



SCHOOL OF PROFESSIONAL STUDIES

Potential Research Areas

Department of Hospitality Management & Catering Technology

- ❖ Hospitality Revenue Management
- ❖ Front Office Management Trends and Innovative Practices
- ❖ Ecotels
- ❖ Locavore Foods
- ❖ Accommodation Management Trends and Innovative Practices
- ❖ Wine Tourism
- ❖ Restaurant Customer Behaviour
- ❖ Hotel Marketing
- ❖ Technology and its influence on Hotels
- ❖ Hotel Pricing Trends
- ❖ Customer reviews analysis
- ❖ Customer Revisit Intention
- ❖ Hotel Suppliers
- ❖ Customer selection considerations in Hotel Industry



SCHOOL OF PROFESSIONAL STUDIES

Potential Research Areas

Department of Tourism

- ❖ Eco-tourism
- ❖ Manpower in tourism
- ❖ Tourism education
- ❖ Startups in tourism sector
- ❖ Destination development and management
- ❖ Technology and uses in tourism.
- ❖ Medical tourism
- ❖ Alternative Tourism
- ❖ Sustainable Tourism
- ❖ Dark Tourism
- ❖ Tourism Marketing
- ❖ Destination Branding
- ❖ Tourist Attraction
- ❖ Different forms of Tourism
- ❖ Travel & Tour Operators



SCHOOL OF PROFESSIONAL STUDIES

Potential Research Areas

Department of Fashion and Apparel Design

- ❖ Fashion and Apparel Trends
- ❖ Apparel Formats
- ❖ Apparel Consumer Behaviour
- ❖ Flora Naïve
- ❖ Coconut Grove
- ❖ Tutti Fruity
- ❖ Crazy Zebra
- ❖ Bali Batik
- ❖ Dream Weaver
- ❖ Strapless Asymmetric
- ❖ Paisley Impact
- ❖ Africa Rising
- ❖ CAD
- ❖ Dye and Designs
- ❖ Fashion Merchandising and Marketing



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