

UNIVERSITY OF ZIMBABWE



**The Role of the Ministry of Tourism in Promoting Economic Integration in SADC. The
case of Zimbabwe.**

By

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DEDICATION

I dedicate this dissertation to my father and mother for believing in my dreams. I am thoroughly grateful for their seamless support in all that I do in my life and the upbringing that they gave me which has brought me to where I am today.

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The bible verse, 2nd Corinthians 8 verse 11-12 says, “Now finish the work so that you may complete it just as eagerly as you began, according to your means. For if the eagerness is there, the gift is acceptable according to what one has, not according to what he does not have”. It is against this background that my foremost acknowledgment is to God for the grace and tender mercies He showed me throughout my master’s degree pursuit.

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ABSTRACT

This study focuses on the role of Zimbabwe's tourism in promoting economic integration within SADC with Zimbabwe being the case study. This study was inspired by the lack of a clear tourism identity for Zimbabwe in tourism which otherwise compromises on the true image of the nation that could be translated into more revenue for the state. The general objectives of the study were to examine the evolution of tourism in Zimbabwe since 1980, historical overview of tourism in SADC, to find out the challenges facing Zimbabwe in promoting economic integration in SADC through tourism and proffer modest contributions to help increase this role. Zimbabwe recently re-branded its payoff line from "Zimbabwe, Africa's Paradise" to "Zimbabwe, A World of Wonders". This was in a bid to curb the negative political perceptions that had tarnished its image as a credible tourist destination and saw a rise in its travel insurance to as high as \$300 per individual, causing tourists to generally shun Zimbabwe. The methodology used was qualitative while the type of sampling used was purposive, a non-probability sample entailing the attributes of a population and objectives of the study. The theoretical framework found to be most lucrative for this research was that of Neo-functionalism due to the effects it brings about. According to UNWTO Barometer (2013) tourism is generating in excess of US 1.2 trillion in revenue and 1.035 billion tourists arrivals. Southern Africa is only enjoying 2% of this share both in terms of arrivals and revenue. Regional tourists arrivals are expected to grow at an average rate of 5.5% per annum in line with the UNWTO Vision 2020 projections for Africa. Tourism arrivals in Southern Africa are expected to grow from the current estimated 21 million to over 35 million arrivals in 2020. Zimbabwe is a member of SADC and it has greatly benefited from the regional integration, be it bilateral or multilateral relations, it being a landlocked country. This stance is inevitably reflex, it naturally pursues its national interests like any other actor on the international arena. The mighty Victoria Falls can be said to be Zimbabwe's tourism cash cow since 1980 and as such generally deemed as the state's tourism identity. It is interesting to note that the Zimbabwe tourism ministry (ZTM) has not done much advertising towards this attraction as its neighbouring countries mainly Zambia and South Africa advertise this destination as part of their holiday packages thereby bringing about positive spill over effects of regional integration such as reduced advertising costs on the country, on the negative side not enough credit is given on the attraction itself therefore jeopardising its ultimate worth. The conclusion reached was that the current payoff line is laudable but not visible enough especially where it concerns the seven pillars. The seven pillars anchoring the pay offline are namely rich history and heritage, wonderful people and culture, Great Zimbabwe, the grand medieval palace, the majestic Victoria Falls, pristine wildlife and nature, mystique of the eastern highlands, the mythical lake Kariba and the mighty Zambezi. This is bearing in mind that a state is shaped by its language, culture and religion. Some of the recommendations made were the three elements mentioned above being manipulated into economic gain and if well administered leading to a state's competitive advantage internationally, a trait super powers are savvy on. Other recommendations made were for ZTA to make the seven pillars visible as well as SADC member states to unite and improve the region's economic integration within the tourism sector.

ACRONYMS

ZTA	Zimbabwe Tourism Authority
ZTM	Zimbabwe Tourism Ministry
SADC	Southern African Development Community
RETOSA	Regional Tourism Organisation in Southern Africa
RI	Regional Integration
ZT	Zimbabwe's Tourism
SADCC	Southern African Development Coordination Conference
UN	United Nations
UZ	University of Zimbabwe
FDG	Focus Group Discussion
TDZ	Tourism Development Zones
TDF	Tourism Development Fund
TSA	Tourism Satellite Accounting
TFCA	Trans Frontier Conservation Areas
CBTS	Community Based Tourism
FDI	Foreign Direct Investments
MDGs	Millennium Development Goals
(ZIM ASSET)	Zimbabwe Agenda for Sustainable Socio-Economic Transformation
PPPs	Public-Private Partnerships
UNWTO	United Nations World Tourism Organization
ZCT	Zimbabwe Council for Tourism

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