

### Executive summary

Over several years, TREES (Tourism Research in Economic Environs and Society) has established itself as a leading tourism research entity that is making a contribution to alleviating the scarce skills in tourism research in South Africa and sub-Saharan Africa (through post-graduate studies), as well as growing the field of knowledge through published research. TREES is a young, passionate and enthusiastic research unit whose research supports major government policies, since tourism is seen as a key pillar in economic development. In addition, one will find that our research has already made several contributions to improving services and products throughout the region. But where did it all start? In the early 1980s, Prof Gert Scholtz started a research entity called the Institute for Leisure Studies. He was director until Prof Melville Saayman took over in 1995 and changed the name to the Institute for Tourism and Leisure Studies. In the early 2000s, the National Research Foundation (NRF) put out a call for the establishment of research entities and this led to the birth of the first tourism niche research entity called SEIT (Socio-Economic Impact of Tourism), after which the name was changed to TREES. In 2015, TREES became a research unit. With tourism growing in importance in the country, we are becoming more relevant every year and our research focus is also in line with the goals and objectives of the National Department of Tourism; especially by focusing on economic environmental and community (society) issues. Government and the private sector regard tourism as an important industry and this enhances our relevance. In addition, more private sector businesses are taking decisions based on proper research. This makes us even more relevant and sustainable. We also adapt themes and focuses where necessary to address the specific needs of industries or scholarly communities. A future direction is to expand our international relations, and Green Bubbles (an international research project on scuba diving) is one of the pillars in achieving this.

### Vision and mission

**Our vision** is to become an internationally recognised centre of excellence in tourism research in economics, environs and society.

**Our mission** is to conduct and publish quality tourism research within economic environs and societies, thereby contributing to:

- Improving the quality of life of communities;
- Addressing relevant and current societal issues;
- Expanding the knowledge (cutting edge research: new and innovative) base;
- The tourism industry in general;
- Developing skilled researchers and post-graduate students; and
- Improving the international position of the research entity.

### **Our values are:**

- Quality;
- Ethically sound;
- Honesty;
- Respectability;
- Integrity and
- Scientific vigour.

## **Research entity description**

TREES has a strong team consisting of ten primary researchers and one secondary researcher of whom four hold National Research Foundation (NRF) ratings, indicating recognised researchers by the international research community. Currently, the programme has six full professors, two associate professors and three senior lecturers. All our researchers have PhD degrees and collectively work towards our ultimate vision, which is to become a centre of excellence.

TREES is located in the Faculty of Economic and Management Sciences at the Potchefstroom Campus of North-West University. Three programmes have been identified to form the primary pillars of research, namely economic, social and environmental. Most of the research is applied at events, local and regional authorities, resorts, conservation activities, game farms and South Africa as a destination.

### **RECOGNITION AND AWARDS**

- Prof Melville Saayman was awarded by the Faculty as best senior researcher of the year in 2014 in the Faculty for the sixth consecutive year. Three of these years he won NWU researcher of the year award in the Faculty.
- Prof Martinette Kruger was awarded the best junior researcher of NWU for three consecutive years (2012-2014)
- Prof Melville Saayman published his 100<sup>th</sup> peer-reviewed article in 2013.
- Prof Andrea Saayman was awarded the second runner up in the 'Women in Science 2011' in the 'Young Women in Social Science category' and published her 50<sup>th</sup> peer-reviewed article in 2013.
- Prof Elmarie Slabbert was second runner up in the 'Women in Science 2013' in the 'Young Women category'.
- TREES hosted a Tourism Day celebration on 25-26 September 2013 on behalf of Minister M van Schalkwyk.
- Prof Martinette Kruger won the ABSA award (now the Vice Chancellor's Medal) as best master's student.
- Dr Pierre-André Viviers and Dr Karin Botha were the study leaders for the best Master of Commerce student at the NWU who was awarded the Vice-Chancellor's Medal in 2014.

## Portfolio: TREES Research Unit

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- Prof Elmarie Slabbert, Dr Pierre-André Viviers and Dr Karin Botha received the award for Best Environmental Conference Abstract at the International Conference on Events held in Bournemouth, England in 2013.
- Prof Melville Saayman, Prof Martinette Kruger and Dr Karin Botha received the 3<sup>rd</sup> Best Conference Paper in Effective Sustainable Tourism Management at the Global Sustainable Tourism International Conference held in Nelspruit, South Africa in 2010.
- Dr Karin Botha received two A-rated ITEA Awards (Institutional Teaching Excellence Award) at the NWU, Potchefstroom Campus in 2008 and 2012.
- Dr Pierre-André Viviers received two A-rated ITEA Awards (Institutional Teaching Excellence Award) at the NWU, Potchefstroom Campus in 2007 and 2012.
- Prof Peet van der Merwe was named the best presenter in the “Open category” and best “Overall presentation” at the 2009 South Africa Wildlife Management Association (SAWMA) Symposium held at Thaba ‘Nchu Black Mountain Hotel, 13-16 September 2009.
- Prof Elmarie Slabbert has been president of SAIMS (South Africa Institution of Management Science) since 2104.
- Miss Anzelle Vorstman, a BCom Tourism Management graduate from the North-West University (Potchefstroom Campus), won first place in the internationally acclaimed IMEX-MPI-MCI Future Leaders Forum International University Challenge held in Frankfurt.
- Miss Esmarie Myburgh won the Chancellor’s Medal for best master’s student of 2015.
- Prof Elmarie Slabbert has been appointed to serve on the advisory committee of the Minister Research Forum.
- Prof Melville Saayman has been appointed by the MEC to serve on the panel to develop a Provincial Tourism Sector Strategy.

