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**RURAL TOURISM DEVELOPMENT STRATEGY WITH SPECIAL EMPHASIS
ON THE LIMPOPO PROVINCE OF SOUTH AFRICA**

ITEM PAGE

LIST OF FIGURES AND TABLES

DECLARATION

ACKNOWLEDGEMENTS Mafunzwaini Aluoneswi Elvis

ABSTRACT

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Submitted in partial fulfillment of the requirements for the degree of MSc Env Soc in the

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Faculty of Natural and Agricultural Sciences, University of Pretoria, Pretoria

1.2 Importance of rural tourism

1.3 Research design and procedure

1.3.1 Problem statement

1.3.2 Aim of the study

Supervisor: Prof. ML Hugo

1.3.3 Objectives

1.3.4 Identified data source

1.3.5 Research methodology

University of Pretoria

1.4 Terminology

Geography Programme

1.5 Outline of the report

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1.6 Conclusion

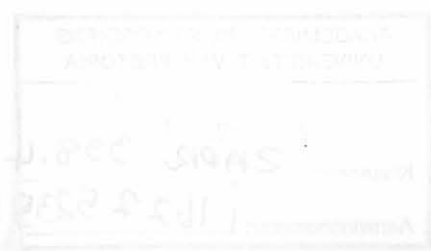


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DECLARATION

I wish to express my sincere appreciation to Professor M.L. Hugo for his constant advice. I declare that the dissertation Rural Tourism Development Strategy with special emphasis on the Limpopo Province of South Africa is my original work and that all the sources which have been quoted and used have been indicated and acknowledged by means of complete references. This dissertation has not been submitted to any other university.

Deep appreciation is again expressed to my family, my wife Mphahlele Mafunzwaini and my child Phophi Mafunzwaini for their understanding and emotional and moral support.

Signature:

Date: and above everyone, I thank the Almighty God for giving me a healthy body and a mind through which this study was made possible.

ABSTRACT

TITLE OF DISSERTATION: Rural Tourism Development Strategy with special emphasis on the Limpopo Province of South Africa

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DEPARTMENT: Geography

DEGREE: MSc (ENVIRONMENT AND SOCIETY)

This study is about the Rural Tourism Development Strategy as a means to a co-ordinated, integrated and sustainable tourism in rural areas for the enhancement of the quality of life and tourists satisfaction. The empirical domain includes a critical analysis of the South African Tourism Strategy from a Rural Tourism perspective in comparison with International Renowned Rural Tourism Strategies. The research therefore adopts a comparative approach and is structured by pre-determined objectives.

Theoretical discussions and research survey have been employed to achieve the research aim and to answer the research question. The research examines the potential of Rural Tourism in the Limpopo Province, presents National and Provincial Tourism Strategies, the Australian Rural Tourism Strategy, rural tourism participants and key issues that are crucial for Rural Tourism success. The conceptual analysis concludes that Rural Tourism is an internationally recognised unique tourism brand and that the Limpopo Province is rich in rural tourism resources. However, the Province lacks a co-ordinated and integrated Rural Tourism Development Strategy.

Key issues and participants in rural tourism have been suggested. These issues form the guidelines for a Rural Tourism Development Strategy. The issues are: 1) Rural Product and Enterprise Development, 2) Accreditation and Industry standards, 3) Education and Training, 4) Marketing and Marketing Analysis, 5) Industry and Community leadership, 6) Transport and Infrastructure, 7) Provincial and Local government, 8) Policy and Support strategies. The

proposed guidelines for a rural tourism development strategy are seen as a universal framework dependent on, and influenced by the context and environment in which the framework is applied. The proposed guidelines can contribute to tourism development in rural areas and enrich the personal rural tourists' satisfaction, contribute to the protection of both the cultural and natural tourism resources on which rural tourism depends, integrate nature-based and cultural tourism activities, stimulate sustainable resource use and spread tourism economic, social and environmental benefits to rural areas where it matters most.

amount of resources generated, and its employment capacity. Low tourism and tourism services have been increasing steadily from 362 million people in 1987 to 528 million in 1999, 518 million in 1991 and 394 million in 1996 (Khan, 1994). The main objective was to provide a framework for becoming an increasingly important source of income and a means of financing other developments. According to Brundage (2000), tourism in South Africa is seen as a source of growth in jobs and a source of wealth.

According to Mafunzwaini et al (1998) tourism is a multi-faceted economic activity which engages with the environment in the framework of a two-way process. Tourism has both economic impacts on the local and social and environmental aspects of products. Environmental impacts are provided on the basis of the basic "suppliers" of natural products, such as the services of the natural products, the natural and cultural settings for the tourist to enjoy, food, and so on. On the other hand, it produces a variety of goods and services, which are derived from a high level of technology in comparison to the environment.

There are many forms of tourism, amongst others are mass tourism, sports tourism, urban tourism, nature-based tourism, heritage/cultural tourism, farm tourism, community tourism, ecotourism, rural tourism, and adventure tourism. This study focuses on rural tourism as a tourist tourism product that has a potential for both environmental conservation and rural development in the Limpopo Province of South Africa (see appendix A, Map 1 to see the location of the study area).