

**CONSTRAINTS FACING TOURISM ENTREPRENEURS  
IN SOUTH AFRICA: A STUDY IN THE GAUTENG AND  
MPUMALANGA PROVINCES, SOUTH AFRICA**

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## SUMMARY

### **CONSTRAINTS FACING TOURISM ENTREPRENEURS IN SOUTH AFRICA: A STUDY IN THE GAUTENG AND MPUMALANGA PROVINCES, SOUTH AFRICA**

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Everywhere in the world, an increasing number of entrepreneurs are becoming the pillars of economic growth and development. New venture start-ups are a vital contributing factor for any economy as well as to the tourism industry. It creates employment opportunities, involves many stakeholders and contributes to sustainable development.

This exploratory research sought to investigate the barriers and constraints facing tourism entrepreneurs. It focuses on the perceptions of tourism entrepreneurs in Gauteng and Mpumalanga. Survey research was used to gather data for the study by questionnaires distributed to entrepreneurs in the Gauteng and Mpumalanga provinces.

The literature study reviews the history of tourism, the role of the Government and their involvement in tourism. Other role players in tourism are also considered. The structure of tourism in South Africa, functions and initiatives of various role players as well as policy regarding tourism are discussed.



## University of Pretoria etd – Visser, D (2006)

The national tourism targets and size are analysed including national and international tourism forecasts. The study investigates opportunities that exist in tourism. Furthermore, it reviews concepts regarding entrepreneurship, small, medium and micro enterprises and the link between entrepreneurship and tourism.

Clear problems, barriers and constraints facing tourism entrepreneurs are identified through factor analysis. The three major factors include *Government policies and support, the tourism industry's products and services and perceptions about South Africa*. The item analyses that were conducted support the findings of the factor analysis.

Possible limitations of the study and further areas for research are identified. Various recommendations are made to guide current and prospective tourism entrepreneurs.

The research will not only be of value to entrepreneurs, small, medium and micro enterprises, but also to the tourism industry. Sustainable tourism development in South Africa can only be achieved through recognition that the Government, the public and the private sector, host communities and the natural environment are interdependent stakeholders in a complex tourism domain. No single individual, agency or group can resolve tourism issues by acting alone.

The problems, barriers and constraints that tourism entrepreneurs face can only be rectified if all role players in tourism work together to reduce the impact of these problems, barriers and constraints.

## OPSOMMING

### **DIE BEPERKINGS WAT TOERISME ENTREPRENEURS IN SUID-AFRIKA ERVAAR: 'n STUDIE IN DIE GAUTENG EN MPUMALANGA PROVINSIES, SUID-AFRIKA**

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Daar is 'n tendens dat die aantal entrepreneurs regoor die wêreld toeneem en dat hulle as die steunpilare bestempel word van ekonomiese groei en ontwikkeling. Nuwe ondernemings wat begin en ontwikkel is 'n belangrike faktor vir enige ekonomie en daarom ook vir die toerisme industrie. Nuwe ondernemings skep werkseleenthede, verskillende rolspelers word betrek en lewer 'n belangrike bydrae tot volhoubare ontwikkeling.

Hierdie spesifieke ondersoekende navorsing streef daarna om die hindernisse en beperkings van toerisme entrepreneurs te bepaal. Die studie fokus op die persepsies van toerisme entrepreneurs in Gauteng en Mpumalanga. Die navorsingsdata gebruik in die studie is deur vraelyste ingesamel wat versprei is na entrepreneurs in die Gauteng en Mpumalanga provinsies.

Die literatuurstudie gee 'n oorsig van die geskiedenis van toerisme, die rol van die Regering in toerisme en hul betrokkenheid by toerisme. Ander rolspelers in die toerisme industrie is ook ingesluit in die ondersoek. Die struktuur van

toerisme in Suid-Afrika, die funksies en inisiatiewe deur die verskillende rolspelers asook beleid rakende toerisme word bespreek.

Die nasionale toerisme doelwitte en grootte is ontleed sowel as vooruitskatting vir nasionale en internasionale toerisme. Die studie ondersoek ook moontlike geleenthede in toerisme. Verder hersien dit begrippe soos entrepreneurskap, klein, medium en mikro ondernemings en die verband wat bestaan tussen entrepreneurs en toerisme.

Duidelike probleme, hindernisse en beperkings wat deur toerisme entrepreneurs in die gesig gestaar word, is geïdentifiseer deur faktor analise. Die drie hoof faktore is *Regerings beleid en ondersteuning, produkte en dienste van die toerisme industrie* en die *persepsies oor Suid-Afrika*. 'n Item analise is uitgevoer en dit ondersteun die bevindinge van die faktor analise.

Moontlike beperkings van die studie word uitgelig asook moontlike toekomstige areas vir navorsing. Verskeie voorstelle word gemaak om huidige en toekomstige toerisme entrepreneurs te lei.

Die navorsing sal nie net van waarde wees vir entrepreneurs en klein, medium en mikro ondernemings nie, maar ook vir die toerisme industrie in geheel. Volhoubare toerisme ontwikkeling in Suid-Afrika is slegs haalbaar deur die samewerking tussen die Regering, die publieke en private sektore, plaaslike gemeenskappe en die natuurlike omgewing. Almal is onafhanklike rolspelers in 'n komplekse toerisme domein waar geen enkele individu, agentskap of groep toerisme-verwante probleme, hindernisse en beperkings alleen kan oplos nie.

Die probleme, hindernisse en beperkings wat toerisme entrepreneurs in die gesig staar kan alleenlik opgelos word indien al die verskillende rolspelers in toerisme saamstaan om hierdie probleme, hindernisse en beperkings die hoof te bied.



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