## RESEARCH PARTNERSHIPS AND COLLABORATION

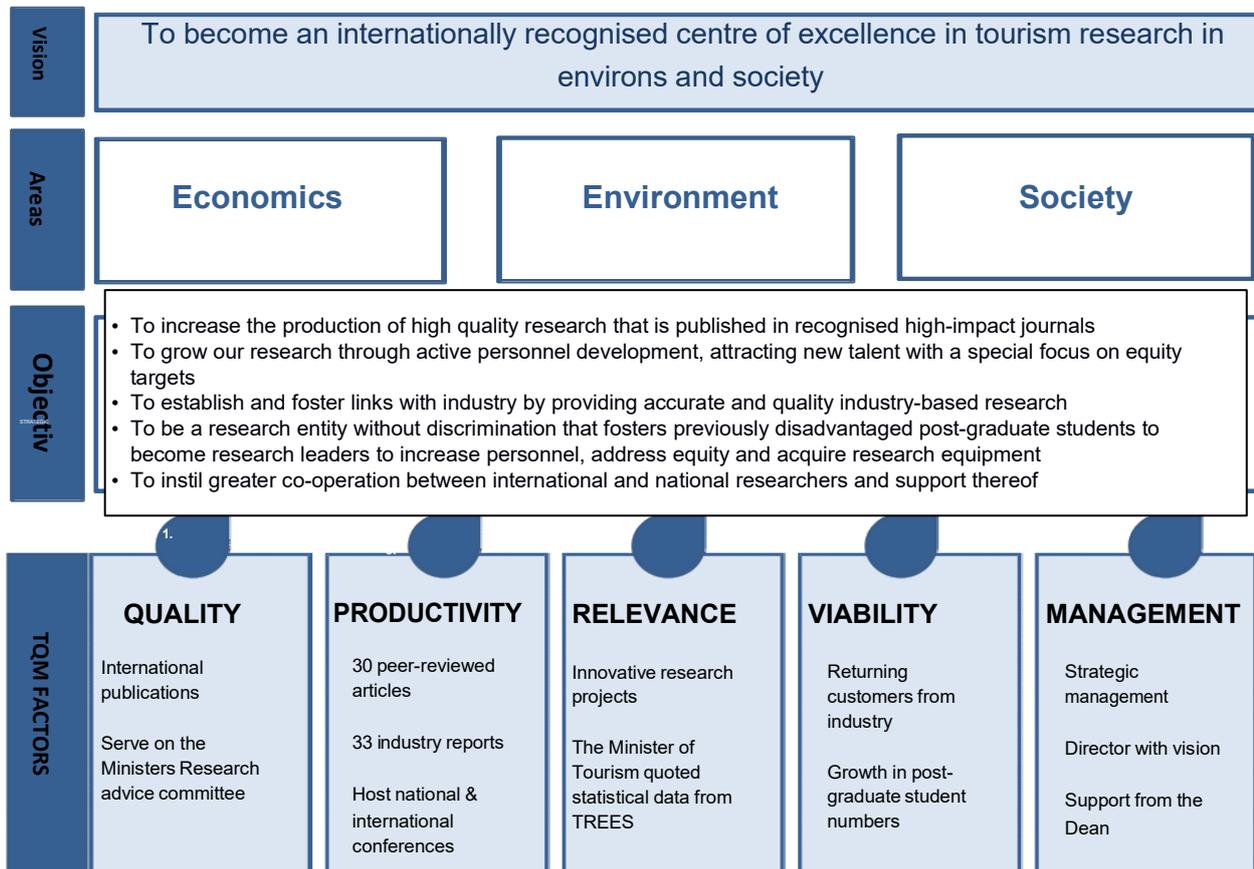
The involvement of distinguished professors and extraordinary professors has an important contribution to the total overall output of TREES. The main advantage lies in the interaction between these recognised scholars with staff members, along with the training and workshops they offer and their knowledge on a variety of research issues.

- CATHSSETA (Culture, Art, Tourism, Hospitality and Sport Education and Training Authority, is the Sector Education and Training Authority (SETA)) – two-year contract for M & PhD student bursaries and internships.
- Memorandum of Understanding (MoUs) with international universities in Russia (Saint Petersburg State University, St Petersburg), Germany (University of Applied Sciences, Heide), France (The University of Angers, Loire Valley), Slovakia (University of Cyril, Skopje) and Switzerland (University of Applied Sciences, Chur). These MoUs facilitate the exchange of personnel and students and create platforms for collaborative research.

## Portfolio: TREES Research Unit

- MoU with North West Parks and Tourism Board, Big Concerts, Northern Cape Tourism Department, SANParks and South African Tourism.
- Green Bubbles international tourism scuba project funded by EU, where TREES is one of the nine role-players, but is the largest contributor to the project
- Festivals: TREES has longstanding MoUs with the following festivals: Innibos Festival; Wacky Wine Weekend – Robertson Wine Route; Cape Town International Jazz Festival and Aardklop National Arts Festival.
- Sport events: Economic impact and market profile surveys have been conducted at major sport events, namely the Two Oceans Marathon, Cape Town Cycle Tour (previously known as the Cape Argus Cycle Tour), the Comrades Marathon, Cape Epic, Dusi Canoe Marathon, Midmar Mile, KDC and Ironman SA. This has enabled TREES to determine the economic impact and market profile of the spectators and participants, respectively. Many articles as well as M and PhD studies emanated from these studies.
- Academic award sponsorships from the industry for our tourism students include FEDHASA; South African National Parks; Tsogo Sun Hotels; North West Tourism Board; SATSA; AFRICAN SUN MeDIA; ATKV; Student Flights; and Forever Resorts.
- Dr Gang Li, Dr Saskia de Klerk and Prof Muzzo Uysal have been appointed as extraordinary professors and researchers, respectively.

