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Pro-poor tourism in Alexandra since 1994 : a case study of St Michaels Church and SA Jewel.

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ABSTRACT

Tourism has increasingly been viewed as an important means to challenge poverty, especially in developing countries. Since the beginning of democracy in South Africa, the ANC government has emphasised the importance of overcoming poverty, and identified tourism as an important intervention in pursuit of this objective. The study will assess "pro-poor" tourism initiatives in Alexandra Township since 1994, with particular focus on the arts and crafts at St Michaels Church and SA Jewel. It will investigate whether projects similar to bead craft, initiated at the same time with the same objectives have benefited the residents of Alexandra. Finally, the study will consider if tourism initiatives being implemented in Alexandra conform to 'sustainable development' objectives.

The research report reviews the literature on Tourism Development domestically and Local Economic Development. Furthermore the report extends to literature reviews specifically in Sustainable Tourism and Pro-Poor Tourism, its definitions and its examples in the tourism industry. It examines the various arguments for tourism development and alleviating poverty through these initiatives.

The research findings that follow provide my opinion and those of the different stakeholders involved in tourism in Alexandra and those who were affected by the initiatives in Alexandra.