

## **CURRICULUM VITAE**

**ANDREA SAAYMAN**

**(15 September 2022)**

### **PERSONAL DETAILS**

Name: Andrea Saayman  
Maiden name: .  
Date of birth: .  
ID-number: .  
Nationality: .  
Languages: Afrikaans & English  
Highest qualification PhD in Economics (2002)  
Current position: Professor in the School of Economic Sciences at the North-West University, Potchefstroom Campus  
Research Programme Leader in the School of Economic Sciences  
Postal address: !  
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Telephone numbers: .  
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### **RESEARCH RATING**

NRF-rated researcher – category C1 (obtained in 2019)

### **AWARDS**

Distinguished Young Women in Science Award – Second runner-up in the category Social Sciences and Humanities (2011).

### **PROFESSIONAL SOCIETIES**

President of the International Association for Tourism Economics, 2019-current.  
Vice-chair of the Tourism and Hospitality Section (THS) of the International Institute of Forecasters (IIF)  
Vice-President of the International Association for Tourism Economics, 2017-2019.  
Member of the central committee of the International Association for Tourism Economics, 2007-current.  
Member of the Academic Committee of Economic Research Southern Africa (ERSA) – 2014 – 2016.  
Vice-chairman of the North West branch of the Economic Society of South Africa, 2004-2005  
Central Council of the Economic Society of South Africa, 1999-2005

## **PUBLICATIONS**

### **Peer-reviewed articles (since 2012):**

1. Saayman, M. & Saayman, A. 2012. Determinants of spending at three major sporting events in South Africa. *International Journal for Tourism Research*, 14: 124-138.
2. Morris, Q. & Saayman, A. 2012. A Wavelet Perspective on the Real Interest Parity Condition. *African Finance Journal*, 14(2): 43-63.
3. Saayman, M., Rossouw, R. & Saayman, A. 2012. Does conservation make sense to local communities? *Development Southern Africa*, 29(4):588-609.
4. Shaw, G., Saayman, M. & Saayman, A. 2012. Identifying risks facing the South African tourism industry. *South African Journal of Economic and Management Sciences*, 15(2):190-206.
5. Botha, I. & Saayman, A. 2012. Time-varying parameter error correction model to forecasting tourist arrivals in South Africa. *Studies in Economics and Econometrics*, 36(1): 23-42.
6. Saayman, M. & Saayman, A. 2012. The economic impact of the Comrades Marathon. *International Journal of Event and Festival Management*, 3(3): 220-235.
7. Saayman, M. & Saayman, A. 2012. Shopping tourism or tourist shopping: Case study of South Africa's African Tourism Market. *Tourism Economic*, 18(6): 1313-1329.
8. Saayman, M., Saayman, A. & Joubert, E-M. 2012. Expenditure-based segmentation of visitors to the Wacky Wine Festival. *Tourism Recreation Research*, 37(3): 215-226.
9. Kruger, M., Saayman, M. & Saayman, A. 2012. Identifying the big spenders at a national arts festival. *Acta Academica*, 44(3): 74-94.
10. Saayman, M., Rossouw, R. & Saayman, A. 2013. The socio-economic impact of Table Mountain National Park. *Journal of Economic and Financial Sciences*, 6(2): 469-458.
11. Saayman, A. & Cortes-Jiménez, I. 2013. Tourism Consumption in South Africa: A demand analysis of four intercontinental markets. *SAJE*, 81(4): 538-560.
12. Saayman, A. & Saayman, M. 2013. Exchange rate volatility and tourism demand: Revisiting the nature of the relationship. *European Journal of Tourism Research*, 6(2): 104-121.
13. Saayman, M., Saayman, A. & Joubert, E-M. 2013. The economic contribution of the Wacky Wine Festival to the local economy. *Journal of Contemporary Management*, 10:427-447.
14. Botha, A. & Saayman, A. 2013. Modelling tourism demand for South Africa: An almost ideal demand systems approach. *Journal of Economic and Financial Sciences*, 6(3): 683-706.
15. Saayman, A., Saayman, M. & Gyekye, A. 2014. Perspectives on the regional economic value of a pilgrimage. *International Journal of Tourism Research*, 16(4): 407-414.
16. Saayman, M. & Saayman, A. 2014. How deep are scuba divers' pockets? *Tourism Economics*, 20(4): 813-829.
17. Saayman, A. & Saayman, M. 2014. Determinants of spending at two South African Marine National Parks. *Journal of Tourism Research and Hospitality*, 3(2): 1-10.
18. Saayman, A. & Saayman, M. 2014. An appraisal of measuring the economic impact of sport events. *South African Journal of Physical Education, Recreation and Dance*, 36(3): 151-181.