### Strategic map for TREES



## Portfolio: TREES Research Unit

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### Client list:

TREES have completed industry-based research for the following clients over the past 5 years:

- Sports Commission	- Forever resorts	- IT Master
- AGES	- Volksblad Arts Festival	- PROREC-NW
- Recreation South Africa	- Cape Argus Cycling Tour	- SASOL
- Klein Karoo National Arts Festival	- Experimental Aircraft Association (EAA)	- Cape Town International Jazz Festival
- Oppikoppi Arts Festival	- Two Oceans Marathon	- Innibos Arts Festival
- Grahamstown Arts Festival	- Hex River Valley Tourism	- Comrades
- Cape Philharmonic Orchestra	- Aardklop Arts Festival Committee	- Spring Fiesta
- Standard Bank	- Cape Town Cycle Tour	Wacky Wine Festival
- Robertson Wine Farms	- Cultivaria Arts Festival	Ezemvelo KZN Conservation
- Big Concerts	- Huisgenoot	- Randburg Municipality
- Spier Wine Estate	- Kieriekrankie Festival	- ABSA
- Comrades Marathon	- Zion Christian Church	- Tongaat Hulett's
- Southern Sun	- Sun International	- Tzaneen Local Authority
- Kirstenbosch Botanical Garden	- Mpumalanga Tourism Authority (MTA)	- South African National Parks (SANParks)
- North West Parks and Tourism Board	- Limpopo Department of Tourism	- South African Tourism (SAT)
- North West Department of Agriculture and Conservation	- North West Department of Social Services, Arts, Culture and Sport	- Department of Environmental Affairs and Tourism (DEAT)
- North West Department of Tourism and Economic Development	- Northern Cape Department of Economic Development and Tourism	-Northern Cape Department for Sport and Recreation
- N12 Treasure Route Committee	- Midmar Open Water Swimming Event	- Cape Town Philharmonic Orchestra
- Potchefstroom Local Authority	- Northern Cape Provincial Government	- World Tourism Organisation (WTO)
- Klerksdorp Local Authority	Afrikaanse Taal- en	- South African Tourism

## Portfolio: TREES Research Unit

	Kultuurvereniging (ATKV)	Institute (SATI)
- Metsimaholo Local Authority	- Western Cape Finance Department	- National Research Foundation (NRF)
- South African Environmental Observation Network (SAEON)	- South African National Recreation Council (Sanrec)	- South African Hunters and Game Conservation Association
- National Department of Sport and Recreation	- Good food and wine show	- National Business Initiative (NBI)
- Department of Correctional Services	- Pretoria National Zoological Gardens	Tourism Enterprise Programme (TEP)
- South African Police Service	- UShaka Marine World (Durban)	- South African cheese festival
-First National Bank	- Southern District Council	- Robertson Wacky Wine
- Decorex	- H20	- PROREC-NC
- SANParks	- Honorary hunters	- KDC (Kimberley Diamond Cup)
- Ironman	- National Department of Tourism	- Diamonds and Dorings
- PHASA	- WRSA	- African Bike week
- Dusi Canoe	- Student Flights	- Cape Epic
- Monte Casino	-African Sun MeDIA	ABSA – Profitability of game ranching
- South African National Recreation Council	- NAMPO Agricultural Show	- South Africa lion breeders association
- Game ranches	- South Africa Bike Festival	

## Our participation

Personnel	Academic and research status	Editorial board
	<p><b>Prof Melville Saayman</b>  <b>Director: Tourism Research in Economic Environs and Society</b>                      NRF rated</p> <p>Research Interests</p> <ul style="list-style-type: none"> <li>• Tourism economics</li> <li>• Tourism management and investment</li> <li>• Travel motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Aiest – Tourism Review</li> <li>• Journal of Convention &amp; Event Tourism</li> <li>• Anatolia</li> <li>• Annals of Tourism Research</li> <li>• Encyclopedia for Tourism.</li> <li>• Journal of Hospitality and Tourism</li> <li>• International Journal of Event and Festival Management.</li> <li>• Journal of China Tourism Research</li> <li>• Journal of Contemporary Management</li> </ul>
	<p><b>Prof Elmarie Slabbert</b>  <b>Head: Tourism Programme</b></p> <p><b>Research Interests</b></p> <ul style="list-style-type: none"> <li>• The social impact of tourism</li> <li>• Tourism marketing</li> <li>• Travel behaviour</li> <li>• Branding, image and positioning</li> </ul>	<ul style="list-style-type: none"> <li>• Serving on the Research Forum of the Minister of Tourism (2013-2017)</li> <li>• Chairperson: Southern African Institute for Management Scientists</li> <li>• Vice-chairperson: Tourism Educators of South Africa</li> <li>• International Retail and Marketing Review (2014-)</li> <li>• e-Review of Tourism Research (2015-)</li> <li>• International Journal of Hospitality and Event Management (IJHEM) (2015-)</li> <li>• Journal of Contemporary Management (2014-)</li> <li>• Tourism Management and Studies Journal (2015-)</li> </ul>

## Portfolio: TREES Research Unit

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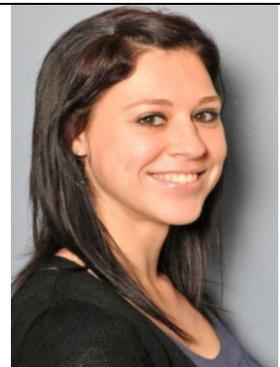
**Prof Peet van der Merwe**

NRF rated

***Research Interests***

- Environmental impacts
- Game farms
- Ecotourism
- Hunting

- Curriculum development board of PHASA
- Board of directors N12 Treasure route
- Editors for RASAALA- Recreation and Society in Africa, Asia and Latin America
- SANParks scientific research panel for tourism related research (2013)
- Advisory board of the president of WRSA



**Prof Martinette Kruger**

NRF rated

***Research Interests***

- Market segmentation
- Marketing
- Travel motivation
- Management

- Editorial Board of Event Management
- Journal of convention and event tourism
- Acts as subject Editor /Reviewer for the journals Acta Commercii, International Journal of Festival and Event Management, Journal for Research in Sport, Physical Education and Recreation



**Dr Lindie du Plessis**

**Senior lecturer**

***Research Interests***

- Competitiveness, quality
- Value for money
- Price and tourism management

- National Board for Business Women
- Editorial Board: Journal of revenue and pricing management: Editorial board member.

