

Curriculum Vitae

1. General information

Title, name and surname:	Prof Andrea Saayman
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2. Qualifications

Qualification type:	PhD
Field of study:	Economics
Institution:	PU for CHE
Year obtained:	2002

Qualification type:	MCom
Field of study:	Economics
Institution:	University of Pretoria
Year obtained:	1997

Qualification type:	BCom (Hons)
Field of study:	Economics
Institution:	University of Pretoria
Year obtained:	1994

Qualification type:	BCom
Field of study:	Marketing
Institution:	University of Pretoria
Year obtained:	1993

3. Commercialisation of expertise

As part of the Tourism Research Niche Area, I am active in a number of projects for, among others, SANParks, various arts festivals and sport events.

4. Publications

International publications:	<ol style="list-style-type: none"> 1. Saayman, M. & Saayman, A. 2010. Regional Development and National Parks in South Africa: Lessons Learned. <i>Tourism Economics</i> (forthcoming). 2. Kruger, M., Saayman, M. & Saayman, A. 2009. Socio-demographic and behavioural determinants of visitor spending at the Klein Karoo National Arts Festival. <i>Event Management</i>, 13(1): 53-68. 3. Saayman, M., van der Merwe, P., Saayman, A. & Mouton, M. 2009. The socio-economic impact of an urban park: The case of Wilderness National Park. <i>Journal of Policy Research in Tourism, Leisure and Events</i>. 4. Saayman, M. & Saayman, A. 2008. Socio-demographic and behavioural determinants of visitor spending at a National Arts Festival: Panel data analysis. <i>World Journal of Managing Event</i>, 1(1): 28-33. 5. Saayman, A. & Saayman, M. 2008. The determinants of
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	<p>inbound tourism to South Africa. <i>Tourism Economics</i>, 14(1):81-96.</p> <p>6. Saayman, A., Pienaar, J., de Pelsmacker, P, Viviers, W., Cuyvers, L., Muller, M-L. & Jegers, M. 2008. Competitive Intelligence activities: Construct exploration, validation and equivalence. <i>Aslib Proceedings</i>, 60(4), 383-411.</p> <p>7. Saayman, A. 2007. The real equilibrium Rand/US\$ exchange rate: A comparison of alternative measures. <i>International Advances in Economic Research</i>, 13:183-199.</p> <p>8. Saayman, M. & Saayman, A. 2006. Estimating the contribution of visitor spending in the Kruger National Park to the regional economy. <i>Journal for Sustainable Tourism</i>, 14(1):67-81.</p> <p>9. Saayman, A. & Saayman, M. 2006. Does the location of arts festivals matter for economic impact? <i>Papers in Regional Science</i>, 85(4):569-584.</p> <p>10. Saayman, M. & Saayman, A. 2006. Socio-demographics and visiting patterns of arts festivals in South Africa. <i>Event Management</i>, 9(4):211-222.</p> <p>11. Saayman, M. & Saayman, A. 2006. Creating a framework to assess the economic contribution of National Parks in South Africa: The case of the Addo Elephant National Park. <i>Tourism Economics</i>, 12(4):619-633.</p> <p>12. Naudé, W.A & Saayman, A. 2005. The determinants of tourist arrivals in Africa: A panel data regression analysis. <i>Tourism Economics</i>, 11(3):365-391.</p> <p>13. Viviers, W., Saayman, A. & Muller, M-L. 2005. Enhancing a CI culture in South Africa. <i>International Journal of Social Economics</i>, 32(7):576-589.</p> <p>14. Muller, M-L., de Pelsmacker, P., Viviers, W., Saayman, A., Cuyvers, L. & Jegers, M. 2005. Competitive Intelligence practices of South African and Belgian Exporters. <i>Marketing Intelligence and Planning</i>, 23(6&7):606-620.</p> <p>15. Saayman, A. & Horn, J.A. 2005. The municipal bond market in South Africa. <i>Journal of Market Imperfections</i>, 15:97-106. December.</p> <p>16. Saayman, M., Saayman, A. & du Plessis, C. 2005. Analysis of spending patterns of visitors of three world cup cricket matches in South Africa, <i>International Journal of Sports Tourism</i>, 10(3):211-221.</p> <p>17. Esterhuyzen, J., Saayman, A. & Styger, P. 2004. Identification of key operational risk indicators for Banks. <i>African Finance Journal</i>, 6(2):1-20.</p>
National publications:	<p>1. Saayman, A. 2010. A panel data approach to the behavioural equilibrium exchange rate of the ZAR. <i>South African Journal of Economics</i>, 78(1): 57-75.</p> <p>2. Fry, D., Saayman, A. & Saayman, M. 2010. The relationship</p>

between tourism and trade in South Africa. *South African Journal of Economics*. (forthcoming)

