

## **DECLARATION**

Herewith, I Ngoako Prudence Bosch, declare that this dissertation submitted in partial fulfillment of the requirement for a Masters in Business Administration is a product of my own labour, is original in all design and execution. All material contained therein has been duly acknowledged.

Signed on this ..... day of November 2011

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## **ACKNOWLEDGEMENTS**

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## **DEDICATION**

First and foremost, I thank the almighty God for the life he breathes in me. I dedicate this work to my father Dr. Abiel Matome Kgathi who, through his passing, I was motivated to trust myself to take on this challenge and to my mother Mangoedi Kgathi who through her continued emotional support, I was able to focus on doing my best to achieve the highest. Thank you for being a mother to my boys when I could not. To my strong husband Sthembiso Bosch who through his business successes I drew inspiration from and for his continued emotional support. You remained a case study throughout my coursework. To my sons Sithembiso and Monde for their understanding, love and a huge sacrifice of their time. To my son Lulwando for coming on earth precisely when the time was right. To my uncle Wilkus Modisha for pointing out the direction for this journey. I could not have achieved this without the strong and unwavering support you all have afforded me.

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## **ABSTRACT**

The potential for tourism to contribute to the economy of South Africa has been embraced by the new democratic government for a lengthy period. In order for government to benefit fully from tourism, it has charted out strategies and policies to make tourism grow and for communities to also benefit from the activities emanating from tourism. Although these measures to support the growth, development and sustainability of tourism SMMEs are in place, implementation remains a challenge.

The purpose of this study is to investigate how the growth and development strategies have been implemented in Limpopo province to support the sustainability of Tourism SMMEs in Polokwane. This is done through the interrogation of the literature to determine the major objectives of the tourism growth and development strategies in Limpopo Province, the challenges faced by tourism SMMEs and also to gain feedback through empirical studies on the effectiveness of, and support of the Tourism Growth and Development Strategies.

## **LIST OF ABBREVIATION**

ASGISA	Accelerated Shared Growth Initiative South Africa
AG	Auditor- General
BEE	Black Economic Empowerment
DEAT	Department of Economic Affairs and Tourism
DTI	Department of Trade and Industry
EDFD	Enterprise Development Finance Division
GDP	Gross Domestic Product
GEAR	Growth Employment and Redistribution
GEM	Global Entrepreneurship Monitor
GVA	Growth Value Added
HDI	Historically Disadvantaged Individuals
LEDET	Limpopo Economic Development, Environment and Tourism
LGB	Limpopo Gambling Board
LIBSA	Limpopo Business Support Agency
LIMDEV	Limpopo Economic Development Enterprise
LTP	Limpopo Tourism and Parks
NEPAD	New Partnership for Africa Development
NSDP	National Spatial Development Plan
PATII	Priority Areas of Tourism Infrastructure Investment
PCU	Policy Co-ordination Unit
PGDS	Provincial Growth and Development Strategy
RDP	Reconstruction and Development Programme
SAT	South African Tourism
SATI	South African Tourism Institute

SATOUR	South African Tourism
SDI	Special Development Initiatives
SEDA	Small Enterprise Development Agency
SMME	Small Medium and Micro Enterprises
SPSS	Statistical Package for Social Sciences
STATSSA	Statistics South Africa
THETA	Tourism Hospitality and Sports Education Training Authority
TIL	Trade and Investment Limpopo
WTTC	World Travel and Tourism Council

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