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FOREWORD

Dear Authors and Esteemed Readers

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2nd International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality.

The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

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STAKEHOLDER PERCEPTIONS ON SUSTAINABILITY OF TOURISM ATTRACTIONS DEVELOPMENT IN ZIMBABWE

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Abstract

This paper aims to assess stakeholder views on sustainability of tourism developments taking place in Zimbabwe with emphasis on nature of attractions. In-depth interviews with randomly and conveniently selected twenty five domestic tourists and twenty tourism suppliers from Zimbabwe major commercial cities (Harare and Bulawayo) and major tourism destinations (Victoria Falls and Kariba) were held. Using thematic analysis built on NVivo 11 outputs, the study revealed three major themes. Firstly the need to develop new attractions, secondly physical alterations to existing attractions and thirdly noted threats to existing attractions as major highlights affecting the sustainability of tourism development in Zimbabwe. In conclusion tourism stakeholders perceive the development of tourism attractions in Zimbabwe as being under threat from the need to modernise compromising the long standing quality and quantity the destinations are known for. This also compromises the ability of future generations to enjoy these attractions in their original state.

Keywords: Sustainable Development, Tourist Attractions, Stakeholder Perceptions

Introduction

Attractions are the primary elements that draw travellers to visit a particular place for tourism purposes. These can be classified in many ways such as natural, man-made or human modified among others (Wall, 1997).

However, a destination may gain its popularity building on a single or multiple attractions. For example Hall (1989) looked at hallmark events as key tourism attractions. He concluded that there is need to go beyond economic analysis and examine the physical and social impacts of events on the destination. Bessière (1998) researched on the role of traditional food and cuisine as key attractions to rural areas. The conclusion was that food and gastronomy can be used to solve identity crises among rural area residence as they turn to what is common among them and sell it to incoming tourists. Seemingly, the nature of attraction is important in addressing the success or failure of destination as it determines the type of clientele that will visit that particular destination.

Other scholars such Benckendorff and Pearce (2003) researched on the impacts of tourist attraction planning and its effects into the long term existence of the destination. They concluded that attractions that are well planned have higher levels of perceived performance and faced the future with better growth prospects and business confidence. Thus the development, growth and management of attractions play a pivotal role in destination competitiveness.

A number of studies have been done in developed countries with very few having been done in developing countries. That being the case most attractions in developing countries have developed without proper management risking them to loss of value due to lack of development track record and management (Benckendorff & Pearce, 2003). In order for an attraction to develop fully and correctly, various stakeholders have to contribute. Thus the stakeholder theory will be used to guide this study as it seeks to assess stakeholder views on sustainability of tourism developments taking place in Zimbabwe with emphasis on the attractions.

Stakeholder Theory

The Stakeholder theory was developed as a replacement model to the economic model of the firm. It was developed since 1980's (Asher, Mahoney, & Mahoney, 2005; Donaldson & Preston, 1995; Egels- Zandén & Sandberg, 2010; Freeman, 1994, 1999, 2004). Two principal questions emerge from this theory. Firstly; what is the purpose of the firm? This question generates answers that help management address organisational performance issues and how they affect the stakeholders? Secondly; what responsibility does management have to stakeholders? This question generates answers that deals with relationships between organisations and stakeholders to deliver on their promises, having communities where everyone strives to give their best to deliver the value the firm promises. The stakeholder theory has been applied in tourism studies since 1999 focusing on four broad areas.

Defining and classifying tourism stakeholders,

Tourism stakeholders are those people, organisations and any other interested party whose way of life is affected or affects the tourism industry (Freeman, 1994). The tourism industry affects and is affected by many stakeholders to different extents and appreciating the roles of these various stakeholders will help in the development of tourism attractions at destinations. Such appreciation will also help decision makers know whom, when and how to deal with on attraction development issues such that less time is used in making critical decisions that affect the future of the tourism industry.

Stakeholders' issues on planning, management and marketing

Lack of planning, uncontrolled development and management and uncoordinated marketing has resulted in different stakeholders communicating

different and sometimes conflicting messages to tourists visiting a destination. The divergent communications has negative effects for attractions and destinations as customers are left uncertain of what exactly the attraction represents in the tourism industry. This study therefore also benefited from stakeholder theory through understanding how the various issues linking the various stakeholders are addressed in planning, management and marketing of tourist attractions. Further application was made in how such issues can also be applied in future planning, management and marketing of tourism attractions within the country.