3. Saayman, M., Saayman, A. & Slabbert, E. 2010. Expenditure-based segmentation of visitors to the Grahamstown National Arts Festival. *South African Journal of Business Management*. (forthcoming)
4. Oberholzer, S., Saayman, M., Saayman, A. & Slabbert, E. 2010. The socio-economic impact of Africa's oldest marine park. *Koedoe*. (forthcoming)
5. Kruger, M., Saayman, M. & Saayman, A. 2010. Expenditure-based segmentation of Visitors to Tsitsikamma National Park. *Acta Commercii*. (forthcoming)
6. Saayman, M., Saayman, A. & Ferreira, M. 2009. The socio-economic impact of the Karoo National Park. *Koedoe*, 51(1):1-10.
7. Van der Merwe, L.H., Saayman, M. & Saayman, A. 2009. The socio-economic impact of the Klein Karoo National Arts Festival. *Journal of Economic and Financial Sciences*, 3(1):86-96.
8. Saayman, A. & Saayman, M. 2009. Socio-demographic and behavioural determinants of visitor spending at the Kruger National Park in South Africa. *South African Journal for Economic and Management Sciences*, 12(4): 493-512.
9. Saayman, M. & Saayman, A. 2009. Why travel motivations and socio-demographics matter in managing a National Park. *Koedoe*, 51(1), Art. #158, 10 pages. DOI: 10.4102/koedoe.v51i1.158.
10. Cuyvers, L., Dumont, M., Viviers, W., de Pelsmacker, P., Muller, M-L., Jegers, M. & Saayman, A. 2008. Export intensity and the competitive intelligence of exporting companies: Evidence from Belgium and South Africa. *South African Journal for Economic and Management Sciences*, 11(1):85-97.
11. Saayman, M., Rossouw, R. & Saayman, A. 2008. The regional economic impact of visitor spending at the Cape Argus Cycle Tour. *Africa Insight*, 38(3):100-122.
12. Strydom, A.J., Saayman, M. & Saayman, A. 2006. The economic impact of the Volksblad Arts Festival. *Acta Commercii*, 6: 87-98.
13. Viviers, W., Saayman, A. & Muller, M-L. 2004. CI in South Africa: 1999-2002 and beyond. *Africa Insight*, 34(2/3):90-96. June.
14. Saayman, M. & Saayman, A. 2004. Economic impact of cultural events. *South African Journal for Economic and Management Sciences*, 7(4):629-642. December.
15. Saayman, M. & Saayman, A. 2003. An economic analysis of international and African tourism markets of South Africa.

	<p><i>African Insight</i>, 33(1):93-98. June.</p> <p>16. Saayman, A. & Styger, P. 2003. Securitisation in South Africa: Historic deficiencies and future outlook. <i>South African Journal for Economic and Management Sciences</i>, 6(4):744-764. Summer.</p>
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5. Papers presented