## Portfolio: TREES Research Unit

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**Prof Karin Botha**  
**Associate professor**

***Research interests***

- Events management
- Marketing
- Purchase behaviour

- Panel of reviewers for the Journal of Contemporary Management
- Scientific committee for SAIMS



**Prof Pierre-André Viviers**  
**Senior Lecturer**

***Research Interests***

- Event management
- Social impact
- Marketing



**Dr Stefan Kruger**  
**Senior lecturer**

***Research Interests:***

- Quality of life and wellness

- African Journal of Tourism, Hospitality and Leisure
- Tourism Analysis
- Interdisciplinary Journal

## Portfolio: TREES Research Unit

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**Prof Andrea Saayman**

**Research programme leader (Economics)**

NRF rated

***Research Interests***

- Applied econometrics
- Tourism economics
- Forecasting

- Central committee member of the International Society for Tourism Economics (IATE)
- Academic committee of ERSA (Economic Research Southern Africa)
- Tourism Economics
- International Advances in Economic Research



**Dr Gang Li**

**Research fellow**

***Research interests***

- Forecasting
- Tourism economics

- Journal of China Tourism research
- Annals of Tourism Research
- Journal of Tourism Research



**Prof Muzaffer Uysal**

**Extraordinary Professor**

***Research interests***

- Quality of life
- Events management

- Journal of Travel Research
- Annals of Tourism Research

## Portfolio: TREES Research Unit



**Prof Waldo Krugell**  
**Director: Economics (secondary participant)**

***Research interests***

- Microeconomics of tourism
- Impact analysis

- South African Journal Economic Management Science



**Dr Saskia de Klerk**  
**Senior lecturer and higher degree coordinator (secondary participant)**

***Research Interests***

- Entrepreneurship (Social, youth, immigrant, tourism and female entrepreneurship)
- Creative industries and networking
- Qualitative and mixed method research

- Journal of Small Business Management
- Innovation Management Policy and Practice Journal
- Academy of Management (Gender and Diversity panel)
- Human Resource Management Journal
- African Journal of Tourism, Hospitality and Leisure
- Journal of Mixed Methods Research
- International Journal of Business and Economics
- Australian Centre for Entrepreneurial Research Exchange (ACERE)



**Dr Serena Lucrezi**  
**Post-doctoral fellow**

***Research interests***

- Sandy Beach ecology
- Crustacean biology,
- Ecological indicators,
- Human impacts on coastal environments,
- Marine tourism, marine protected areas

Acted as reviewer for:

- Tourism Management,
- Marine Biodiversity,
- Journal of Coastal Research, Regional Studies in Marine Science,
- Annals of Tourism Research, Environmental Management,
- Global Ecology and Conservation,
- Marine Ecology Progress Series,
- Invertebrate Biology,
- Environmental Monitoring and Assessment

## Portfolio: TREES Research Unit

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- Scuba diving,
- Coastal management



**Dr V Dao Truong**  
**Post-doctoral fellow**  
**Research interests**

- Tourism and poverty alleviation
- The politics of tourism in former and transitioning state socialist countries
- Social marketing, behaviour change, and public health
- Macro-marketing
- Conservation science

- Acted as reviewer:
- Annals of Tourism Research
  - Journal of Sustainable Tourism
  - Current Issues in Tourism
  - Tourism Geographies
  - Journal of Social Marketing
  - Sage Open Journal
  - African Journal of Marketing Management
  - South African Journal for Research in Sport, Physical Education and Recreation



**Dr Marco Scholtz**  
**Senior lecturer**

**Research interest:**  
 Social media  
 Tourism social impact

- E-review of tourism research
- Acted as reviewer on: International Journal of Event and Festival Management;
- Acta Commercii;
- Journal of Hospitality Management and Tourism

## Portfolio: TREES Research Unit

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**Mrs Hanneri Borstlap**

**Senior administrative assistant**

### Top Published Articles:

#### 2016:

- **Kruger, M., Saayman, M.** 2016. Understanding the Zion Christian Church (ZCC) Pilgrims *International Journal of Tourism Research*, 18:27-38.
- **Saayman, M.** 2016. Willingness to pay: who are the cheap talkers? *Annals of Tourism Research*, 96-111.
- **Schlacher TA, Lucrezi S, Connolly RM, Peterson CH, Gilby BL, Maslo B, Olds AD, Walker SJ, Leon JX, Huijbers CM, Weston MA, Turra A, Hyndes GA, Holt RA, Schoeman DS.** 2016. Human threats to sandy beaches: A meta-analysis of ghost crabs illustrates global anthropogenic impacts. *Estuarine, Coastal and Shelf Science*, 169:56- 73.
- **Lucrezi, S., Saayman, M. & Van der Merwe P.** 2016. An assessment tool for sandy beaches: A case study for integrating beach description, human dimension, and economic factors to identify priority management issues. *Ocean and Coastal Management*, 121: 1-22.
- **Lucrezi, S. & Van der Walt, M.F.** 2016. Beachgoers' perceptions of sandy beach conditions: demographic and attitudinal influences, and the implications for beach ecosystem management. *Journal of Coastal Conservation*, 20:81-96

