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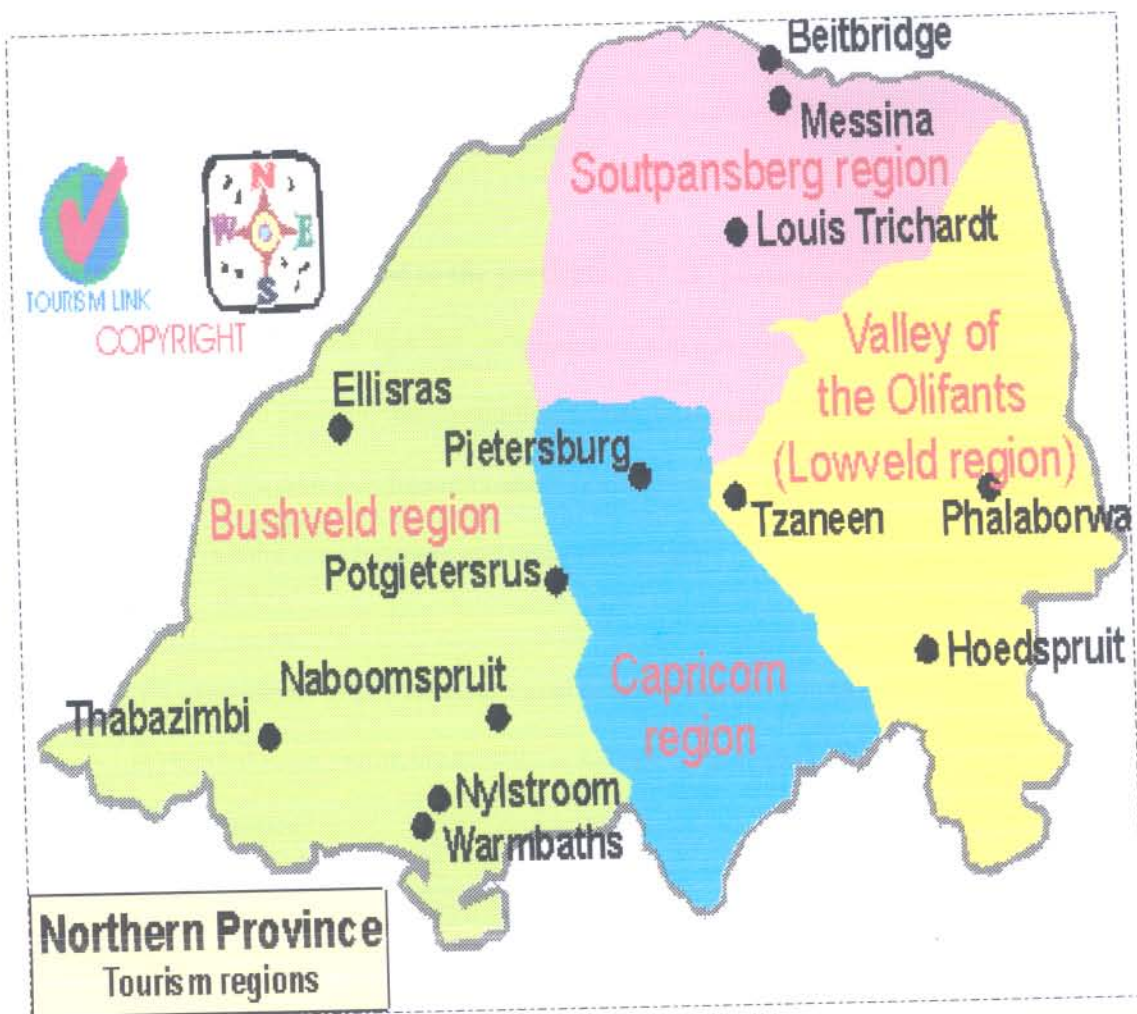
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Appendix A



Map of South Africa (Source: <http://www.dns.net/www-za/>, 2002)

Appendix B



Limpopo Province tourism regions (Source: www.adverta.co.za/MapNPregions.htm 2002)

Appendix C: Discussion and interview guide

The following are question and discussion guidelines

1. Particulars (questions related to the particulars of the participants)

- What is your name, age, sex, religion, race and qualification?
- What is the name of your institution/company/organisation?
- What is the province/region/country you represent?
- What is your core business and years of service?

2. An overall assessment of the tourism/rural tourism industry in the Northern Province

2.1 How would you define the tourism industry's environment in the province? What are the characteristics?

- Size?
- Scope?
- Strengths?
- Weaknesses?
- Opportunities
- Threats

2.2 What are the tourism industry's strategic drivers/focus? (e.g nature-based, cultural, historical, urban, rural, farm, adventure, sport, conference or beach tourism)

2.3 How would you describe tourism industry in the area in terms of types? (e.g nature-based, cultural, historical, urban, rural, farm, adventure, sport, conference or beach tourism)

- 2.4 How would you describe tourism approach in the area? Is it ecotourism, mass tourism, sustainable or unsustainable?
- 2.5 What are the barriers/impediments of tourism development and growth?
- 2.6 Who provides training and how often?
- 2.7 How would you predict future evolution /direction?

3 How does the external environment impact on the tourism industry?

- Social factors?
- Economic and financial factors ?
- Political factors?
- Legislative factors?
- Technological factors?
- Suppliers?
- Global trends?

3. What is your evaluation of the internal environment? (tourism destination place such as a resort) in terms of:

- Management style?
- Employee's capacity, ability, skill and moral?
- Tourism internal brands?
- Quality?
- Specialisation?
- Differentiation?
- Price/cost of products and services?
- Service?

- Customer (tourists perceptions/profile)
4. **What is your perception of the tourist's needs in terms of?**
 - Rural/tourism products (range, quality, quantity, uniqueness and appeal)?
 - Service?
 - Trends?
 - Sensitivity?
 5. **What is the nature of existing research on rural tourism?**
 6. **How do specific enterprises establish a rural tourism business?**
 7. **What are the operational, management and business problems associated with rural/tourism enterprises?**
 8. **Evaluate the impact of the competition according to:**
 - Who do you deem to be your competition?
 - What do you think their market share is?
 - What do you think there is their competitive advantage?
 - How does their rural/tourism product range in terms of quality, price, packaging and so on?
 - What are their tactics/weapons?
 9. **Any other comment or suggestion**