

Sustainable Destination Branding and Marketing

Strategies for Tourism Development

Edited by Anukrati Sharma, Juan Ignacio Pulido-Fernández
and Azizul Hassan



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12 Investigating the Factors Affecting Tourism Development in Victoria Falls, Zimbabwe

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Introduction

Tourism has become a global phenomenon that has benefited many economies especially developing countries worldwide. The industry is worth billions of dollars and is the world's fastest-growing economic sector as the industry's contribution to the worldwide economy during the year 2016 exceeded US\$7.2 trillion to world GDP, representing 9.8% of global GDP and created 284 million jobs (Kumar *et al.*, 2017). According to the World Bank, tourism has proven to be a vehicle for economic growth and job creation in the world, but it is an underdeveloped opportunity in Africa. For many developing countries such as Zimbabwe, the tourism sector is one of the most significant industries and it used to be a big contributing factor to the Zimbabwean economy in terms of foreign currency, employment, exports as well as development opportunities. From late 1980 to 1999, tourism was the fastest-growing sector in Zimbabwe but became one of the lowest-contributing sectors in a struggling economy. Tourism is a big industry and can lead to tremendous growth in economies adding to the better economic environment in Zimbabwe. The tourism industry has the ability to contribute

significantly, as cultural and natural assets can be leveraged to create prospects for local communities leading to the future development of Zimbabwe.

According to UNWTO (2018a), International tourist arrivals grew 6% in the first four months of 2018, compared to the same period last year, not only continuing the strong trend of 2017 but exceeding UNWTO's forecast for 2018.¹ Growth was led by Asia and the Pacific (+8%) and Europe (+7%). Africa (+6%), the Middle East (+4%) and the Americas (+3%) recorded sound results (UNWTO, 2018a). Africa with relatively limited data have an estimated 3% decline due to weak results in the Northern Territory of the continent.

The African Continent – Progressively Returning to Growth

Africa has been one of the world's fastest-growing tourism regions, growing a small base of just 14.7 million visitors in 1990, to 26 million international tourists in 2000 and 63 million in 2017. The region earned US\$47 billion in international tourism receipts in 2014 while in 2017, it saw a growth of 8%, but the region

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share of worldwide tourist arrivals remains at 5% in 2017 and is expected to be at 5.6% in 2018. These results are not really a true reflection on the region as limited data was available (UNWTO, 2018b). Generally, the results in 2015 are a decrease from 2014's 56 million international tourist arrivals and US\$36 billion in receipts on the continent, but still managed to maintain their market share and tourism receipts worldwide.

Tourism is slowing down in the SADC (Southern African Development Community) countries as well; for example, the sub-region's largest destination, South Africa, has been stagnant since 2014 with 0% increase in both 2014 and 2015. Madagascar had a 13% increase in 2014, and even though there was an increase in 2015 (+10%) it was lower than the increase in 2014. Globally, the tourist market is sensitive to the existence of social or political instability within destinations. Other destinations have been growing; for example, Zimbabwe had a 3% increase in 2014 and a 9% increase in 2015. Other growing countries in the sub-region are the Indian Ocean islands: Mauritius, with an 11% increase in 2015 from 5% in 2014; and the Seychelles, from 1% in 2014 to 19% in 2015.

International arrivals in sub-Saharan Africa have steadily increased in 2015 by 2% but it was lower than the year 2014, when there was an increase of 3%. The sub-region's largest destination, South Africa, received fewer arrivals due to the new visa rules. Countries like Kenya, Togo, Mozambique and Sierra Leone also faced a decline in tourist arrivals. Most of the African Island destinations did well in 2015, Seychelles +19%, Mauritius +11% and Madagascar +10%, Reunion and Cabo Verde both saw a 5% increase in arrivals, while Zimbabwe had a 9% increase. Demand for African tourism products keeps growing, from 14.7 million visitors in 1990 to 56 million visitors in 2014. In terms of tourist spending on the continent, most of the expenditure comes from leisure tourism. Leisure tourists spent US\$95.9 billion in 2014, which is a large increase from US\$50.8 billion in 2000. There is potential for the business travel sector to grow although it has been steadily on the rise. Once Africa establishes itself as a sustainable business environment and has more foreign investment, the continent will see the business tourism increase.