<p>International papers:</p>	<ol style="list-style-type: none"> 1. Morris, Q. & Saayman, A. 2010. A Wavelet Perspective on the Real Interest Parity Condition. Paper presented at the International Atlantic Economic Society conference, March, Prague, Czech Republic. 2. Saayman, A., Fry, D. & Saayman, M. 2010. The relationship between Tourism and Trade in South Africa. Presented at Nottingham University seminar series, January. 3. Saayman, M. & Saayman, A. 2010. Determinants of spending at three major sporting events in South Africa. Paper presented at the International Leisure Congress, 29 August – 2 September, ChunCheon, South Korea. 4. Shaw, G., Saayman, M. & Saayman, A. 2010. Identifying risks facing the South African tourism industry. Paper presented at the 60th Aiest conference, 11-13 September, Potchefstroom, South Africa. 5. Saayman, A. & du Plessis, C. 2009. The Uncovered Interest Parity Exchange rate: Long memory or mean reversion? Paper presented at the International Atlantic Economic Society conference, 12-15 March, Rome, Italy. 6. Saayman, M., Saayman, A. & Slabbert, E. 2009. Expenditure-based segmentation of visitors to the Grahamstown National Arts Festival. Paper presented at the International Atlantic Economic Society conference, 12-15 March, Rome, Italy. 7. Fry, D., Saayman, A. & Saayman, M. 2009. The relationship between Tourism and Trade in South Africa. Paper presented at the Advances in Tourism Economics Conference, 23-24 April, Lisbon, Portugal. 8. Saayman, A. & Saayman, M. 2009. Forecasting tourist arrivals to South Africa. Paper presented at the second IATE conference, 11-13 December, Chaing Mai, Thailand. 9. Saayman, M. & Saayman, A. 2008. Why travel motivations and socio-demographics matter in managing a National Park. Paper presented at the first Quantitative Methods in Tourism Economics and Management (QUATEM) Workshop, 27 June, Perpignan, France. 10. Saayman, A., Krugell, W.F. & Smit, W. 2008. Foreign direct investment in Africa: The role of the financial system. Paper presented at the Clute Institute International conference, 23-26 June, Salzburg, Austria.
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11. Saayman, M. & Saayman, A. 2008. Regional development and National Parks in South Africa: Lessons we have learned. Paper presented at the TTRI conference, 23-25 September, Nottingham, UK.
12. Saayman A. 2007. The behavioural equilibrium exchange rate of the South African Rand: Evidence using panel data. Paper presented at the International Atlantic Economic Society conference, Madrid, Spain, 14-18 March.
13. Saayman, A. & Saayman, M. 2007. The determinants of inbound tourism to South Africa. Paper presented at the Advances in Tourism Economics Conference, Villa Nova do Santo André, Portugal, 12-14 April.
14. Saayman, A. & Saayman, M. 2007. Socio-demographic and behavioural determinants of visitor spending at the Kruger National Park in South Africa. Paper presented at the first conference of the International Association for Tourism Economics, 25-27 October 2007, Palma de Mallorca, Spain.
15. Saayman, A. 2006. The real equilibrium Rand/US\$ exchange rate: A comparison of alternative measures. Paper presented at International Atlantic Economic Society conference, Berlin, Germany, March.
16. Saayman, A. & Saayman, M. 2006. The impact of exchange rate volatility on South Africa's international tourism. Paper presented at the Tourism Economics Conference, Palma, May.
17. Saayman, M. & Saayman, A. 2005. Creating a framework to assess the economic contribution of National Parks in South Africa: The case of the Addo Elephant National Park. Paper presented at the Theoretical Advances in Tourism Economics Conference, Evora, Portugal, March.
18. Saayman, A. 2005. A FEER in South Africa's cap. Paper presented at the International Atlantic Economic Society conference, New York, USA, 7-9 October.
19. Saayman, A. 2005. The South African Rand – Nothing to FEER? Paper presented at the IMF seminar series, Washington DC, USA, 6 October.
20. Saayman, M. & Saayman, A. 2004. The economic impact of cultural events. Paper presented at the International Atlantic Economic Society International conference, Lisbon, Portugal, 10-14 March.
21. Esterhuysen, J., Saayman, A. & Styger, P. 2004. Identification of key operational risk indicators for banks. Paper presented at the International Atlantic Economic Society International conference, Lisbon, Portugal, 10-14 March.
22. Naudé, W.A. & Saayman, A. 2004. The determinants of tourist arrivals in Africa: A panel data regression analysis. Paper presented at the International conference, Centre for