#### 2015:

- **De Klerk, S.** 2015. The creative industries: An entrepreneurial bricolage perspective. *Management Decision*, 53(4), 828-842
- **Du Plessis, E. & Saayman, M.** 2015. Understanding value for money at a live music performance. *Journal of Contemporary Management*, 12: 1-19
- **Fourie, M. & Kruger, M.** 2015. "Festivalscape" factors influencing visitors' loyalty to an agri-festival in South Africa. *Acta Commercii*, 1-11.
- **Kruger, M. & Saayman, M.** 2015. Running up or down – why is there a difference in spending? *Journal of Economic and Financial Sciences*, 8(1): 63-82.
- **Kruger, M. & Saayman, M.** 2015. Motives of circus attendees in South Africans: The case of Cirque du Soleil's Dralion. *South African Business Review*, 19(2): 51-73
- **Kruger, M., Viljoen, A. & Saayman, M.** 2015. Why pay to view wildflowers in South Africa? *Tourism Analysis*, 20(1). 81-97.
- **Lucrezi, S.** 2015. Ghost crab populations respond to changing morphodynamic and habitat properties on sandy beaches. *Acta Oecologica* 62: 18-32.
- **Lucrezi, S. & Saayman, M.** 2015. Beachgoers' demands vs. Blue Flag Aims in South Africa? *Journal of Coastal Research*, 31(6): 1478-1488.
- **Saayman, A. & Saayman, M.** 2015. An ARDL Bunds test approach to modelling tourist expenditure in South Africa. *Tourism Economics*. 21(1):49-66.

## Portfolio: TREES Research Unit

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- **Saayman, M. & Dieske, T.** 2015. Segmentation by motivation of tourists to the Kgalagadi Transfrontier Park. *South African Journal of Business Management*, 46(2): 77-87.
- **Scholtz, M., Kruger, M. & Saayman, M.** 2015. Determinants of length of stay at three coastal parks in South Africa. *Journal of Ecotourism*, 14(1): 21-47.
- **Van der Merwe, P., Saayman, M. & Rossouw, R.** 2015. The economic impact of hunting in the Limpopo province. *Journal of Economic and Financial Sciences*, 8(1): 223-242.
- **Visagie, J., Botha, K. & Viviers, P.** 2015. Analysing the ticket purchasing behaviour of younger Afrikaans cinema attendees. *South African Theatre Journal*, 28(2):180-208.

### 2014:

- **Botha, K., Slabbert, E. & Viviers, P.** 2014. Towards a ticket purchase behaviour model for South African arts festivals. *Journal of Contemporary Management*, 11: 324-348
- **Cini, F. & Saayman, M.** 2014. Which age spends the most in a National Park, South Africa? *Koedoe*, 56(2) 1-7.
- **De Witt, L., Van Der Merwe, P. & Saayman, M.** 2014. Critical ecotourism factors applicable to national parks: a visitor perspective. *Tourism review international*, 17(3): 179-194.
- **Du Plessis, L., Saayman, M. & Potgieter, M.** 2014. Key success factors in managing a visitors' experience at a South African international airport. *Journal of Contemporary Management*, 11: 510-533.
- **Engelbrecht, W.H., Kruger, M. & Saayman, M.** 2014. An analysis of critical success factors in managing the tourist experience at the Kruger National Park. *Tourism Review International*, 17(4):237-252.
- **Hadjikakou, M., Chenoweth, J., Miller, G., Druckman, A. & Li, G.** 2014. Rethinking the Economic Contribution of Tourism: Case Study from a Mediterranean Island. *Journal of Travel Research*, 53(5): 610-624.
- **Kruger, M. & Saayman, M.** 2014. How do mountain bikers and road cyclists differ? *South African Journal for Research in Sport, Physical Education and Recreation*, 36(2): 137-152.
- **Kruger, M., Saayman, M. & Hermann, U.** 2014. First-time versus repeat visitors at the Kruger National Park. *Acta Commercii*, 14(1): 1-9.
- **Kruger, S., Saayman, M., & Ellis, S.** 2014. The influence of travel motives on visitors happiness attending a Wedding Expo. *Journal of Travel and Tourism Marketing*, 31(5): 649-665.
- **Lee, D-H., Kruger, S., Whang, M-J., Uysal, M. & Sirgy, M.J.** Validating a costumer well-being index related to natural wildlife tourism. *Tourism Management*, 45: 171-180.
- **Lucrezi, S. & Saayman, M. & Van Der Merwe, P.** 2014. Impact of off-road vehicles (ORVs) on ghost crabs of sandy beaches with traffic regulations: a case study of Sodwana Bay, South Africa. *Environmental Management*, 53(3): 520-533.

## Portfolio: TREES Research Unit

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- **Lucrezi, S., Saayman, M. & Van Der Merwe, P.** 2014 Influence of infrastructure development on the vegetation community structure of coastal dunes: Jeffrey's Bay, South Africa. *Journal of Coastal Conservation*, 18(3): 193-211.
- **Saayman, A., Saayman, M. & Gyekye, A.** 2014. Perspectives on the economic value of a pilgrimage. *International Journal of Tourism Research*, 16(4): 407-414.
- **Saayman, M. & Saayman, A.** 2014. How deep are scuba divers' pockets? *Tourism Economics*, 20(4): 813-829.
- **Saayman, M. & Saayman, A.** 2014. Who is willing to pay to see the Big 7. *Tourism Economics*, 20(6): 1181-1198.
- **Viljoen, A., Kruger, S., & Saayman, M.** 2014. Understanding the role that Quality of Work Life of food and beverage employees plays in perceived service delivery and productivity. *Southern African Business Review*, 18(1): 27-52.