According to UNWTO statistics 2018 edition, the tourism industry is increasing worldwide and international tourist arrivals grew by 6% in January to April 2018 compared to the same period last year. Asia and the Pacific (8%) and Europe (7%) led growth in the first four months of 2018, while Africa (6%), the Middle East (4%) and the Americas (3%) also recorded sound results (UNWTO, 2018b). The best results by sub-regions were recorded by South-East Asia (10%) followed by South Asia (9%), Southern and Mediterranean Europe, Western Europe, South America (all 8%). Africa (6%) consolidated last year's robust results, led by sub-Saharan Africa (6%), while North Africa saw a 4% increase in tourist arrivals (UNWTO, 2018b). International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, 1195 million in 2015 and 1323 million in 2017 (UNWTO, 2018b). Likewise, international tourism receipts earned by destinations worldwide have surged from US\$2 billion in 1950 to US\$104 billion in 1980, US\$495 billion in 2000, and US\$1260 billion in 2015. This shows that the tourism industry is growing very well but these are overall results. Other regions are doing well and although the African continent does contribute to the growth, it is still lagging behind.

This research is important to the tourism industry because tourism is the backbone of most economies especially in southern African countries such as Zimbabwe but the industry has not fully realized its potential and therefore does not produce the much-needed economic support. The industry has many hurdles that are hindering it from growing in Zimbabwe and this research will explore the factors that are obstructing the tourism growth and will provide some solutions for the growth of tourism sector in Zimbabwe. This research is specifically important, there are certain factors that are affecting tourism development in Zimbabwe but there is no research done on Victoria Falls as a destination and also we do not know to what extent these factors are really affecting tourism development in the destination. The findings of this study can be utilized to revive the tourism industry in Victoria Falls by fixing the issues that are really affecting the tourist arrivals and spending. Thus, the aim of this study is to find out the factors that are affecting the development of the tourism industry in Zimbabwe and

to look at the role of the ZTA (Zimbabwe Tourism Authority) in tourism development in the country and the opportunities for further growth of the tourism industry. To achieve the aim of the study, two objectives were drafted: (i) to understand the growth and development of the tourism industry in Zimbabwe; and (ii) to identify the factors that affect tourism development in Victoria Falls, Zimbabwe.

Literature Review

Zimbabwe, which became an independent nation in 1980, is a small landlocked country of 390,759 km² located between the Zambezi and Limpopo rivers. Zimbabwe, as mentioned earlier, had a booming tourism industry from 1990 to 1994 with an average increase in arrivals of 17.6% a year, unlike the period from 1995 to 2000 where the industry had an average increase in arrivals of 6.5% and by 2005, the tourism sector was only contributing 3.3% of GDP. As of 2016, the country managed to get 2,167,686 tourist arrivals, which has increased by 5% since 2015. This is due to the revival of the traditional markets such as the USA (21% increase) but especially the increase in African regional tourism. The visitor survey done in 2015/16 showed that 80.7% of the tourists who visited Zimbabwe were from Africa and this has increased by 5% from 2015 to 2016; 38.1% of the African tourist arrivals are from South Africa. Most regional tourists are visiting friends and relatives (VFR) tourists, therefore do not take part in any tourism activities and this explains why 40% of the visitors to Zimbabwe did not use any commercial accommodation facilities. Of the total tourists coming to Zimbabwe 31.1% were VFR, most of them coming from South Africa, Mozambique and Botswana? Transit visitors accounted for the second-largest segment of 29.5% while holiday/leisure was third at 18.2% (Zimbabwe National Statistics Agency, 2016).

