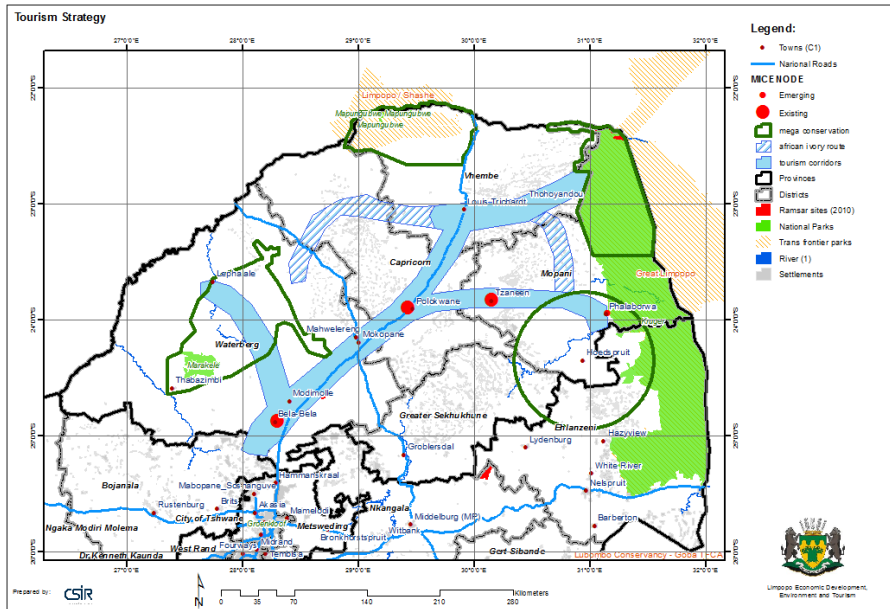


THEME:**TOURISM STRATEGY****CATEGORY:****Strategy**

Tourism has been identified as one of the sectors in which the province enjoys a competitive advantage. Since the whole province offers unique tourism attractions, eight sub-clusters have been identified in the provincial growth strategy (see map) and are listed here as:

- Special interest activities, such as Mapungubwe and Nyslvlei Birding;
- **The game industry value-chain;**
- Golf and game tours;
- **Biospheres, such as Waterberg, Soutpansberg and Lowveld;**
- Family entertainment (including resorts, sport and picnic places);
- Polokwane business tourism (Anchor projects would be the International Convention Centre, sporting complex and the airport);
- **Mountain adventure on escarpments, and**
- **Transfrontier Parks.**

Up-stream potential along the value-chain refers to the increased inputs required by tourist operators and facilities and down-stream potential, relates to the anticipated increase in spending by tourists on local goods and services, such as arts and crafts. Public sector interventions should include the commercialisation of provincial game reserves, the rehabilitation of degraded landscapes, education and skills development with specific reference to the tourism sector, the improvement of access roads and collective marketing. Routes will also have to be improved

between the various destinations. Active participation by Limpopo in the Transfrontier Park development process could facilitate the provincial tourism cluster's development process.

The tourism strategy highlights the importance of certain key corridors that link the major tourism activities – indicated on the map in blue. This also connects the more established nodes with emerging nodes such as Louis Trichardt and Phalaborwa. The African Ivory Route is part of more than 3,6 million hectares of national parks, nature reserves and game farms stretching across the Limpopo Province. The Route extends for some 2000 km in a giant arc along the eastern, northern and western boundaries of the province. It is also geared to the more adventurous traveller seeking adventure options.

This map contains the following layers:

- Tourism corridors incl African ivory route
- Mega conservancies
- Biospheres
- National parks

Note: not all layers are active – the user must activate it to be visible.

Source(s): LEDET. 2012. Provincial Growth and Development Strategy.