### 2013

- **Botha, A. & Saayman, A.** 2013. Modelling tourism demand for South Africa: An almost ideal demand system approach. *Journal of Economic and Financial Sciences*. 6(3): 683-706.
- **Cini, F., Kruger, P.S. & Ellis, S.** 2013. A model of intrinsic and extrinsic motivations on subjective well-being: the experience of overnight visitors to a National park. *Applied Research in Quality of Life*. 8:45-61.
- **Cini, F. & Saayman, M.** 2013. Understanding visitor's image of the oldest marine park in Africa. *Current Issues in Tourism. Special Issue*, 16(7-8):664-681.
- **De Witt, L., Van Der Merwe, P. & Saayman, M.** 2013. Critical ecotourism factors applicable to national parks: a visitor perspective. *Tourism review international*, 17(3): 179-194.
- **Du Plessis, L., Van Der Merwe, P. & Saayman, M.** 2013. Tourists' perception on whether South African national parks are environmentally friendly. *Acta Academica*, 45(1):187-208.
- **Kruger, M. & Saayman, M.** 2013. Assessing the viability of first-time and repeat visitors to an international jazz festival in South Africa. *Event Management*, 17(2):179-194.
- **Kruger, M., Viljoen, A. & Saayman, M.** 2013. Who pays to view wildflowers? *Journal of Ecotourism*, 12(3): 146-164.
- **Kruger S., Rootenberg C., & Ellis, S.** 2013. Examining the influence of the wine festival experience on tourists'. *Quality of Life. Social Indicators Research*, 111:1(2), 435-452.
- **Lucrezi, S & Saayman, M. Van Der Merwe, P.** 2013. Perceived diving impacts and management implications at a popular South African reef. *Coastal Management*, 41 (5): 381-400.
- **Naude, R., Kruger, P.S. & Saayman, M.** 2013. Who to work for? A hotel or a resort. *International Journal of Hospitality Management*, 33 (June): 331-338.
- **Saayman, A. & Cortes-Jiménez, I.** 2013. Modelling intercontinental tourism consumption in South Africa: a system of equations approach. *South African Journal of Economics*, 81(4): 538-560 (Dec).

## Portfolio: TREES Research Unit

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- **Saayman, A. & Saayman, M.** 2013. Exchange rate volatility and tourism – revisiting the nature of the relationship. *European Journal of Tourism Research*, 6(2):104-121.
- **Saayman, M., Rossouw, R. & Saayman, A.** 2013. Socio-economic impact of the Table Mountain National Park. *Journal of Economic and Financial sciences*, 6(2):439-458.
- **Scholtz, M., Kruger, M. & Saayman, M.** 2013. Understanding the reasons why tourists visit the Kruger National Park during a recession. *Acta Commercii*, 13 (1): 1-9.
- **Slabbert, E., Viviers, P. & Erasmus, J.** 2013. The influence of length of residency on the social impacts of National Arts Festivals in South Africa. *Journal of Human Ecology*, 44(1): 85-95.
- **Van Niekerk, M. & Saayman, M.** 2013. The influences of tourism awareness on the travel Patterns and Career Choices of High School Students in South Africa. *Tourism Review*, 68(4): 19-33.
- **VAN WYK, L.M., SAAYMAN, M. & ROSSOUW, R.** 2013. Economic impact of KKNK National Arts Festival. *Journal of Economic and Financial Science*, 6(1):129-152.
- **Viviers, P., Botha, K. & Perl, C.** 2013. Push and pull factors of Afrikaans arts festivals in South Africa. *South African Journal for Research in Sport, Physical Education and Recreation*, 35(2): 211-229.

## SPECIAL PROJECTS

### 1997-2003

- Socio-economic impact of the provincial sport centre in Kimberley.
- Sport and recreation survey of Machavie village North West Province; Northern Cape Province.
- Economic impact of domestic tourism on the South African economy.
- South Africa's travel and tourism – economic driver for the 21<sup>st</sup> century.
- Statistical analysis of domestic and international tourists; tourism database of the North West Province.
- Assessment of the corporate SANGALA project.
- Tourism master plan for Mafikeng.
- A marketing analysis of tourists visiting selected National Parks in South Africa; Pretoria National Zoo.
- Funding policy document for the Department of Social Services, Arts, Culture and Sport.
- Impact of recreation on an urban community – Sonderwater.
- Aardklop 2002: Economic impact analysis and market profile.
- Economic impact of the EAA Airweek in Potchefstroom.
- Mpumalanga Tourism Authority: Research plan and database development.
- National Research Foundation Report: Indigenous games.
- The greater Kgalagadi-Molopo Transfrontier Park: Project proposal.
- An analysis of the tourism and leisure needs of rural communities in the North West Province.
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## Portfolio: TREES Research Unit

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### 2004

- An analysis of biltong hunting in the North West Province.
- Analysis of visitors to Aardklop National Arts Festival and various National Parks in South Africa respectively.
- Game farm development: Namibia.
- National Business Initiative: Business development strategy & impact assessment strategy.
- South African Tourism Institute: Teachers training in North West, Free State, Northern Cape and Gauteng; Training analysis over three years.
- Western Cape Tourism Board: Determining the feasibility of a bed levy in Western Cape.

### 2005

- A marketing analysis of tourists visiting Addo Elephant National Park; Golden Gate National Park; Karoo National Park; Kgalagadi Transfrontier Park; Augrabies National Park; Kruger National Park; Tsitsikamma National Park; Innibos Arts Festival Aardklop National Arts Festival; Grahamstown Arts Festival, Klein Karoo National Arts Festival; Nampo Festival; Oppikoppi Festival; Volksblad Arts Festival.
- An analysis of biltong hunting in South Africa.
- Development of a tourism master plan for Sasolburg.
- Training impact assessment of the Tourism Enterprise Programme.

### 2006

- Analysis of the family recreation cluster – Limpopo Province.
- Analysis of the hunting cluster.
- Marketing analysis of Aardklop National Arts Festival; Innibos Arts Festival; Kgalagadi Transfrontier; Augrabies Falls National Park, Kruger National Park (June and December), Addo Elephant, Tsitsikamma and Karoo National Parks, Tsitsikamma National Park and Golden Gate Highlands National Park.
- SAEON: The Assessment of a potential node manager host for the arid region.
- The economic impact of visitors to KKNK.
- Tourism Plans for SAN Parks (21 individual plans for national parks).

### 2007

- A marketing analysis of tourists visiting the Addo Elephant National Park, Kruger National Park, Wilderness National Park; Tsitsikamma National Parks, Karoo National Park, Mountain Zebra National Park, Kgalagadi Transfrontier Park; Augrabies Falls National Park, Mapungubwe National Park, Marakele National Park, Golden Gate National Park.
- Vredefort Dome Tourism Plan (World Heritage Site).
- A marketing analysis: Pretoria National Zoo; Hex River Valley – Western Cape.
- Marketing profile and economic impact of visitors to Aardklop National Arts Festival; Innibos Arts Festival.