About Victoria Falls and Tourism Overview

Zimbabwe has many tourist destinations including UNESCO World Heritage Sites like Victoria

Falls, Great Zimbabwe ruins and the Khami ruins, as well as other major attractions including Chinhoyi caves and the Eastern Highlands. Victoria Falls is one of the largest single curtain waterfalls in the world and is located on the Zambezi River. David Livingstone, a well-known explorer, discovered it in 1855, and named it after Queen Victoria. Although it is said that David Livingstone discovered it, a local tribe was already there (Tonga people), they named it Mosi-O-Tunya, meaning the smoke that thunders. Victoria Falls is a small town and the falls are less than 1 km from the city centre, so the city is primarily focused on tourism.

Factors affecting tourism development in Zimbabwe

Safety and security

When looking at tourism in Africa, there is no doubt that there are many challenges that affect how it is portrayed by the rest of the world, and those factors are present in Zimbabwe and could be the reason behind the slow development in the tourism industry. It was once a blossoming destination with much potential and home to the largest waterfall in the world, but this has been negatively affected by the civil conflicts in the country. Tourism is a peace industry and, according to Cleverdon, 'civil conflict and threat to tourist safety are one of the major factors that affect tourism in Africa' (Cleverdon, 2002).

Civil conflict

When civil unrest reports broke out in the 1990s, Victoria was affected in a major way despite the fact that this civil unrest was not concentrated in the destination itself. Victoria Falls receives mostly long-haul tourists and reports of political instability can have an influence on their visit to the destination. Looking at the case of Victoria Falls as a destination, the civil conflict could be a contributing factor because tourist arrivals and receipts fell drastically in the late 1990s due to the land reform. The land reform was the first of many civil unrest reports that were broadcast to the world. Events like these did have an effect on the growth of industry because tourists were scared off. However, it is encouraging that the

region is handling the political disturbances collectively at SADC level. This helps to express to the other regions of the world a sense of democracy and to note that the region is not tied to the terrorism that is affecting northern Africa.

Accessibility to destination

Another problem with Zimbabwe is that the national carrier flies only to South Africa, which greatly limits the number of tourists. This is because the national airline owes so much money to the other countries that they have been banned from operating in most countries. Much of the potential business for Zimbabwe is redirected to South Africa, the main point of entry into the region and the continent because it is well connected to the rest of the world. Looking at the Victoria Falls international airport, which has more airline traffic, from low-cost airlines such as Fastjet, Fly SA, etc. and also other airlines including Air Namibia and South African Airways, which makes the destination more accessible. Still, Air Zimbabwe is losing its market to other airlines, as none of the low-cost airlines flies from Zimbabwe. There is no tourism without an efficient airline sector (Bhatia, 2001; Cooper *et al.*, 2001; Lockwood and Medlick, 2001) is a truism for the tourism sector in Zimbabwe. An improvement in the aviation sector will help to jump-start the tourism industry. Victoria Falls is a more accessible destination in Zimbabwe because it has international borders with three countries, Namibia, Botswana and Zambia. This allows tourists to come to Victoria Falls on a day visit from these countries.

Tourism policy and implementation

Tourism policies, planning, and implementation have a major role in the development of the tourism industry. Tourism development needs government-established policies that can help the industry to prosper. Policies are in place in the tourism industry in Zimbabwe but poor planning and implementation is the major issue, because it does not really matter what is said but how it is put into practice in the industry. The tourism authority of Zimbabwe is responsible for the establishment and implementation of policies in order to redirect the tourism industry in the right way. The different policies help to create an attractive

environment for tourism investment by local and international firms. Zimbabwe has come up with controversial policies such as in 2014 the government introduced a 15% value-added tax (VAT) on accommodation on an already expensive destination, which reduced business in the country. Victoria Falls is in a position where tourists can decide to stay on the Zambian side and come to the Zimbabwean side to view the falls for a day because it is relatively cheaper.