Stakeholder's issues on tourism environmental ethics and sustainable development
When addressing sustainable development, issues such as environmental ethics are very important. Stakeholders make decisions that affect the environment around attractions as they conduct their own businesses. Business ethics becomes critical as businesses strategises on how to deal tourists visiting the attraction, their marketing of the attraction and how they balance the interests of the tourists and the need to conserve the attraction. Ethical practices by the stakeholders through combined competition and cooperation will enable the tourism industry through the attractions to move forward.

Stakeholders' issues on community tourism and its collaboration with others
Stakeholders have different perceptions on community involvement in attraction development. However, attractions are found within communities ensuring that tourism development has a direct effect on the community which could be positive or negative (Zaei & Zaei, 2013). Tourism attraction development affects different stakeholders differently and without proper collaboration conflicts may arise which are detrimental to sustainable tourism development within the destination.

The tourism industry has many stakeholders. Each has a part to play in the success of the industry. The stakeholders include tourists, travel promoters, hospitality establishments, transporters and providers of other goods and services deemed critical in the tourism industry. The application of this theory in this study will help in assessing the stakeholder views on sustainability of tourism developments taking place in Zimbabwe with emphasis on the attractions.

Research Methodology
This study was part of a broader study on domestic tourism and sustainable tourism development in Zimbabwe. Interviews lasting about one hour were held with twenty six domestic tourists conveniently sampled at public parks in Zimbabwe's metropolitan cities of Harare and Bulawayo and public places in

Zimbabwe two major destinations of Victoria Falls and Kariba. The sites were chosen based on the guide by Sirakaya-Turk, Ingram, and Harrill (2008) who argued that population of metropolitan cities can be taken to represent the diversity of the whole nation. The same interview guide was also administered to fourteen people representing the tourism supply side. These were drawn from Ministry of tourism, Zimbabwe Tourism Authority, Tour operators and travel agents conveniently sampled in Harare, Bulawayo and Victoria Falls. Data was collected over a three week period. Interviewing both tourism consumers and suppliers allowed for data triangulation.

The interview guide had three broad questions as follows;

- How would you describe the nature of tourism development in Zimbabwe?
- Where do you see the tourism industry in the short to medium to long term future given these developments?
- What is your understanding of sustainable tourism development?

Data collected was entered into NVivo software 11th edition. Analysis started soon after the first interview with emerging themes being added until the researcher felt that the study had reached saturation as no new themes were emerging after twenty two tourists and ten suppliers. The additional four from both consumers and suppliers yielded no new themes and the interviews were stopped. The researcher also had unplanned observation during tours to various attractions within destinations noting developments taking place that are later compared to historical data.

Results

The objective of the study was to assess stakeholder views on sustainability of tourism developments taking place in Zimbabwe with emphasis on the attractions. Data from fieldwork is presented and discussed as follows starting with stakeholders understanding of the concept of sustainable tourism development. The next section presents and discusses the key developments noted that are taking place within Zimbabwe's tourism industry that are affecting the attractions.

Conceptualisation of sustainable tourism development

The interviewees' own understanding of 'sustainable tourism development' is captured in the following cross-section of responses obtained from the field:

This is when the destination will be there as long as we do not pollute the environment, not kill the animals rampantly that are used for game viewing and destroy the attractions that brought in the tourists (Tourist).

It is the preservation of tourism resources (Tourism Supplier).

Zimbabwe is a sustainable destination, Culture is still intact (Tourist).

It is about us enjoying travel within Zimbabwe and attracting foreigners to our country by our behaviour (Tourist).

There seems to be a shared meaning on the views given by respondents on sustainable development. The common thread being that sustainable development entails continued existence of tourism resources, the industry and associated benefits. These will benefit today's generations and future generations to a similar extent and the benefits are economic, environmental and social (Pegas, Weaver, & Castley, 2015). This understanding of sustainable development resonant well with the generally accepted definition by Brundtland (1987). Brundtland (1987) define sustainable development as that development which meets the needs of the present generation without compromising the ability of future generations meeting their own needs.

Attraction diversity

Attractions are the primary elements that draw travellers to visit a particular destination for tourism purposes. Attractions are so diverse and unique varying as one moves from one destination to another making it almost impossible to recreate another them at other destinations. (Wall, 1997).

