

TREES

Trees Research Unit

Tourism Research in Economics, Environs and Society

About us...

As a multidisciplinary higher education institution, we focus on advancing knowledge and innovation within the tourism sector.

To achieve a sustainable tourism sector, we integrate economic, environmental, and social perspectives to better understand tourism's impact and potential.

Through its applied research and industry-focused services, TREES enables partners to gain a deeper understanding of tourism consumers, enhance destination and enterprise management practices, and develop more effective and targeted marketing strategies. In addition, TREES supports the development of accurate customer profiles and promotes the sustainable management of tourism resources, ultimately strengthening competitiveness, resilience, and long-term sustainability across the tourism sector.

Core Pillars of TREES Research



Environmental

Tourism and the natural environment



Social

The effects of tourism on people and communities



Economic

The financial and market-related aspects of tourism

Research Services We Provide:

- Management and marketing analyses
- Social impact assessments
- Economic impact assessments
- Travel behaviour, decisions & travel motivations
- Development of measuring instruments (questionnaire)
- Conducting fieldwork
- Capturing of data
- Analysis of data
- Publishing of exceptional quality research reports
- Deliver presentations to share findings

Excellence in Research:

539



PEER-REVIEW ARTICLES

41



BOOK CONTRIBUTIONS

66



CONFERENCE PROCEEDINGS

471



CONFERENCE PRESENTATIONS

75



MASTER'S DEGREE GRADUATES

88



PHD DEGREE GRADUATES

Contact us:



+27 18 285 2331

Hanneri.Borstlap@nwu.ac.za

Follow us:



[Post-graduate brochure](#)