With the exception of SADC countries and the Caribbean islands, most international tourists need a visa to enter Zimbabwe, including some of the source markets like the United States of America, United Kingdom, Canada, Australia and Japan, but on a positive note, they all are eligible to get a visa on arrival. Having fewer restrictions on the visa application system and making the process less complicated will help to encourage more tourists to visit Zimbabwe. The use of e-visa and online payments would also help to attract more tourists (Muzapu and Sibanda, 2016). Recently, a universal visa called the Kaza visa has been introduced, which tourists can purchase at a discounted price to enter Zimbabwe, Botswana, Zambia, Angola and Namibia. This visa can be obtained on arrival and is valid for 30 days to travel around the countries, helping to enable free movement of people across countries. The government should also ensure proper planning and policy making; facilitation and implementation of policies; regulation and monitoring; development promotion and policy coordination in order to support the growth and maintain tourism business (Muzapu and Sibanda, 2016).

Brand image

A brand is an image or concept associated with the name, motto or logo of the organization or product (Cohen, 2011; Kumar *et al.*, 2017; Maurya and Mishra, 2012; Wood, 2000). Destination marketing is one of the most important tools in tourism development as it can help to change the destination image to encourage tourist to visit the place and serve as a tool that helps to manage tourists' travel patterns based on seasons and circuits. The destination image is important and can be changed by a good tourism campaign. Since the late 1990s, Zimbabwe has been portrayed negatively by

the outside world, which has greatly affected the Zimbabwean tourism industry. Victoria Falls is a well-known tourist destination in Zimbabwe as it is one of the Seven Wonders of the World. It is shared between Zambia and Zimbabwe but the best view can be seen from the Zimbabwean side.

Zimbabwe's positive image was disrupted by the political instability during the 1990s, 2004 and in 2008. This also affected the marketing of the country in terms of the message and the scale of promotion. Recently there have been attempts to rebrand the country with the campaign 'Zimbabwe World of Wonders' and is mainly focused on the Victoria Falls. One of the factors that affect marketing is that most of the southern African countries offer the same type of product, i.e. safaris and wildlife. Therefore, there is a need to differentiate the destination from neighbouring countries. It is important to spread the benefits of tourism by encouraging tourists to visit places other than the tourist magnet of the Victoria Falls. Because Zimbabwe is part of the SADC, it also benefits from the Regional Tourism Organization of Southern Africa (RETOSA), which provides collective marketing of the region. Destination marketing is one of the most important parts in tourism development as it can help to change the destination image to encourage tourist to visit the place and serve as a tool that helps to manage tourists' travel patterns. In an attempt to attract more tourists, the country is planning to rebrand the history of Zimbabwe as one of the selling points, by highlighting liberation struggle battles and events. For example, the Great Zimbabwe Ruins and Khami Ruins. Findings of a tourist survey conducted by the tourism authority of Zimbabwe in 2016 stated that 74% of the visitors have a positive perception of Zimbabwe before their visit. Having the Zimbabwean embassies in the main source markets will play an important role in further promoting the country as they understand the markets very well and thus they will be able to use the most appropriate measure for different markets.

Infrastructure development

Infrastructure is a big part of tourism development, therefore, investment in tourism support

facilities and services such as accommodation, entertainment, transport, shopping and eating facilities is very important. Tourism requires a lot of infrastructure – roads, airports, telecommunication, accommodation facilities, restaurants and bars. The government should develop and speed up the development of tourism support facilities and services that include hotels and accommodation, entertainment, sightseeing, food, transport and shopping. It should continue to improve tourism transport efficiency through the construction of highways and train expressways and the development of relevant information and communications technology (ICT) facilities. The construction of infrastructure can enable the country to host international events successfully. The ministry should also continue to develop diversified tourism products, such as ecological, cultural, rural, self-driving and health tours, creating a large number of scenic spots and resorts (Muzapu and Sibanda, 2016). The country needs adequate and quality hotels, which should be internationally reputable. When looking at Victoria Falls, the accommodation room capacity is 971 and the bed capacity 1772 in 2016. The government can create more attractive investment policies to attract international hotel brands to invest in the country. The transport system in Zimbabwe is very poor and this affects the tourism industry significantly. Air traffic systems are inadequate to support the current number of tourists. SADC countries are known for low adoption of technology and Zimbabwe is no different; one such example is that a visa is handwritten at the point of entry. Infrastructure is a big part of tourism development, therefore investment in tourism support facilities and services such as accommodation, entertainment, transport, shopping and eating facilities is essential. These facilities should meet international standards and still have Zimbabwean characteristics that make them unique. Large infrastructure developments in the country will allow hosting large international events and generate a lot of income.