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- The socio-economic impact of visitors to ABSA KKNK; Grahamstown National Arts Festival.

### 2008

- A community and marketing analysis of visitors to Natalia Resort/Winkelspruit.
- A marketing analysis of overnight and day visitors to Kruger National Park; Mapungubwe National Park; Mountain Zebra National Park; Addo Elephant National Park; Augrabies Falls National Park; Plettenberg Bay; Marakele National Park; Jeffery's Bay; Kgalagadi Transfrontier National Park; Tsitsikamma National Park; Wilderness National Park.
- Action plan: Northern Cape Hunting Industry.
- Profile and economic impact of Grahamstown National Arts Festival; Oppikoppi Music Festival; Volksblad Arts Festival.
- The effect of Forever Resorts' services on tourists' quality of life: The case of Loskopdam; The case of Warmbaths.
- The National Profile and Economic Impact of Biltong Hunters in South Africa.
- The role of entrepreneurs at Klein Karoo National Arts Festival.
- The socio-economic impact of visitors to Grahamstown National Arts Festival.
- The economic impact of the Cape Argus Cycle Tour.
- The visitor profile of Ushaka Marine World.

### 2009

- A marketing analysis and economic impact of the North West International Air show; Pro20 cricket match held in Potchefstroom.
- A marketing analysis of overnight and day visitors to Kruger National Park (December/January/June/July 2009); Addo Elephant National Park ; Augrabies Falls National Park; Golden Gate National Park; Karoo National Park; Kgalagadi Transfrontier National Park; Mapungubwe National Park; Marakele National Park; Mountain Zebra National Park; Addo Elephant National Park.
- A socio-economic impact of visitors to the Cultivaria festival 2009; Northern Cape hunting industry.
- Profile and economic impact of Innibos Arts Festival; Grahamstown National Arts Festival; Cape Town International Jazz Festival; Wacky Wine Festival.
- The impact of quality tourism service on tourists' satisfaction levels: A report of Badplaas; A report of Swadini.

### 2010

- A marketing analysis and economic impact of the Old Mutual Two Oceans Marathon; Northern Cape hunting industry.
- A marketing analysis of current and potential supporters of the Cape Philharmonic Orchestra.
- A marketing analysis of overnight visitors to Addo Elephant National Park; Augrabies National Park; Karoo National Park 2010; Kgalagadi Transfrontier National Park; Kruger National Park; Mountain Zebra

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National Park 2010; Bontebok National Park; Golden Gate Highlands National Park; Tsitsikamma National Park; Wilderness National Park and West Coast National Park..

- A marketing analysis of participants and spectators at the Midmar Mile 2010.
- A marketing analysis, economic and social impact of visitors to the Innibos Arts Festival 2010.
- Critical success factors in managing hotels in South Africa. Socio-economic impact of tourism: Potchefstroom.
- Interim Research Report Tongaat Hulett.
- National profile and economic impact of biltong hunters in South Africa 2010.
- Profile of visitors and economic impact of the Cape Town International Jazz Festival 2010.
- The socio-economic impact of the Kruger National Park; ABSA KKNK in Oudtshoorn 2010; Free-State hunting industry; Limpopo Province hunting industry.
- A marketing analysis and economic impact of John Cleese: The alimony tour in South Africa; Riverdance; Cape Town International Jazz Festival; Coldplay; Comrades Marathon 2011; Kings of Leon Concerts; Old Mutual Two Oceans Marathon 2011; The Script; U2 360° tour; WWE Smackdown; Neil Diamond Concerts: A tale of four cities; Roxette Concerts; James Blunt Concerts: A Case of two cities; Rain – A tribute to The Beatles; Wacky Wine festival 2011; Innibos Arts festival.
- A marketing analysis of attendees at the summer sunset concert at Kirstenbosch Botanical Gardens.
- An analysis of how green consumers are: A case of day visitors to Spier Wine Estate.
- Analysing the travel behaviour of visitors to Riverside Lifestyle Resort.
- Business Plan for the re-development of the Kghodwana Cultural Village. Mpumalanga Department of Culture, Sport and Recreation.
- Economic impact of the ZCC pilgrimage.
- National profile and economic impact of biltong hunters in South Africa 2011.
- Pricing framework for the accommodation sector in South Africa: A focus on supply.

### 2012

- A marketing analysis and economic impact of John Cleese: The alimony tour in South Africa; Absa Cape Epic event; ABSA Kirkwood Wildlife festival 2012; Argus Pick and Pay Cycle tour 2012; Cape Town International Jazz Festival 2012; Comrades Marathon; Eagles; Il Divo concerts; Michael Bublé concerts; Moody Blues concerts; Old Mutual Two Oceans Marathon 2012; Roxette concerts; Steve Hofmeyr CD launch concerts 2012; Sting concerts; Wacky Wine festival; Usher concert.
- A marketing analysis of attendees at the Old Mutual summer sunset concerts of Hugh Masekela at Kirstenbosch Botanical Gardens 2012; Cape Philharmonic Orchestra at Kirstenbosch Botanical Gardens 2012; Phantom of the Opera 2012.
- A marketing analysis of day visitors to Agulhas National Park; Namaqua National Park; West Coast National Park.
- A marketing analysis of overnight visitors to Addo Elephant National Park (January 2012); Addo Elephant National Park (July 2012); Augrabies Falls National Park; Bontebok National Park; Golden

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Gate National Park; Karoo National Park 2012; Kgalagadi Transfrontier National Park 2012; Kruger National Park 2012; Mapungubwe National Park; Mountain Zebra National Park.

