

National University of Science and Technology

Think in Other Terms



GRADUATE SCHOOL OF BUSINESS

AN EVALUATION OF THE POTENTIAL OF EVENTS TOURISM AS BUSINESS STRATEGY FOR TOURISM DEVELOPMENT IN ZIMBABWE

(1998-2008)

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ABSTRACT

The increasing reputation of mega events and festivals coupled with their positive impacts on host countries has led to an emergent body of research on how such events can be manipulated to invigorate tourism growth globally. Tourism, particularly in Zimbabwe has been experiencing major setbacks since the year 2000 when government undertook Land Reform Programme. However, this negative growth in tourism is on the contrary given that tourist receipts from other countries have been showing positive growth rates in spite of the existence of similar inhibiting socio-economic, political and cultural factors. In spite of a number of events initiatives embarked on by Zimbabwe, to date, very little research has been carried out on evaluating the potential of events to stimulate tourism development. Therefore, this paper seeks to evaluate the potential of events tourism as business strategy for tourism growth in the context of Zimbabwe in comparison to how other countries have embraced this concept. In conclusion, the implications of the findings are discussed and recommendations are provided on the future prospects of events tourism.