19. Saayman, M. & Saayman, A. 2014. Who are willing to pay to see the Big 7? *Tourism Economics*, 20(6): 1181-1198.
20. Saayman, A. & Saayman, M. 2015. An ARDL Bounds test approach to modelling tourist expenditure in South Africa. *Tourism Economics*, 21(1):49-66.
21. Saayman, M. & Saayman, A. 2015. Understanding tipping behaviour – an economic perspective. *Tourism Economics*, 21(2): 247-256.
22. Van Wyk, L., Saayman, M., Rossouw, R. & Saayman, A. 2015. A comparison of economic impact methods. *SAJEMS*, 18(2): 155-176.
23. Saayman, M. & Saayman, A. 2016. Clustering attendees at the Philharmonic Orchestra's Summer Festival. *Leisure Studies*, 35(3): 314-331.
24. Saayman, M., Krugell, W.F. & Saayman, A. 2016. Willingness to Pay: Who are the cheap Talkers? *Annals of Tourism Research*, 56: 96-111.
25. Krugell, W.F., Saayman, M. & Saayman, A. 2016. Green wheels turning? Willingness to pay and participants' views on green initiatives at the Cape Argus Cycle tour. *South African Journal of Economic and Management Sciences*, 19(3): 432-447.
26. Saayman, A., Figini, P. & Casella, S. 2016. The influence of formal trade agreements and informal economic co-operation on international tourism flows. *Tourism Economics*, 22(6): 1274-1300.
27. Saayman, A. & Botha, I. 2017. Non-linear models for tourism demand forecasting. *Tourism Economics*, 23(3): 594-613.
28. Saayman, M. & Saayman, A. 2017. Is the Rhino worth saving? A sustainable tourism perspective. *Journal of Sustainable Tourism*, 25(2): 251-264.
29. Saayman, M. & Saayman, A. 2017. How important is blue flag awards in beach choice? *Journal of Coastal Research*, 33(6): 1436-1447.
30. Van Der Merwe, P., Saayman, M., Els, J. & Saayman, A. 2017. The economic significance of lion breeding operations in the South African wildlife industry. *International Journal of Biodiversity and Conservation*, 9(11): 314-322.
31. Makumbirofa, S & Saayman, A. 2018. Forecasting demand for qualified labour in the South African hotel industry, *JEFS*, 11(1).
32. Saayman, M. & Saayman, A. 2018. Are there economic benefits from marine protected areas? An analysis of scuba diver expenditure. *European Journal for Tourism Research*, 19: 23-39
33. Saayman, A., Viljoen, A. & Saayman, M. 2018. Africa's Outbound Tourism: An Almost Ideal Demand Perspective. *Annals of Tourism Research*, 73:141-158
34. Chingarande, A. & Saayman, A. 2018. Critical Success Factors for Tourism-Led Growth. *International Journal of Tourism Research*, 20:800-818.
35. Saayman, M., van der Merwe, P. & Saayman, A. 2018. The economic impact of hunting in the South African wildlife industry. *Global Ecology & Conservation*, 16: 1-9.
36. Saayman, A. & de Klerk, J. 2019. Forecasting tourist arrivals using multivariate singular spectrum analysis. *Tourism Economics*, 25(3): 330-354.
37. Saayman, M. & Saayman, A. 2019. Why standardization of festival marketing might be a cheesy affair. *Event Management*, 23(3): 447-463.
38. Saayman, A. & Saayman, M. 2019. Do wine tourists care about the labourer? *South African Journal of Economic and Management Sciences*, 21(1):1-8.
39. Viljoen, A., Saayman, A., Saayman, M. 2019. Determinants influencing inbound arrivals to Africa. *Tourism Economics*, 25(6): 856–883.