	<p>Studies in African Economies, Oxford, UK, 22-24 March.</p> <p>23. Saayman, M. & Saayman, A. 2004. Does the location of arts festivals matter? Paper presented at the Regional Science Association International Conference, Port Elizabeth, South Africa, 14-17 April.</p> <p>24. Saayman, A., de Pelsmacker, P., Viviers, W., Cuyvers, L., Muller, M-L. & Jegers, M. 2004. Testing the constructs of the Competitive Intelligence Process. Paper presented at the Global Business and Technology Association International Conference, Cape Town, South Africa, 8-12 June.</p> <p>25. Saayman, A. & Saayman, M. 2004. Socio-demographics and visitation of arts festivals in South Africa: a matter of sustaining it. Paper presented at the Wessex Institute for Sustainable Tourism conference, Segovia, Spain, 7-9 July.</p> <p>26. Saayman, A., de Pelsmacker, P., Viviers, W., Cuyvers, L., Muller, M-L. & Jegers, M. 2004. Export-oriented Competitive Intelligence activities at the firm level: Testing and refining the underlying dimensions of the Competitive Intelligence Process. Paper presented at the Competitive Intelligence Workshop, Antwerp, Belgium, 8 October.</p> <p>27. Viviers, P.A., Saayman, M. & Saayman, A. 2003. The economic contribution of tourism to the 9 provinces of South Africa. Paper presented at the 55th International Atlantic Economic Society Conference, Vienna, Austria, 12-16 March.</p> <p>28. Saayman, M. & Saayman A. 2003. Conservation: Benefiting more than just animals. Paper presented at the 55th International Atlantic Economic Society Conference, Vienna, Austria, 12-16 March.</p> <p>29. Saayman, A. & van der Walt, R. 2003. Securitisation as a strategic ALM tool. Paper presented at the 55th International Atlantic Economic Society Conference, Vienna, Austria, 12-16 March.</p>
National papers:	<p>1. Saayman, A. 2010. Estimating the Behavioural Equilibrium Exchange rate of the ZAR, using panel data techniques. Paper presented at the Southern African Finance Association conference, 13-15 January, Cape Town.</p> <p>2. Saayman, A. 2010. Why money matters – the financial crisis and the South African economy. Inaugural lecture, Potchefstroom, February 2010.</p> <p>3. Dreyer, H., Visser, S. & Saayman, A. 2010. The impact of the sub-prime crisis on the South African securitisation market: a practical assessment. Paper presented at the African Finance Conference, March, Stellenbosch, South Africa.</p> <p>4. Saayman, A. & du Plessis, C. 2009. The Uncovered Interest Parity Exchange rate: Long memory or mean reversion? Paper presented at the Southern African Finance Association conference, 14-16 January, Cape Town.</p>

5. Dreyer, H., Visser, S. & Saayman, A. 2009. The impact of the sub-prime crisis on the South African securitisation market. Paper presented at the South African Accounting Association Conference, August, South Africa.
6. Morris, Q. & Saayman, A. 2009. Investigating real interest parity using wavelet analysis. Paper presented at the Economic Society of South Africa biennial conference, September, Port Elizabeth, South Africa.
7. Saayman, A., Fry, D. & Saayman, M. 2009. The relationship between Tourism and Trade in South Africa. Presented at University of Johannesburg seminar series, October.
8. Saayman, A., Krugell, W.F. & Smit, W. 2008. Foreign direct investment in Africa: The role of the financial system. Paper presented at the Southern African Finance Association conference, 17-19 January, Cape Town.
9. Saayman, A. & Matthee, M. 2007. A panel data approach to the behavioural equilibrium exchange rate of the ZAR. Paper presented at the Biennial Economic Society of South Africa Conference, Johannesburg, 10-12 September.
10. Saayman, A. 2006. Fundamental determinants of the Rand exchange rate: A behavioural approach. Paper presented at the Southern African Finance Association, Cape Town, 25-27 January.
11. Saayman, A. & Styger, P. 2005. A FEER in South Africa's cap. Paper presented at the Southern African Finance Association conference, Cape Town, South Africa, 19-21 January.
12. Saayman, A. & Styger, P. 2005. The South African Rand: Nothing to FEER? Paper presented at the ESSA conference, Durban, South Africa, 17-19 September.
13. Horn, S.J. & Saayman, A. 2004. The municipal bond market in South Africa, Paper presented at the Southern African Finance Association conference, Cape Town, South Africa, 21-23 January.
14. Viviers, W., Saayman, A. & Muller, M-L. 2004. The CI Practices of South African exporters. Paper presented at the Marcus Evans Advanced Competitive Intelligence conference, Rosebank, Johannesburg, 10-12 May.
15. Saayman, A. & van der Walt, R. 2003. Securitisation as a strategic ALM tool. Paper presented at the Southern African Finance Association conference, Cape Town, South Africa, 20-22 January.
16. Viviers, W., Saayman, A. & Muller, M-L. 2003. Competitive Intelligence Practices of South Africa firms. Paper presented at the Economic Society of South Africa biennial conference, Somerset-West, South Africa, 17-19 September.
17. Saayman, A. 2003. Securitisation and bank liquidity in South Africa. Paper presented at the Economic Society of South Africa biennial conference, Somerset-West, South Africa, 17-

	19 September.
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6. **Research**

NRF rating and year rated:	Y-rated (2007)
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