, S. H. (2014). Women tourism entrepreneurs: Doing gender on farms in Sweden. Gender in Management, 29(8), 487-504. doi: 10.1108/gm-02-2014-0016 * Priyadarshini, B. N. P., & Ramakrishnan, L. (2016). A study on the problems faced by women entrepreneurs in service sector in Chennai. 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Journal of Sustainable Tourism. doi: 10.1080/09669582.2020.1838528 * Song-Naba, F. (2020). Entrepreneurial strategies of immigrant women in the restaurant industry in Burkina Faso, West Africa. Journal of Developmental Entrepreneurship, 25(3). doi: 10.1142/s1084946720500181 * Stanovčić, T., Peković, S., Vukčević, J., & Perović, D. (2018). Going entrepreneurial: Agro-tourism and rural development in northern Montenegro. Business Systems Research, 9(1), 107-117. doi: 10.2478/bsrj-2018-0009 * Suminar, T., Budiartati, E., & Anggraeni, D. (2019). The effectiveness of a women's empowerment model through social entrepreneurship training to strengthen a tourism village program. International Journal of Innovation, Creativity and Change, 5(5), 324-338. * Surangi, H. A. K. N. S. (2016). The role of female entrepreneurial networks and small business development: A pilot study based on Sri Lankan migrant entrepreneurs of tourism industry in London. International Journal of Business & Economic Development, 4(1), 56-70. * Surangi, H. A. K. N. S. (2018). What influences the networking behaviours of female entrepreneurs?: A case for the small business tourism sector in Sri Lanka. International Journal of Gender and Entrepreneurship, 10(2), 116-133. doi: 10.1108/ijge-08-2017-0049 * Tajeddini, K., Ratten, V., & Denisa, M. (2017a). Female tourism entrepreneurs in Bali, Indonesia. Journal of Hospitality and Tourism Management, 31(1), 52-58. doi: 10.1016/j.jhtm.2016.10.004 * Tajeddini, K., Walle, A. H., & Denisa, M. (2017b). Enterprising women, tourism, and development: The case of Bali. International Journal of Hospitality & Tourism Administration, 18(2), 195-218. <https://doi.org/10.1080/15256480.2016.1264906> * Tran, L. & Walter, P. 2014. Ecotourism, gender and development in northern Vietnam. Annals of Tourism Research. 44(1):116–130. * Tshabalala, S. P., & Ezeuduji, I. O. (2016). 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Women tourism entrepreneurs and the survival of family farms in North East England. Journal of Rural and Community Development, 14(3), 125-145. * WTTC. (2020). Travel & Tourism: Dirving Women's Success. World Travel & Tourism Council (WTTC). Retrieved 06 January 2020, 2020, from https://www.wttc.org/economic-impact/social-impact/driving-womens-success/ * Yoopetch, C. (2020). Women empowerment, attitude toward risk-taking and entrepreneurial intention in the hospitality industry. International Journal of Culture, Tourism, and Hospitality Research, 15(1). doi: 10.1108/ijcthr-01-2020-0016 * Zapalska, A. M., & Brozik, D. (2014). Female entrepreneurial businesses in tourism and hospitality industry in Poland. Problems and Perspectives in Management, 12(2), 7-13. * Zapalska, A. M., & Brozik, D. (2015). The life-cycle growth and development model and leadership model to analyzing tourism female businesses in Poland. Problems and Perspectives in Management, 13(2), 82-90. * Zapalska, A. M., & Brozik, D. (2017). Māori female entrepreneurship in tourism industry. Tourism, 65(2), 156-172. https://hrcak.srce.hr/183650 * Zapalska, A. M., Brozik, D., & Zieser, N. (2015). Factors affecting success of small business enterprises in the Polish tourism industry. Tourism, 63(3), 365-381. * Zhang, C. X., Kimbu, A. N., Lin, P., & Ngoasong, M. Z. (2020). Guanxi influences on women's intrapreneurship. Tourism Management, 81. doi: 10.1016/j.tourman.2020.104137 | | | |
| **Reading:**  **Research Methodology** | **This is a selection of 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. * Creswell, J.W. 2018. **Research Design: Qualitative, Quantitative and Mixed Methods approaches**. 5th ed. Los Angeles: Sage. ISBN: 978150638670. * 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 * 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 * 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 a topic. Students’ research outlines will be reviewed in terms of topic, the context of the study, which should include recent and relevant literature; the identified research problem/gap; research questions or objectives; and proposed research design and methodology (which should also consider the feasibility of conducting the research). The research outline will also be assessed based on the scholarliness of the 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. | | | | |
| **Unit of Analysis** | | **Research Focus** | | |
| **Capacitating Women in Tourism** | | * Applying different management models to capacitate women entrepreneurs. * Investigating the ontologies and epistemologies that impact women’s empowerment in the tourism industry * Investigating trends to empower women at middle and senior management levels. * Empowerment of women in rural areas (facilitators and detractors) | | |
| **Human Resource Development & Training of women and youth** | | * Investigate the notion of decent work in the hospitality and tourism industry * Investigate work identity in the hospitality and tourism industry * Investigate staff retention strategies in the hospitality and tourism industry * The development of online training initiatives for tourism and hospitality learners/employees. | | |

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)