40. Viljoen, A., Saayman, A., Saayman, M. 2019. Examining intra-African tourism: A trade theory perspective, *South African Journal of Economic and Management Sciences*, 22(1):1-10.
41. Mogomotsi, P.K., Saayman, M. and Saayman, A. 2020. 'Developing a framework for sustainable coexistence between eco-tourism and agriculture in Botswana'. *Nature & Faune*, 33(1). ISBN 2026 5824
42. Butler, EC., Childs, A-R, Saayman, A and Potts, WM. 2020. Can fishing tourism contribute to conservation and sustainability via ecotourism? A case study of the fishery for giant African threadfin *Polydactylus quadrifilis* on the Kwanza Estuary, Angola. *Sustainability* 12, 4221; doi:10.3390/su12104221.
43. Saayman, A. Li, S., Scholtz, M. & Fourie, A. 2020. Altruism, price judgement by tourists and livelihoods of informal crafts traders. *Journal of Sustainable Tourism*, 28(12): 1988-2007.
44. Kourentzes, N., Saayman, A., Jean-Pierre, P., Provenzano, D., Sahli, M., Seetaram, N. & Volo, S. 2021. Visitor arrivals forecasts amid COVID-19: A perspective from the Africa team. *Annals of Tourism Research*, 88, 1-18. doi:10.1016/j.annals.2021.103197
45. Saayman, A., Li, S., Fourie, A. & Scholtz, M. 2021. Money illusion under tourists: deceived by larger numbers? *Current Issues in Tourism*, DOI: 10.1080/13683500.2021.1887825
46. van der Merwe, P., Saayman, A. & Jacobs, C. 2021. Assessing the economic impact of COVID-19 on the private wildlife industry of South Africa. *Global Ecology and Conservation*, 28, e01633 (12p). doi: 10.1016/j.gecco.2021.e01633
47. Li, S., Saayman, A., Stienmetz, J. & Tussyadiah, I. 2021. Framing effects of messages and images on the willingness to pay for pro-poor tourism products. *Journal of Travel Research*, 1-17 <https://doi.org/10.1177/00472875211042672>
48. Makumbirofa, SD & Saayman, A. 2022. The Influence of Environmental Value Orientations on the Overall Scuba Diving Experience within a Marine Protected Area. *Journal of Coastal Research*, 38(1): 168-181. DOI: 10.2112/JCOASTRES-D-21-00014.1
49. Potts WM, Saayman M, Saayman A, Cowley PD, Mann BQ, Van der Merwe P, Weyl, OLF. 2022. Understanding the economic impact of recreational fishing in South Africa. *Fisheries Management and Ecology*, 29: 29-43.
50. G. Makandwa, S. de Klerk & A. Saayman 2022. Culturally-based community tourism ventures in Southern Africa and rural women entrepreneurs' skills, *Current Issues in Tourism*, DOI: 10.1080/13683500.2022.2052267
51. Botha, I & Saayman, A. 2022. Forecasting tourism demand cycles: A Markov-switching approach. *International Journal of Tourism Research*, <https://doi.org/10.1002/jtr.2543>

#### **Recent Research Chapters in Books:**

1. Saayman, M., Rossouw, R. & Saayman, A. 2019. To what extent does conservation benefit local communities. In: Jacobs, P.T. (ed). *Equitable Rural Socioeconomic Change: Land, Climate Dynamics, and Technological Innovation*, HSRC Press, Pretoria, Chapter 11.
2. Mogomotsi, P.K., Saayman, M. and Saayman, A. 2020. 'The analysis of conflict and coexistence of traditional and contemporary land uses', in Moren T. Stone, Monkogoi Lenao, Naomi Moswete (Eds) *Natural Resources, Tourism and Community Livelihoods in Southern Africa: Challenges for sustainable development* (Taylor and Francis), pp. 93-107.