Economic development

The unstable political environment of the country has affected the economy and has

caused low investment in the sector as the investors want to invest in stable environments, both political and economic, to ensure their business can survive. A balance between foreign and local investment is very important to avoid leakage through large international companies (Cleverdon, 2002). The economic environment in Zimbabwe at the present is not conducive for foreign investment considering the present cash shortages. Since mid-2016, the country has been facing cash shortages and this has resulted in banks imposing harsh cash withdrawal limits. It is very difficult to find cash at any ATMs, and this is affecting both locals and tourists. The country is running mostly on plastic money. The UK has published travel advisories for its nationals travelling to Zimbabwe about the cash shortages and this further discourages potential tourists from visiting Zimbabwe. Once the economy becomes more stable, it will attract more foreign investment, which will help in the development of the tourism industry. A stable economy will also help to encourage investment. Local investment could bring in diverse tourism products to the country and international investment could bring in international brands, for example, international hotel brands. This would bring more competition that would help in setting higher standards for both products and services. The government could consider privatization of some sectors, as almost every sector of the country is state-owned.

Research Methodology

Research methodology refers to the nature of research design and methods. Methodology guides the way researchers gain knowledge about the world and instructs the researchers in the way the research is constructed and conducted (Sikes, 2005). The sample of the study consisted of tourists (local and international) visiting Victoria Falls, Zimbabwe. Data were collected at various times of day in February 2018. For current research, 250 questionnaires were distributed based on a non-probability convenience sampling technique (Amick and Walberg, 1975). Of these, 220 questionnaires were returned, representing an 88% response rate to the original sample of the study. A structured

questionnaire has been used to collect and gather data. The measurement scale of a questionnaire for all items was based on five-point Likert scale, ranging from 1 'strongly disagree' to 5 'strongly agree'. The current measurement scale was based on seven independent variables; 'Safety and Security (4 items)', 'Civil Conflict (2 items)', 'Accessibility to Destination (3 items)', 'Tourism Policy and Implementation (2 items)', 'Brand Image (4 items)', 'Infrastructure Development (5 items)' and 'Economic Development (2 items)', which have been used to evaluate the one dependent variable 'Tourism Development in Victoria Falls, Zimbabwe (2 items)'. All variables have been derived from Cleverdon (2002), Nyaruwata (1986) and Muzupu and Sibanda (2016). There were a total of 24 items measuring seven independent and one dependent variable, related to a particular study to test hypotheses respectively (see Fig. 12.1).

Research Hypothesis

H1: Safety and security affect tourism development in Victoria Falls, Zimbabwe.

H2: Civil conflict affects tourism development in Victoria Falls, Zimbabwe.

H3: Accessibility to destination affects tourism development in Victoria Falls, Zimbabwe.

H4: Tourism policy and implementation affect tourism development in Victoria Falls, Zimbabwe.

H5: Brand image affects tourism development in Victoria Falls, Zimbabwe.

H6: Infrastructure development affects tourism development in Victoria Falls, Zimbabwe.

H7: Economic development affects tourism development in Victoria Falls, Zimbabwe.

SPSS 22.0 for Windows was employed to analyse the descriptive analysis and the scale measurement. Descriptive analysis, such as means, standard deviation and frequencies are calculated. Regression analysis was employed to observe the effects of independent variables on tourism development in Victoria Falls, Zimbabwe. Reliability issues and correlation of the study were tested.

