



Ciná van Zyl

DCOM (Tourism Management)

Summary of expertise

Majored in the field of Commerce (transport & logistics, tourism) and 31 years' experience in academia, either in academic teaching, creating training programs, curricula and syllabus or in a managing capacity as Head of Department • 10 years, responsible for the delivery of all tuition and research related activities as Head of Department • 13 years' experience in masters and doctoral supervision.

Education

2005 Doctorate Commerci (DCom) In TOURISM MANAGEMENT, UNIVERSITY OF SOUTH AFRICA (UNISA)

2002 Masters Philosophiae (MPHIL) In TOURISM MANAGEMENT, Cum laude, UNIVERSITY OF PRETORIA.

1987 BEcon Honours (Transport Economics), UNIVERSITY OF STELLENBOSCH

Employment history

2018- 1 February 2019 Acting Chair of Department Applied Management

2017- Acting Head of Office of Graduate Studies and Research, College of Economic and Management Sciences

2009-2016 Chair of Department

2008 - to date Professorship

2007-2007 Associate Professorship

2003-2007 Senior Lectureship

1988-1996 Employed at UNISA - Lectureship

Consulting and private work

As academic consultant, I have worked in various capacities and provided expert views and reports on industry and academic related projects.

Academic research

My primary research interest is in the leisure and business tourism market, although I also dabble in the fields of transport economics and higher education practice. I am currently a task team member of the College of Economics and Management Sciences Innovation Hub, a registered community engagement project empowering small medium enterprises (SMEs) in the community.

Other

- Vice-president for the International Tourism Studies Association (ITSA) Executive Committee (2012 – re-elected 2016 to date)
- Editorial scientific board of *Journal of Transport and Supply Chain Management*, University of Johannesburg
- Editorial scientific board and theme editor of *International Journal of Tourism Cities* (IJTC), University of Greenwich, London
- Member of the organising committee of the African Union Commission (AUC) and the University of South Africa (UNISA) Biennial Awareness Summit 2018
- Conference host of International Tourism Studies Association Conference hosted at CSIR from 6-10 August 2018.

Language ability

Fluent English and Afrikaans.

Peer-reviewed accredited publications in scientific journals

1. *Event Management*, 2004, vol. 8 no.4, p: 213-222, ISSN 1525-9951, Motivational factors of local residents to attend the Aardklop National Arts Festival
2. *Southern African Business Review*, 2005, vol. 9, no. 10, p: 68-78 Identifying situational inhibitors regarding the Aardklop National Arts Festival
3. *Southern African Business Review*, 2006, vol. 10, no. 1. Motivating factors of local residents for attending the Aardklop National Arts Festival
4. *SA Akademie vir Wetenskap en Kuns: S.A. Tydskrif vir Geesteswetenskappe*, 2007, vol. 47, nr. 2, p: 221-224 Special interest tourism in South Africa: Segmenting the festival and event market
5. *Southern African Business Review*, 2007, vol. 11, no. 3, p: 121-143, The use of game theory to determine the optimum market position of selected arts festivals in South Africa
6. *Southern African Business Review*, 2008, vol. 12, no. 3, A conjoint analysis to determine attributes of selected arts festivals in South Africa
7. *South African Theatre Journal*, 2009, vol 23, No 1, Situational inhibitors preventing attendance at three selected arts festivals in South Africa
8. *South African Theatre Journal*, 2011, vol 25, No 3, 181-196, A model for positioning arts festivals in South Africa
9. *Tourism Economics*, 2012, volume 18, No1, Tourism marketing: a game theory tool for application in arts festivals
10. *Actual Problems of Economics, Scientific Economic Journal*, Submitted September 2011, Accepted for publication January 2012 and published in September 2012, Van Zyl and Odhiambo – Tourism and Poverty Reduction in South Africa
11. *Southern African Business Review*, 2013, 17(1): 128-167. Submitted April 2012, resubmitted August 2012, accepted for publication in 2013, Conradie, Van Zyl, Strasheim – What inspires birders to migrate South towards Africa? A quantitative measure of international avitourist motivation.
12. *African Journal of Business Management*, 2013, 7(30): 3013-3021, Conradie, & Van Zyl, 2013. Agreement of the international avitourist market to ecotourism principles: A South African development perspective.
13. *Southern African Business Review*, 2013, 17(2): 128-167, Kirkman, Strydom, Van Zyl, Stellenbosch Wine Rout wineries,: management's perspective on the advantages and key success factors of wine tourism..
14. *Electronic Commerce Research Journal*, "Electronic word-of-mouth and online reviews in tourism services: the use of twitter by tourists", Sotiriadis, & Van Zyl, 2013, (1), pp. 103-124.
15. *Progressio*, Queiros, De Villiers, Conradie, Van Zyl, submitted August 2013 and resubmitted March 2014, published 2015 Rich environments for active Open Distance Learning: Looks good in theory but is it really what learners want? Accepted for publication.
16. *African Journal of Hospitality, Tourism and Leisure*, 2016, 5(2) , Conradie, & Van Zyl, Behavioural involvement in avitourism: an international case study.
17. *African Journal of Hospitality, Tourism and Leisure*, Vol. 5 (4), pp. 1-17, Sotiriadis, M., Van Zyl, C. and Poole, C. (2016). Suggesting a framework for innovation management in the industry of wellness tourism and spas.
18. *Tourismos Journal* Co-authored manuscript published (accepted for publication-6-02-2017), Ref. AC_1016_SOTRIADIS. DOC, "Sharing economy in the hospitality industry: an analysis, suggested strategies and avenues for future research", (Van Zyl & Soteriades, 2017). (0.5)
19. *International Journal of Tourism Cities*, 2017, Vol 3(4), Positioning maps: a conjoint analysis tool for festival or event application, Van Zyl, C.
20. *African Journal of Hospitality, Tourism and Leisure*, Vol 6 (3) titled "A benefit segmentation analysis of tourists visiting Mpumalanga", (Nduna & Van Zyl, 2017). ISSN :2223-8144X