3. Saayman, M. & Saayman, A. 2021. 'The importance and valuation of elephant sightings for tourists to protected areas in South Africa'. In Laws, E., Scott, N., Font, X. & Koldowski, J. (ed.) *The Elephant Tourism Business, International Issues and Progress*.
4. Saayman, A., Saayman, M. & Viljoen, A. 2021. 'The changing nature of Africa as a competitive tourism role-player' in Novelli, M., Adu-Ampong, E.A. & Ribeiro, M.A. (eds.) *The Routledge handbook of tourism in Africa*, pp. 35-51.
5. Makandwa, G., de Klerk, S. & Saayman, A. 2021. Understanding the experiences of rural women in sustaining tourism enterprises. In Valeri, M (ed). *Gender and Tourism: Organizational Challenges and Entrepreneurial Opportunities*, Emerald, pp. 93-112.
6. Gohori, O., van der Merwe, P. & Saayman, A. 2022. Promotion of pro-poor tourism in southern Africa: Conservation and development Issues. In: Stone, M., Mogomotsi, P & Mogomotsi, G (eds). *Protected Areas Conservation and Tourism Development Practices in southern Africa: Implications for sustainability*. Routledge Taylor & Francis,

### **CONFERENCES:**

#### **Invited presentations:**

1. Saayman, A. 2005. The South African Rand – Nothing to FEER? Paper presented at the IMF seminar series, Washington DC, USA, 6 October.
2. Saayman, A., Fry, D. & Saayman, M. 2009. The relationship between Tourism and Trade in South Africa. Presented at University of Johannesburg seminar series, October.
3. Saayman, A., Fry, D. & Saayman, M. 2010. The relationship between Tourism and Trade in South Africa. Presented at Nottingham University seminar series, January.
4. Saayman, A. & Botha, A. 2013. Tourism demand modelling: Can the Rotterdam model outperform the AIDS? Presented at the School of Hotel and Tourism Management, Hong Kong Polytechnic University, May.
5. Saayman, A. 2015. Forecasting demand for qualified labour in the South African hotel industry. Paper presented at the IIF forecasting seminar, 29 June, Hong Kong
6. Saayman, A. 2020. The impact of COVID-19 on the tourism industry in southern Africa. Invited speaker: ATLAS Webinar on The impact of COVID-19 on the tourism industry in Africa, 9 December 2020, online
7. Kourentzes, N & Saayman, A. 2021. Visitor arrivals forecasts amid COVID-19: A perspective from the Africa team. Invited speaker at the online IATE Research Webinar: Tourism Forecasting Competition amid COVID-19, 29 April 2021
8. Saayman, A. 2021. Judgementally adjusted model-based forecasts of visitor arrivals during COVID-19. Invited speaker at the Tourism and Hospitality Forecasting in Turbulent Times online seminar. 5 May 2021

#### **Keynote addresses:**

Saayman, A. 2010. Why money matters – the financial crisis and the South African economy. Inaugural lecture, February 2010.

Saayman, M. & Saayman, A. 2017. Future trends shaping the winter and summer tourism in mountain regions. Keynote presentation at the TEM Conference on tourism and local development of the Alpine Region, 26-27 June, Courmayeur, Italy.

Saayman, A. 2021. Forecasting tourism recovery post-pandemic: Are we there yet? Keynote presented at the XVIII ANTPUR conference, 22-24 September, Brazil.