Building on Butler (2006)'s destination life cycle concept, Zimbabwe as a domestic tourism destination still has a lot to offer with potential for further development. Emphasis on development was placed on the need to 'increase areas of interest by creating new attractions and revamping old attractions making them appeal'.

Respondents proffered different types of attractions such as imitating what is happening elsewhere. For example what is happening in Venice where:
The most popular activity is prostitution and they never close, operate 24 hours and no one frowns at such activities as they are accepted. Prostitution is ok and should be considered legally as the only reason we are not doing it is a moral one (Tourism Supplier).

This signifies an increasing demand for activities that are already practised globally though unacceptable in Zimbabwe (Jones, 2010; Mabvurira, Chigevenga, Kambarami, Chavhi, & Nyoni, 2017; Masvawure, 2010; Wasosa, 2011). By suggesting non-conventional tourism forms like sex tourism, it is a call for Zimbabwe to liberalise her tourism industry to reflect trends in developed countries as predicted in the modernisation theory that says all communities are always seeking to be like developed countries (Morrison, 2013). Perhaps, sex tourism in Zimbabwe may add a strand to tourism service products widening the value and hence helping towards long-term existence of the tourism destination as has become the case with other destinations worldwide (Omondi & Ryan, 2017).

There was also shared sentiment on the need to have attractions at various destinations in Zimbabwe being accessible for 24 hours. Zimbabwe has

destinations such as Victoria Falls that offers highly popular day activities such as game drives, bungee jumping, white water rafting, Crocodile Cage dive, Elephant back safaris, lion walks, cruises, tour of the falls, village tours and themed dinners. There are also some night activities such as night game drives, sunset tours that extend into the night, traditional dance, cruises, lunar tours and gambling.

Although most of the activities are not available throughout the country an increase in night time activities in other destinations within the country would likely lure more tourists who would enjoy their holiday in full without spending time being idle. However, activities in environmentally sensitive areas should continue to be limited at night to allow for natural regeneration of the flora and fauna. At Victoria Falls where there is controlled access, the only night activity which is lunar tours are limited to two and half hours and being experienced at most three nights per month and subject to weather conditions. Conservationists believe natural regeneration will sustain the attraction (Newsome, Moore, & Dowling, 2012).

Some new attractions were also launched at other destinations to add value to the tourists' experience of both domestic and international tourists. These included skywalks, gorge swings, zipline, rafting and kayaking in Nyanga. These are posing threat to major destinations like Victoria Falls and Great Zimbabwe by taking away some tourists who would have visited them for similar activities. By attracting tourists away from the major destinations, small and emerging destinations are playing a crucial role in spreading tourists throughout the country. This dilution of the major destinations' appeal is important for sustainable tourism development as risk is spread across all destinations within the country. Competition is also good for the customer as it improves quality of service to the customer increasing the tourist's overall tourism experience within Zimbabwe.

Skydiving was launched in 2017 in Victoria Falls to add variety to already existing attractions. It renewed interest from Zimbabweans to visit Victoria Falls just to watch others sky dive. It also offered old clients to Victoria Falls an opportunity to revisit the destination to experience the new attraction. As a result the destination remained popular with returning tourists ensuring sustainability of the destination's appeal.

There were other destinations like mines, protected villages and plantations (tree and sugarcane) among others that were seen as secondary to primary destinations like Victoria Falls, Great Zimbabwe, Kariba and Nyanga. They were not being given much attention by authorities reducing their exposure to tourists and potential investors to modernise them. However, they were slowly becoming popular through promoting tourism in transit towns as complimentary

packages to add value and tour experience for the tourist. There seemed to be consensus among tourism suppliers that; as tourists visit the major destinations, they should pass through these hardly known attractions along the way and experience something new and unique.

Small and new destinations that were located within the vicinity of tourists' source markets and offering cheap tourism services were becoming popular with domestic tourists.

Physical alterations to attractions
There were also notable attractions in the form of physical structural developments at destinations such as the 'Lookout Café' built on the banks of the Zambezi River in Victoria Falls. Looking into the future of the destination and possible emergence of similar facilities, the destination will be transformed from a natural environment into a man-built environment. Evidence from Niagra Falls suggest that continued developments similar to the café are counter sustainable tourism development as the destination losses the natural beauty that characterised it for generations denying future generations of the same.