21. *Ocean and Coastal Management*, resubmitted 19/7/2019 and accepted for publication 19/7/2019, OCMA-2019-23R1, "Sinking deeper: The most significant risks impacting the dive tourism industry in the east African marine ecoregion", (Dimopoulos, Queiros & Van Zyl, 2019).

Publications in books

1. *Managing South African Tourism*, George, R. 2006, 2015. Oxford University Press Chapter 17: The future of tourism, Van Zyl, C. – a contributing-author

2. *Maximizing Commerce and Marketing Strategies through Micro-Blogging, 2014. Chapter 11: Tourism Services, Micro-blogging and customer feedback: A tourism Provider Perspective*. Soteriades, M. & Van Zyl, C.- contributing-authors

3. Sotiriadis, M. and Van Zyl, C., (2014), «Événements culinaires: leur contribution potentielle comme cadre d'action et de valorisation des éléments immatériels ». In : Cécile CLERGEAU & Jacques SPINDLER (sous dir.), *L'immatériel touristique* (pp. 271-296). Collection du GRALE (GIS du CNRS). Paris : L'Harmattan. (ISBN : 978-2-343-03080-7).

4. Sotiriadis, M. and Van Zyl, C. (2015). "Tourism services, micro-blogging and customer feedback: a tourism provider perspective". In: Janée N. Burkhalter & Natalie T. Wood. (Eds.), *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, (Chapter 7, pp. 157-176). Hershey, Pennsylvania: IGI Global (ISBN: 978-1-4666-8408-9).

5. Sotiriadis, M. and Van Zyl, C. (2016). "Consumer travel online reviews and recommendations: Suggesting strategies to address challenges faced within the digital context", In: Marios Sotiriadis and Dogan Gursoy, (Eds.), *The Handbook of Managing and Marketing Tourism Experiences* (Chapter 24, pp. 469-486). Bingley, UK: Emerald Publishing (ISBN: 978-1786352903).

6. *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality, Skills for Successful Ventures*, Sotiriadis, M. 2018. EMERALD Publishing. ISBN-13: 978-1-78743-530-8. (Van Zyl, C.) – a contributing-author.

Completed masters' & doctoral dissertation/thesis supervision

1. In 2010, *Leisure constraints amongst first year MBA students at UNISA*, MCom in Tourism Management, Ms U Fourie

2. In 2010, *International market potential of avitorism in South Africa*, MCom in Tourism Management, Mrs N Conradie, cum laude

3. In 2011, *Investigating the wine industries attitude towards Wine Tourism in Stellenbosch region of South Africa*, MCom in Business Management, Mrs A Kirkman

4. In 2013, *A best practice framework in reverse logistics*, MCom in Logistics, Ms A Badenhorst

5. In 2015, *A framework in green logistics for companies in South Africa*, MCom in Logistics, Mrs S Janse van Rensburg

6. In 2016, *A benefit segmentation framework for positioning Mpumalanga Province as destination of choice*, MCom in Tourism Management, Ms LT Nduna, cum laude

7. In 2017, *The financial sustainability of Small and Medium Tourism Enterprises in Tshwane Townships, South Africa*, MCom in Tourism Management, PH Dhlomo,

8. In 2018, *A strategic decision-making model for optimal alignment of 3PL providers with SASOL's outbound supply chain*, PHD in Management Sciences (Logistics), DJ Rabie.

9. In 2018, *A literacy model for sustainable avitourism*, PHD in Management Sciences (Tourism Management), Ms N Conradie.

10. In 2018, *Guidelines for sustainable urban transport in selected areas of the City of Tshwane*, MCom in Transport Economics, Mrs B Duri,

11. In 2018, *External risks impacting on the scuba diving industry in the East African Marine Ecoregion*, MCom in Tourism Management, Mr Dimopoulos.

12. In 2019, *A hybrid framework for assessing the cost of road traffic crashes in South Africa*, PHD in Management Sciences (Transport Economics), HJ Moyana.

13. In 2019, *The management of sustainable action plans at selected nature-based attractions in Botswana*, MCom in Tourism Management, T Nyamandi

14. In 2019, *A best practice framework for visitor information centers in Gauteng Province, South Africa*, MCom in Tourism Management, S Chikatii.