

Positioning The Zimbabwe Tourism Sector For Growth Issues

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Statistical Yearbook of Zimbabwe
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Development Co-operation, Zimbabwe
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World Trade Organization Kumbirai Mirimi Dianna Games Zimbabwe National Chamber of Commerce Jennifer Mohamed-Katerere

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this insightful timely and multi faceted book offers significant insight into the role and complex dynamics of agritourism in africa logically structured data led and richly illustrated throughout chapters provide theoretical policy and practical implications on the successes and challenges of achieving sustainable agritourism destinations with an emphasis on technology that not only grows african economies but offers work opportunities increased social empowerment and diversity based on empirical research the volume covers a wide range of topics relating to agritourism in africa elucidated through inclusion of case studies and examples from around the continent including ghana angola and nigeria topics covered include discussion of the features required for a successful agritourism business the impact of social media and digital marketing on new agritourism destinations this volume will be of pivotal interest to students researchers and scholars of tourism african studies and development studies

this book is the first about private wildlife conservation and community involvement in zimbabwe it is a case study based on ethnographic fieldwork done in 1998 it focuses on the joint venture between a private wildlife conservation initiative the save valley conservancy and its surrounding communities in terms of reciprocal exchange and the land question it makes clear amongst other things that the current political tragedy in zimbabwe about land did not start when mugabe lost the referendum in february 2000 the book tries to offer an explanation for the unforgiving route that mugabe has obviously taken in the land question despite his words of reconciliation when he came to power in 1980 this book is of particular interest to students practitioners and academics in the fields of private wildlife conservation community participation and organisational co operation

despite the fact that the african tourism industry is prone to disturbances such as diseases extreme weather events civil unrest wars and other shocks nothing could have prepared this destination for the devastating effect of the covid 19 pandemic in the absence of government or international agency budget support the pandemic challenged the african tourism market to its core the focus of this book is to assess the impact of the covid 19 pandemic on the african tourism destination market as well as its prospects for recovery a chapter written by the editorial team introduces the book following the introduction the book offers chapters evaluating the pandemic s impact on african tourism chapters in the second part of the book discuss tourism recovery and how some destinations have survived the pandemic the book concludes with a chapter providing policy recommendations and practical implementation advice the book is part of a 3 volume series

resilient and sustainable destinations after disaster presents a multitude of perspectives into the predicaments faced by global destinations during and various crises examining emerging trends and proposing renewed management solutions and strategies for destinations to rebuild their businesses

the trade policy review mechanism a permanent feature of the world trade organization wto is designed to contribute to improving adherence by all wto members to rules disciplines and commitments made under the multilateral trade agreement this volume in the series provides information on the trade policies practices and macroeconomic situations of zimbabwe each trade policy review is expertly prepared after in depth analysis of an individual nation by the wto's trade policy review board

master s thesis from the year 2016 in the subject tourism miscellaneous grade 2 1 course tourism management language english abstract it is widely agreed that the recent history of economic crisis in zimbabwe had negative effects on tourism in the country soon after a decade of political and economic instability zimbabwe is faced with several challenges to position the destination in an increasingly competitive global marketplace and to create a unique identity to differentiate itself from competitors thus destination branding can be a strategic marketing component with considerable importance in promoting the discovery of the country severely impacted by a volatile economic and political environment this study sought to develop a destination branding framework for tourism development in zimbabwe based on stakeholders perspectives the underpinning objectives were to determine the nature of zimbabwe s tourism destination brand to establish the tourism destination branding process in zimbabwe to identify the benefits of destination branding for tourism stakeholders in zimbabwe to identify the development preferences about destination branding in zimbabwe and to determine the destination branding support strategies for tourism development in zimbabwe a positivist philosophy was adopted for the study with a quantitative approach the study made use of a cross sectional survey design with a sample of 417 randomly selected tourism stakeholders data were analysed in spss with amos for structural equation modelling major findings indicate that the nature of a tourism brand destination branding process and branding benefits have a positive influence on stakeholder preferences about destination branding ultimately stakeholder preferences about destination branding have a positive influence on support strategies for destination branding a framework was proposed basing on these findings this framework may contribute to creating and integrating a value added destination brand to enhance tourism development in zimbabwe more importantly the research findings may help destination management

organisations tourism planners and policy makers to understand what tourism stakeholders prefer in developing the country's brand and to plan and implement sound destination branding strategies

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