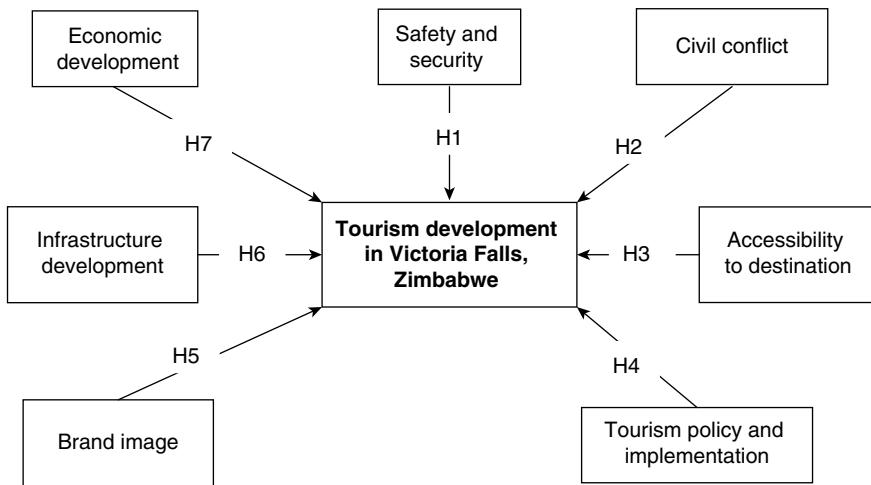


Fig. 12.1. Framework of the study.

Data Analysis and Findings

Demographic breakdown of the sample

The demographic breakdown of the sample in Table 12.1 shows that 54.1% of the respondents were female. Majority of the respondents fall under the age group 18–29 years (51.4%) followed by 30–39 (20.5%) and the majority of tourists were full-time employed (50.9%). In terms of education, the majority of the respondents had an undergraduate degree (51.4%) followed by high school (25.0). It was found that most of the respondents (35.0%) have a monthly income of US\$1000–2000 followed by US\$2001–4000 (29.5%). In terms of nationality, the majority of the respondents were local Zimbabwean (45.5%) followed by South African (15.0%) and British (6.4%).

In response to three general questions asked to respondents, it was found out that it was the first visit for the majority of respondents (50.5%) visiting Victoria Falls, whereas it was the third visit for 27.7% respondents and the second visit for 21.8% of respondents. In terms of the purpose of the visit, 70.9% of the respondents' said holiday/leisure, 17.3% came for business/professional purposes and 5% travelled to visit friends and relatives. Education/training accounted for 5.5%, while transit visitors accounted for 1.4% of the total respondents.

Interestingly 70.9% of respondents confirmed for recommending Victoria Falls to their friends and relatives, only 19.5% said they would not and 9.5% said maybe, or were unclear.

Factor Analysis

An exploratory factor analysis had been performed using principal components analysis with varimax rotation utilized to test the hypothesis. As shown in Table 12.2, all the items were properly loaded into their corresponding dimension with the factor loading of greater than 0.6, which is quite acceptable (Nunnally, 1978).

Reliability of the Study

Table 12.3. demonstrates that the overall reliability (internal consistency) of the study was found to be coefficient alpha 0.96, which is deemed acceptable (Churchill, 1979; Nunnally, 1978), suggesting that the 'measures [were] free from random error and thus reliability coefficients estimate the amount of systematic variance' (Churchill, 1979). Reliability analysis is well known to test the 'degree of consistency between measures of the scale' (Mehrens and Lehmann, 1987). When each factor (study

Table 12.1. Demographic breakdown of the sample (n=220).

	Frequency (F)	Percentage (%)
Gender		
Female	119	54.1
Male	101	45.9
Total	220	100.0
Age		
18–29 years	113	51.4
30–39 years	45	20.5
40–49 years	31	14.1
50–59 years	18	8.2
60 and above	13	5.9
Total	220	100.0
Employment status		
Full-time employed	112	50.9
Part-time employed	51	23.2
Unemployed	49	22.3
Retired	8	3.6
Total	220	100.0
Education		
Primary school	10	4.5
High school	55	25.0
Undergraduate	113	51.4
Postgraduate	42	19.1
Total	220	100.0
Monthly income (US\$)		
Less than \$1000	57	25.9
\$1001–\$2000	77	35.0
\$2001–\$4000	65	29.5
\$4001–\$6000	15	6.8
\$6001 and above	6	2.7
Total	220	100.0
Nationality		
American	6	2.7

