

The Division has built up a strong reputation in research and through its collaboration with the academic, public and private sectors has a substantial research portfolio. The research focus of the Division has two main components. In support of South Africa's bid to achieve competitiveness as a responsible tourist destination, research has started to consolidate under the overriding theme of **tourism competitiveness**. The Division has distinguished itself in the academic environment in South Africa through its research on **destination marketing, ecotourism, sports tourism, hospitality** and **travel** incorporating the fields of **air transport in tourism, business travel, tourism distribution** and **eTourism**.