

Positioning The Zimbabwe Tourism Sector For Growth Issues

Positioning the Zimbabwe tourism sector for growth Tourism Tourism, Philanthropy and School Tours in Zimbabwe Agritourism in Africa The State of Eco-tourism in CAMPFIRE Districts (Zimbabwe) World Bank Tourism PHRD Initiative for Zimbabwe COVID-19, Tourist Destinations and Prospects for Recovery Private Wildlife Conservation in Zimbabwe Management of Tourism Ecosystem Services in a Post Pandemic Context Trade Policy Review - Zimbabwe Report on Tourism The Zimbabwe Economy Zimbabwe UN Common Country Assessment Zimbabwe's Trade and Economic Prospects in Context of Soviet Economic Reforms The Global Tourism System Zimbabwe National Chamber of Commerce Directory Macroeconomic Reforms, Tourism and Sustainable Development in Zimbabwe Zimbabwe, a Field for Investment The Political Economy of Tourism Development in Africa Developing a Destination Branding Framework for Tourism Development in Zimbabwe Sanderson Abel Syed Abdul Rehman Khan Kathleen Smithers Brighton Nyagadza V. N. Muzvidziwa Kaitano Dube Harry Wels Vanessa G. B. Gowreesunkar World Trade Organization Southern African Development Community. Tourism Sector Dianna Games Petra Lantz Scarlett Cornelissen Zimbabwe National Chamber of Commerce Rabson Dhlodhlo Peter U. C. Dieke Kumbirai Mirimi

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Zimbabwe, a Field for Investment The Political Economy of Tourism Development in Africa
Developing a Destination Branding Framework for Tourism Development in Zimbabwe
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tourism was booming until 2019 when the covid 19 pandemic hit since then tourism and related industries have suffered from negative economic impacts this book examines current challenges and opportunities in the tourism industry using case studies from different parts of the world it also examines the challenges and obstacles faced by the tourism sector due to lack of environmental policies high crime rates and poverty

this book explores the phenomena of school tours and tourism it explores tensions of authenticity and artificiality in the school site being both a place of community learning and a spectacle for tourism consumption through the example of a school in matabeleland north zimbabwe the book examines the act of a school tour whose main aim is to providing fund for the school it offers a unique interdisciplinary lens that examines both the school as a tourism destination and as a site of learning by drawing on these two fields the book provides insights into the tensions inherent in a school that is also a tourism destination this book will demonstrate to readers the tensions present in tourism partnerships with schools that include some source of philanthropic funding and unpack the complexities of tourism that draws on stereotypical cultural images it explores these tensions through the lens of school leaders students teachers and tourism personnel the book provides a major and unique contribution to the field of tourism studies and education it will be of interest to students and researchers interested in tourism studies sociology education philanthropy development studies and the global south

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

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

this is the first complete book on a private wildlife conservation initiative in zimbabwe in the context of the hotly debated land question the focus is on the attempted developmental relationship with its neighbouring communities through a joint venture

tourism and ecosystems services are interdependant and face unique challenges this book explores the challenges faced by destinations regarding the management and restoration of

their ecosystem services responding to the effects of the covid 19 pandemic this book offers unique management solutions based on best practices from europe america asia africa indonesia and island destinations the management techniques and strategies proposed are adaptive in nature and they are meant to protect and sustain natural and cultural ecosystem services utilized by the tourism industry drawing from a rich collection of international case studies the book adopts a user friendly pedagogic approach while seeking to be an essential future reference to scholars researchers academics and industry practitioners destination management organizations and restoration agencies

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

focusing on the political economy of the international tourism sector in the era of globalization and its impact in developing contexts this book employs a case study analysis of south africa to assess how international tourism as a global system of trade production exchange and governance plays out in developing countries it also examines its benefits and disadvantages for these countries scarlett cornelissen explores the nature and extent of global tourism production consumption and regulation and how these bear upon developmental prospects specifically in the south she also highlights lessons for other developing countries about the limitations and possibilities for greater linkage to the global tourism system the book is suitable for both scholars and practitioners interested in global tourism international political economy development africa and cultural studies

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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