Continued

Table 12.1. Continued

	Frequency (F)	Percentage (%)
Australian	3	1.4
British	14	6.4
Bulgarian	5	2.3
Canadian	4	1.8
Gambian	4	1.8
German	10	4.5
Kenyan	7	3.2
Malawian	2	0.9
Mauritian	7	3.2
Moroccan	1	0.5
Motswana	8	3.6
Mozambican	2	0.9
Namibian	4	1.8
Nigerian	5	2.3
South African	33	15.0
Tanzanian	1	0.5
Zambian	4	1.8
Zimbabwean	100	45.5
Total	220	100.0
Frequency of visiting Victoria Falls, Zimbabwe		
Once	111	50.5
Twice	48	21.8
Thrice and above	61	27.7
Total	220	100.0
Purpose of visit		
Holiday/ leisure	156	70.9
Business/ professional	38	17.3
Visiting friends and relatives (VFR)	11	5.0
Transit	3	1.4
Education/ training	12	5.5
Total	220	100.0
Would you recommend Victoria Falls to your friends and relatives?		
Yes	156	70.9

Continued

Table 12.1. Continued

	Frequency (F)	Percentage (%)
No	43	19.5
Maybe	21	9.5
Total	220	100.0

variables) such as 'Safety and security', 'Civil conflict', 'Accessibility to destination', 'Tourism policy and implementation', 'Brand image', 'Infrastructure development', 'Economy development' and 'Tourism development in Victoria Falls, Zimbabwe' were examined, it was found to be reliable with coefficient alpha more than 0.70 at aggregate level, cut-off point (Churchill, 1979; Nunnally, 1978). The high alpha values

indicated good internal consistency among the items, and the high alpha value for the overall scale indicated that convergent validity was met (Parasuraman *et al.*, 1991).

Correlations of the Study Variables

In the present study, correlation analysis was employed since ‘correlation analysis involves measuring the closeness of the relationship between two or more variables; it considers the joint variation of two measures’ (Churchill, 1995). In Table 12.4, the results of correlation analysis are significant at the 0.01 level. When the correlation coefficients matrix between study variables is examined, no correlation

Table 12.2. Exploratory factor analysis.

Table 12.3. Reliability of the study.

Variables	Cronbach alpha (α)	Number of items	Mean
Safety and security	0.92	4	2.90
Civil conflict	0.92	2	3.31
Accessibility to destination	0.91	3	3.49
Tourism policy and implementation	0.89	2	3.44
Brand image	0.91	4	3.27
Infrastructure development	0.87	5	3.38
Economic development	0.87	2	3.33
Tourism development in Victoria Falls, Zimbabwe	0.83	2	3.51
Overall	0.96	24	

Regression Analysis

Since regression analysis is ‘the technique used to derive an equation that relates the criterion variables to one or more predictor variables; it considers the frequency distribution of the criterion variable, when one or more predictor variables are held fixed at various levels’ (Churchill, 1995, p. 887). [Table 12.5](#) shows that the regression analysis was analysed having ‘Tourism development in Victoria Falls, Zimbabwe’ as the dependent variable and safety and security, civil conflict, accessibility to the destination, tourism policy and implementation, brand image, infrastructure development and economy developments the independent variables. It was necessary to use the regression analysis to predict the ‘Tourism development in Victoria Falls, Zimbabwe’ and results showed that there was a positive correlation with R^2 of 0.720 and F-value of 95.9 at a significance level $p < 0.001$. There is not such autocorrelation as the Durbin–Watson value is 1.94 and variance inflations factor is below 3, which is clearly showing there is not any multicollinearity problem.