- A marketing analysis of participants and spectators of the Midmar Mile 2012.
- A social and environmental impact analysis of Scuba diving activities at Sodwana Bay.
- An analysis of visitors and exhibitors attending the Wedding Expo at the Coca Cola Dome
- Kirkwood Wildsfees: Effects on resident's quality of life.
- Venue selection behaviour of prospective brides and relationship quality between exhibitors and organisers of the Johannesburg Wedding Expo.
- Visitors' perceptions of the non-consumptive value of selected species and game-viewing experiences in South African National Park

### 2013

- A marketing analysis and economic impact of Spec-Savers Ironman South Africa 2013; Adam Lambert Concerts; Bon Jovi concerts; the Cape Argus Pick 'n Pay Cycle Tour; Cape Argus Pick 'n Pay Cycle Tour 2013; Cape Town International Jazz Festival 2013; Celtic Woman Concerts; Dralion Cirque du Soleil performances; Harley Davidson Africa Bike Week 2013; Innibos Lowveld National Arts Festival 2013; Justin Bieber concerts; Lady Gaga concerts; Linkin Park concerts; Metallica concerts; Old Mutual Two Ocean Marathon 2013; Red Hot Chili Peppers concerts; Rodriguez concerts; Unlimited Dusi Canoe Marathon; Wacky Wine Festival 2013; World Wrestling Entertainment Live
- A marketing analysis and spending analysis of trophy hunters 2012 season.
- A marketing analysis of day visitors to Agulhas National Park 2012.
- A marketing analysis of overnight visitors to Bontebok National Park 2012; Kruger National Park 2012; Tsitsikamma National Park 2012; A Wilderness National Park 2012.
- National profile and economic impact of the biltong hunters in South Africa 2013.
- Profile of visitors to selected beaches and their perceptions concerning the Blue Flag programme.

### 2014

- An exploration of possible activity developments at Golden Gate Highlands National Park 2013.
- A marketing analysis and economic impact of Spring Fiesta 2014; Bruce Springsteen concerts; Bryan Adams concerts; Cape Argus Pick n Pay Momentum Cycle Challenge 2014; Cape Town International Jazz Festival 2014; Dave Mathews Band concerts; Innibos Lowveld International Festival 2014; Joss Stone concert; KykNET & Robertson Wine Valley's Wacky Wine Weekend; Nickelback concerts; Nitro Circus Live events; Rihanna concerts; Santana concerts.
- A marketing analysis and socio-economic impact of the Winter Wonderland Festival in Gordon's Bay
- A marketing analysis of overnight visitors to Addo Elephant National Park November 2013.; Mokala National Park, April 2014; Richterveld National Park: Jul 2014; Tsitsikamma National Park, April 2014; Tankwa Karoo National Park: Aug 2014.
- A marketing analysis of spectators to a T20 international cricket match.

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- A marketing analysis of spectators to an international soccer match: South Africa vs. Brazil
- An analysis of the Kimberley Diamond Cup: Attendees, local business owners & community members.
- An evaluation of 4x4 overnight trails in South African National Parks.
- An understanding of the economic impact of beef and venison sales, 2014.
- Visitor perceptions regarding a hydroelectric power station at Augrabies Falls National Park.

### 2015

- A marketing analysis of the One Republic concert; Samsung Rage Festival 2014; Kenny Rogers; Global Softech Sixes Tournament spectators 2014; Salute to the Sockeye Festival 2014 ; John Legend concerts.
- A marketing analysis of overnight visitors to Camdeboo National Park: March 2015; Mountain Zebra National Park: March 2015.
- A marketing analysis and economic impact of the Michael Bubl  concerts 2015; Kimberley Diamond Cup 2014: Attendees, local businesses owners & community members.
- Adventure activity preferences of current and future South African National Park markets.
- An analysis of the tourism labour market in the North West Province.
- An analysis of the Kimberley Motor Show 2014: Attendees, local businesses owners & community members.
- An analysis of the Diamonds & Dorings Festival 2014: Attendees, local businesses owners & community members.
- Profitability of the Game Ranch industry - ABSA

### Books published

- An introduction to conference tourism [M Saayman & E Slabbert (2002)]
- An introduction to sports tourism [M Saayman (2002)]
- An introduction to Urban Tourism [M Saayman (2002)]
- Ecotourism in action: Practical guidelines and principles [E Myburgh & M Saayman 2<sup>nd</sup> ed. (2002)]
- Ecotourism: Getting back to basics [M Saayman (2008; 2009)]
- En route with tourism [M Saayman (2007, 2000)]
- Guest House management in South Africa [M Saayman & E Slabbert (2003)]
- Hospitality, leisure and tourism management [M Saayman, (2002; 2008 & 2009)]
- Kom ons speel tradisioneel [M Saayman & E Myburgh (2000)]
- Managing game farms from a tourism perspective [P van der Merwe & M Saayman (2002; 2004)]
- Onderwysershandleiding Graad 10/11/12 [M Van Niekerk & M Saayman (2006)]
- Parks and recreation management in perspective [M Saayman (1999)]
- Practical guidelines for starting your own tourism business [L de Kock & M Saayman (1999)]
- Provincial Tourism Guides (All provinces) [M Saayman (Ed) (2003)]

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- Reis en Toerisme Graad 10/11/12 [M Van Niekerk & M Saayman (2006)]
- Teachers Guide Grade 10/11/12 [M Van Niekerk & M Saayman (2006)]
- Tourism marketing in South Africa [M Saayman, 2<sup>nd</sup> ed. (2001)]
- Tourism Marketing: Back to Basics [M Saayman (2006)]
- Traditional games of Southern Africa [M Saayman & T van Niekerk (1996)]
- Travel and Tourism Grade 10/12/13 [M Van Niekerk & M Saayman (2006)]
- Wisdom for the wise manager / Wysshede vir die wyse bestuurder [M Saayman (2000)]
- Hunting and game farm tourism. Cape Town: Sun Media (P Van Der Merwe & E Du Plessis (2014)).