Tourists are also engaging in damaging activities whose cumulative effects to Victoria Falls could be against sustainable destination development. For example at the Victoria Falls Bridge on security fence attached to the railings meant to safeguard tourists watching the water fall from the bridge, there are locks being locked there (see picture collage below).

Figure 1: Sample locks at Victoria Falls Bridge

Two different schools of thought explain the deposition of locks on bridges. Firstly, it is associated with dissent where the depositor is not happy about something and or express their power over what authorities are demanding of

them (Hammond, 2010). With most messages inscribed on the locks pointing more to love than rage, it seems this thinking does not apply in Victoria Falls.

The second ideology was that locks on bridges signal substantial emotions and intrinsically connected with personal love relationship and special events (Houlbrook, 2017). Judging from Hearts drawn on the locks and two names suggest love relationships. Victoria Falls is becoming a symbol of love where tourists in love visit to celebrate their relationships and leave a footprint (lock) on the bridge as a sign of their love for each other. Such depositors always come back to celebrate their relationships assuring the destination of a constant supply of clients into the future.

However, the continued accumulation of locks on the bridge can also be counter sustainable tourism development. The locks create eyesores and may lead to the collapse of the physical structures upon which they are hung depending on the cumulative weight of the locks as was experienced at Paris Bridge that collapsed under the heavy weight of keys deposited by tourists over a number of years (MacDowall, 2014). When the French authorities finally decided to remove them they weighed a massive 45 tonnes which is far more than what the bridge was designed to carry as extra load.

Threats to Attractions

In Zimbabwe there seems to be some reactionary developments whose effects are negatively affecting tourism attractions. Land reform programme which was meant to normalise land allocations that where distorted during colonialism (Moyo, 2011) is one example. However; 'some new farmers ended up in Safari Areas' compromising the tourism resources and conservation efforts and practices. The new farmers 'went for the animals (key tourism attraction) killing them for food and turning the land once reserved for wild animals into agriculture land' limiting land available for tourism purposes.

There were also incidents of aggravated vandalism of tourism resources by community members targeted at tourism items perceived to be against local community values. Examples of such were aptly summarised by one tourism supplier who commented about local people's behaviour when they get to Matopo:

Some people want to deface by writing some stuff on the graves, deface what is written on the graves. Others want to urinate on the graves because they are angry. The political opinions and feelings take a part and this happens mainly with domestic tourists who feel Cecil John Rhodes is their enemy. Local people feel the colonisers killed their Ancestors, Rhodes and his people colonised us and invaded our burial place reserved for respected people. That grossly undermined our power and authority (Tourism Supplier).

The local people felt closely connected to the grave site and were not happy with colonisers being buried there. The views expressed by community members towards a national heritage site seems to portray a relationship between hosts and conservationists built on coercion than mutual participation based on appreciation of tourism value. This is common in developing countries as statism takes centre stage in planning and management with decisions being made at the top and pushed down to the communities for implementation (Midgley, 1987). If this systematic destruction of tourism resources continues, the tourism economic value will go down as less and less tourists would visit such heritage sites.

Destinations like mines that were not developed with tourism in mind do not offer ideal tourism services such as having a tour guide, accommodation or restaurant. In some cases tourists to these places loose 'valuables to muggers now resident at these abandoned mines involved in illegal scavenging of minerals who take advantage of the absence of police in such places'. As a result tourists are no longer comfortable visiting such attractions.

Conclusion

The various stakeholders seem to agree that Zimbabwe as a destination has many smaller destinations within it. At each of the small destinations are unique attractions that makes the core of the destination. However, they noted the need to diversify the attractions at some destinations in order to add value and regenerate the destinations giving them a new lease of life. Concerns were also raised over physical alterations to existing attractions as business people try to innovate and generate more business for themselves. Also threats were noted at some attractions. In conclusion tourism stakeholders perceive the development of tourism attractions in Zimbabwe as being under threat from the need to modernise compromising the long standing quality and quantity the destinations are known for. This also compromises the ability of future generations to enjoy these attractions in their original state.

Future Research

Further research can be carried out in other developing countries especially those in Africa where there seem to be desperate measures by authorities to attract tourists to their attractions. This is despite apparent indications that some of the developments are having negative effects on the tourism industry. Researchers may also want to explore the extent to which each of the unique developments at attractions are affecting the image of the destination in the eyes of the tourists.

Acknowledgements

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