It was found that ‘civil conflict ($\beta = 0.135$)’, ‘tourism policy and implementation ($\beta = 0.016$)’, ‘brand image ($\beta = 0.000$) and ‘infrastructure development ($\beta = 0.027$)’ does not affect ‘Tourism development in Victoria Falls,

coefficient is equal to 0.90 or above. This examination provides support for the discriminant validity of this study, which means that all the constructs are different/distinct (Amick and Walberg, 1975).

Table 12.4. Correlation of the study.

Scale	1	2	3	4	5	6	7	8
Safety and security	1							
Civil conflict	.510**	1						
Accessibility to destination	.413**	.673**	1					
Tourism policy and implementation	.393**	.626**	.672**	1				
Brand image	.588**	.635**	.571**	.662**	1			
Infrastructure development	.384**	.625**	.646**	.672**	.650**	1		
Economic development	.439**	.629**	.703**	.656**	.680**	.702**	1	
Tourism development in Victoria Falls, Zimbabwe	.521**	.641**	.701**	.702**	.729**	.728**	.744**	1

Note: ** All the correlations are significant at the 0.01 level (2-tailed)

Table 12.5. Regression analysis (dependent variable: Tourism development in Victoria Falls, Zimbabwe).

Variables	B	t-value	p-value	Hypothesis
Safety and security	0.066	0.839	0.000	Accepted
Civil conflict	-0.135	-1.687	0.093	Rejected
Accessibility to destination	0.306	5.685	0.000	Accepted
Tourism policy and implementation	-0.016	-0.272	0.786	Rejected
Brand image	0.000	-0.006	0.995	Rejected
Infrastructure development	0.027	0.380	0.704	Rejected
Economic development	0.163	3.297	0.001	Accepted

Note: R²=0.720, F=95.9, p<0.05

Zimbabwe' making hypotheses H2, H4, H5 and H6 to be rejected. However, it was found that 'safety and security ($\beta=0.066$)', 'accessibility to the destination ($\beta=0.306$)' and 'economic development ($\beta=0.163$)' has an effect on Tourism development in Victoria Falls, Zimbabwe, making Hypothesis H1,H3 and H7 accepted. Moreover, all the independent variables jointly explain 72% of the variance (R²) in the 'Tourism development in Victoria Falls, Zimbabwe', which is very good. Overall, the results indicate that safety and security, accessibility to the destination and economic development are the predictors of 'Tourism development in Victoria Falls, Zimbabwe'.

Conclusion and Managerial Implications

This study explored the factors affecting tourism development in Victoria Falls, Zimbabwe. The findings of this study identified three factors, namely (i) safety and security; (ii) accessibility to the destination; and (iii) economic development, that have a significant effect on tourism development in the region. Zimbabwe is among the least accessible countries in the SADC region, and for tourism development, there is a need for good international access. Accessibility to the destination also links with economic development. Hence, the statement made by Cleverdon that for the economy to benefit from inbound and

outbound tourists, the country needs a functional national carrier, especially for the main markets of the destination (Cleverdon, 2002) because an efficient national carrier and aviation sector play a supportive part in tourism development. There is no tourism without an efficient airline sector (Bhatia, 2001; Cooper *et al.*, 2001; Lockwood and Medlick, 2001), is true of the tourism sector in Zimbabwe. Accessibility is one of the things hindering tourism development in Victoria Falls, as there is extensive leakage from the destination due to the lack of functionality of the national carrier.

Research conducted by Zimbabwe Tourism Authority (ZTA) in 2016 also concludes that tourists had a negative perception about high prices charged, poor infrastructure and facilities for the tourists. The high cost of accommodation results in shorter stay periods for tourists in Victoria Falls specifically. Findings of current research are quite consistent with the results of Zimbabwe Tourism Authority (ZTA, 2016). Current research provides a proper guideline concerning factors affecting the tourism development in Victoria Falls, Zimbabwe. Zimbabwe Tourism Authority should focus more on the economic environment and try to make it stabilize, as the current state is not conducive for foreign investment. A stable economy will also help to attract and encourage Foreign Direct Investment (FDI), more diverse tourism products and international hotels brands in Victoria Falls, Zimbabwe.

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